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NEWSPAPER

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THIS ISSUE:—THREE NEWSPAPERS FIGHT FOR PRESS FREEDOM.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Offie at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 27 | NEW YORK, NOVEMBER 29, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

Chicago People Have More Money

this year than last—and some of it's in the savings banks.

On October 10, 1924, according to official bank statements, savings deposits in Chicago banks amounted to $615,556,000—as against $572,973,080 on September 14th last year.

These accumulations represent in large part the savings of thrifty, intelligent, well paid industrial citizens of Chicago—people who are able to respond to legitimate investment offerings brought to their attention.

The Daily News, with 400,000 circulation—1,200,000 daily readers—reaches these very people, the people who represent the great majority of the financially competent citizens of Chicago and its immediate suburbs.

If you have anything to sell to the people, and wish to approach them most effectually, follow the lead of experienced and successful advertisers in the Chicago field* and advertise in

The Chicago Daily News

FIRST IN CHICAGO

**The Daily News, year after year, carries a greater volume of display advertising than any other daily newspaper in Chicago.*

The KEYSTONE STATE is the Key State for National Advertisers

National Advertisers who would open up new trade contacts or increase the volume of trade already established, will find Pennsylvania a state well worth careful consideration.

The chief implement of construction in any line of business is the newspaper. To advertise in Pennsylvania newspapers is to construct business. To construct business is the definite aim of every National Advertiser and Manufacturer.

Pennsylvania newspapers rank very high, not only journalistically but as "pullers" for advertisers. The listed dailies are the leaders that get into the homes of the buying public every day.

The demand for merchandise throughout Pennsylvania is persistent. Goods sell easily and every favorable advantage may be found in this tremendously productive territory.

National Advertisers giving intensive attention to Pennsylvania make wonderful progress. Persistent newspaper advertising promotes and maintains business supremacy.

These listed dailies will give you leadership

		Circulation	2,500 lines	10,000 lines
*Allentown Call	(M)	29,446	.10	.10
*Allentown Call	(S)	19,425	.10	.10
†††Beaver Falls Tribune	(E)	5,702	.025	.025
†Bloomsburg Press	(M)	7,189	.029	.029
†Carbondale Leader	(E)	5,664	.025	.025
*Chester Times	(E)	15,507	.055	.055
†Coatesville Record	(E)	6,529	.035	.03
*Connellsville Courier	(E)	6,212	.02	.02
*Easton Express	(E)	21,439	.07	.07
Easton Free Press	(E)	12,711	.05	.05
*Erie Times	(E)	26,258	.08	.08
*Harrisburg Telegraph	(E)	40,487	.095	.095
*Oil City Derrick	(M)	6,375	.035	.035
*Pottsville Republican and Morning Paper	(E&M)	16,284	.08	.07
*Scranton Times	(E)	41,414	.12	.11
*Sharon Herald	(E)	6,568	.0285	.0285
*Sunbury Daily Item	(E)	4,564	.025	.021
*Warren Times-Mirron	(E&M)	7,579	.036	.036
†Washington Observer and Reporter	(M&E)	17,358	.06	.06
†West Chester Local News	(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader	(E)	23,775	.08	.05
*Williamsport Sun	(E)	19,766	.07	.07
†York Dispatch	(E)	18,527	.05	.05
†York Gazette and Daily	(M)	17,604	.05	.05

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

†††Government Statement, April 1, 1924.

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EDITORS: Cut this column out and paste it up in a convenient place. These may be purchased as a whole or separately.

CENTRAL PRESS DIRECTORY OF FEATURES

NEWS PICTURES—The rock upon which the service is founded. Many more than 3,000 of them are sent every year to subscribers to the full service of the Central Press, with its established reputation for covering every news event of importance thoroughly and immediately. Central Press works every minute in the year. Just one recent example of its enterprise was its Lorain tornado picture scoop. (See ad in this page.)

NEWS FEATURES—Illustrated stories from staff correspondents in Washington, New York, London, and from a corps of special correspondents all over the United States.

PREPAREDNESS—Central Press prepares its clients in advance for all big approaching news events. "Couldn't be better." That's what editors say about our pre-election, pre-world's series, pre-convention services. Special art is sent out in advance for use on all holidays.

EDITORIAL CARTOONS—The daily editorial cartoons of Jess Cargill are one of the most distinguished features of the Central Press service. Cargill is one of America's greatest cartoonists.

PICTURE PAGE—The daily picture page of Central Press is the outstanding feature of many newspapers. (See ad in this page.)

SPORTS—None better. The graphically illustrated stories of Norman E. Brown, sporting editor of Central Press, covering every phase of the major sports, are augmented by dispatches from our staff of special correspondents. Brown is one of the three or four most widely read sports writers in the United States.

SPORT CARTOONS—By John Sords. The leader in its field. Three columns, three times a week, with stories by Norman E. Brown. (See ad in this page.)

SPORTS DONE BROWN—A daily column of current comment by Norman E. Brown, sporting editor of Central Press.

MORGUE SERVICE—Twice a month. Pictures of persons and places that should be in every newspaper morgue. Central Press' morgue service is the best way to build up your pictorial library to what it should be.

FASHIONS—A daily and twice-a-week feature. Daily illustration with comment by Mme. Lisbeth, fashion authority. Three column illustration, also with up-to-the-minute comment, twice-a-week.

THE BEST OF ADVICE—A daily column for thoughtful people, by Clark Kinnaird. It presents the wisdom of the ages in easily understandable form.

PICTORIAL CROSS WORD PUZZLE FOR CHILDREN—Something entirely new. The pictures around the puzzle help the children solve them. Three times a week. (See ad in this page.)

SERIAL STORIES—Fiction of particular interest to women, released for daily use in instalments of convenient lengths.

HOUSEHOLD HINTS—A daily column by Mrs. Mary Morton. Used by more than 250 newspapers.

WITH THE WOMEN OF TODAY—All of the news of what women the world over are doing, presented in terse and attractive form by Mrs. Lilian Campbell. Illustrated. Three times a week.

NEWS NOTES FROM MOVIELAND—A bright and breezy column on the doings of the film players, by Daisy Dean. Illustrated. Three times a week.

DINNER STORIES—A daily column of anecdotes. Illustrated.

HEART AND HOME PROBLEMS—A popular column of advice to the lovelorn and the friendless, by Mrs. Elizabeth Thompson.

TIMELY VIEWS ON WORLD TOPICS—What leaders of world thought have to say about current events and problems. Daily.

WHO'S WHO IN THE DAY'S NEWS—Brief biographies of men in the public eye. Daily.

SUNSHINE PELLETS—A daily column of remarks on health, full of common sense, by Dr. W. J. Thomson.

POEMS THAT LIVE—The classics of the ages. Daily.

MISCELLANY—Central Press is constantly presenting innovations in its service in the form of features for local tie-ups, weather cartoons, daily Do Your Christmas Shopping Early cartoons, feature headings for newspapers, illustrations for farm and radio pages, etc.

SORDS-BROWN SPORT CARTOONS

The leader in its field. It's just the feature you need to keep your sport pages out of the rut this winter.

The cartoons, drawn by John Sords, with stories by Norman E. Brown, sports editor of Central Press, are assured to Central Press clients exclusively for the next three years by contracts just signed.

The Boston Post, with a number of cartoons of this type to choose from, picked the Sords-Brown feature as the best, and will make it a feature of its sport section from now on.

The Sords-Brown cartoons are three columns wide, and run three times a week.

NEWS MATS and FEATURE STORIES

The Central Press general service is second to none. It pours a wealth of news pictures, illustrated feature stories, cartoons, sports, fashions, preparedness, art, women's and editorial features into more than 325 newspaper offices.

The widely reproduced editorial cartoons of JESS CARGILL are a part of the Central Press general service.

The Paris (France) Times, after looking over all American pictorial services, contracted for the full service of Central Press.

"A Central Press client is 'covered' on everything."

A DELIGHT FOR CHILDREN PICTORIAL CROSS WORD PUZZLE



A big hit. The pictures help the children guess the words. The puzzles are one column in size, making them easy to get in. More than 200 newspapers are on our lists for this feature, but some choice territories are still open. The Cleveland News and the Pittsburgh Chronicle-Telegraph are the latest to close for it.

"BEST OF ALL PICTURE PAGES"

This is the tribute paid to the Central Press daily picture page by newspapers who count it their best feature.

Central Press' picture page is used by more newspapers than any other. Within the last two weeks, the editors of three large dailies have cancelled their orders for other pictorial pages in order to contract for the Central Press page.

And with the Central Press page you get the best advertising tie-up opportunity ever offered with a newspaper feature. We supply you with as many extra proofs of the page on glazed paper as you want, at cost. Placed in shop windows and public places, they force attention to your newspaper. The Cleveland Plain Dealer is now using 100 proofs daily; and the Pittsburgh Chronicle-Telegraph the same number.

The Central Press Association

CENTRAL PRESS BUILDING **CLEVELAND**



It takes 16 miles of tooth paste to start the "Big Fellows'" day—

Tooth paste is a mighty small item in the daily budget—but 16 miles of it would be necessary to supply each Bulletin Reader and his family tomorrow morning.

His wife and daughters, being natives of a city famed for feminine charm, spend many times the tooth paste budget for the many kinds of cosmetics, perfumes and toilet articles used by the woman of today.

There's no magic to the Bulletin's circulation—which is one of the largest in America—but there is a reader-acceptance that smoothes the way for those who divert sufficient of their funds to talk to Philadelphians in the paper nearly every one of the half-million Philadelphia families read.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 31, 1924

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 — NEW YORK, NOVEMBER 29, 1924 — No. 27

Three Newspapers In Court Fight For Freedom of the Press

Baltimore Post, New York Herald Tribune, and Kansas City Journal-Post Indicted for Printing Income Tax Returns—Other Newspaper Indictments Expected—All Welcome Challenge to Represent Public

THREE newspapers have been indicted by Federal Grand Juries on charges of unlawfully "printing and publishing" parts of income tax returns for 1923.

They are the *Baltimore Post,* the *New York Herald Tribune,* and the *Kansas City Journal-Post.*

The Department of Justice in Washington, Nov. 25, declined to say whether other indictments will be returned, because they were then pending before different Federal Grand Juries.

The Post, first to be indicted, will go on trial in Baltimore, Dec. 9, according to the date tentatively fixed this week. Trial dates for the other two newspapers had not been announced when EDITOR & PUBLISHER went to press.

Both the New York Herald-Tribune and the Kansas City Journal-Post were indicted Nov. 25.

The indictment returned against the Kansas City daily differed from those returned against the other two newspapers, in that it represented the only one of the three Federal proceedings thus far indicted which involve individuals in the effort to clear up through court action the conflicting provisions of the revenue act affecting publication of income tax returns.

Walter S. Dickey, owner and publisher of the Journal-Post, and Ralph Ellis, managing editor, were the individuals indicted.

In the case of the New York Herald Tribune, the indictment was brought against the New York Tribune, Inc., which publishes the newspaper. None of its officers were named.

A plea of not guilty will be entered, it was learned, but the newspaper, in an editorial Nov. 26, announced it "will do everything to secure the repeal of the present law" in so far as the publicity section is involved.

"The threat involved in this attempt by Congress to restrain the printing of public records attacks the freedom of the press at its very foundations," the Herald Tribune declared in its editorial.

"The Herald-Tribune will insist to the limit of its power that the freedom of the press, guaranteed under the Constitution, shall not be abridged.

"It welcomes this challenge to represent the public and has full confidence it will succeed in this fight to protect the public from publicity which is improper and to guarantee it news to which it is entitled."

Penalties for violation of the law by individuals are a fine of $1,000, or a year in prison, or both.

In the instances of the Baltimore Post and the New York Herald Tribune, where the corporations are named, only a fine will be imposed if a verdict of guilty is returned.

Ogden Reid, president of New York Tribune, Inc., stated that in its defense it would raise two contentions. The first is that the act of Congress on which the indictment was based did not prohibit the publication of income taxes paid. The second contention is that the statute, even if susceptible of this interpretation, was unconstitutional, for the reason that it violated the freedom of the press.

Attorney General Stone at a conference he had with Washington newspaper correspondents Tuesday, suggested many newspapers appeared not only willing but anxious to be indicted.

"I have received applications for that privilege from any number of newspapers throughout the country," he added smiling.

In the meanwhile the stage is all set for the battle sure to be waged during the forthcoming "short session" of Congress for the repeal of the publicity clause of the revenue law.

Representative Henry W. Watson, of Pennsylvania, one of the ranking Republican members of the House Ways and Means Committee, announced this week he would introduce a "repealer" just as soon as Congress got down to business.

Both Senators and Representatives of all parties have been deluged by protests against the publicity clause, and demands for its repeal, and in the first flood of bills upon the opening of the session there are certain to be many proposals for the elimination of the clause.

Mr. Watson, who opposed the clause originally, will offer an amendment to strike out thte words, "together with the amount of the income tax paid by such person," which, he pointed out, would prevent further income tax publicity.

The indictment against the Herald Tribune contains three counts. These charge that the Herald Tribune on Oct. 25 published the income tax payments made by Archer M. Huntington, M. M. Belding and John T. Underwood. None of the taxpayers named complained to the Government, it was learned. The names were picked at random from thousands published.

It was on Oct. 23 that the income tax payments were made public records. In its issue of Oct. 24, the Herald Tribune did not publish any payments.

"In obedience to the law," it announced on that day, "The Herald Tribune is refraining from printing the lists."

On Oct. 25, however, the paper changed its position and published the payments. The explanatory statement accompanying the publication on the 25th read:

> The Herald Tribune yesterday omitted the income tax figures from its news columns in the conviction that they should not be made public and in compliance with the ruling of the Treasury Department. On the legality of that ruling the Attorney General of the United States yesterday declined to give an opinion. In practice collectors of internal revenue are still allowing newspaper reporters access to the income tax returns. The facts, which never should have been made known, have become general news of immediate importance. The Herald Tribune recognized that the Treasury ruling has become ineffective. It therefore prints today the figures made public by the Collectors of Internal Revenue without vouching for their accuracy.

After the indictment had been returned, the Herald Tribune gave out the following editorial as explaining its position in the proceedings:

"This newspaper has been indicted by the local Federal Grand Jury on the charge that it unlawfully published amounts of income taxes paid. The individuals whose taxes were published made no complaint. Their names were selected entirely at random. The indictment was found solely for the purpose of testing the question as to the legality of any such publication. The Herald Tribune welcomes this litigation as an opportunity to assist the Administration in ascertaining the intent of Congress and not less to protect the constitutional right of newspapers to print the news.

"The publicity provisions of the income tax law were perhaps the most egregious blunder of the late lamentable session of Congress and are so ambiguous in terms that the Attorney General publicly declared that the intent of Congress in enacting them could only be 'surmised.' The Herald Tribune believes that this statute on which the indictmnet is founded did not prohibit the publication of the figures.

"But the question of far greater importance is whether the Government has a constitutional right to prohibit the publication of facts made public by the mandatory provisions of an act of Congress. Can Congress say: 'You may talk, but you may not write?' The indictment itself charges that the figures which this newspaper published were 'a public record.' They unquestionably were. By express direction of Congress the Collectors' records were thrown open to inspection by all comers. They were published in newspapers generally throughout the country.

"The threat involved in this attempt by Congress to restrain the printitng of public records attacks the freedom of the press at its very foundations. The First Amendment to the Federal Constitution declares:

"'Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petittion the Government for a redress of grievances.'

"It is of the essence of the freedom thereby guaranteed to the press of America that there shall be no governmental suppression of news. If Congress could restrain the press from printing the amount of taxes paid after they had been made accessible to the general public, could it not be urged that it might equally restrain the press from publishing any other public event? In a democracy the newspapers are the eyes and ears of the people. Only a small percentage of the voters may by personal presence head the proceedings in their Legislatures and their courts and examine the records in their collectors' offices. That knowledge there obtainable by the few may be kept from the many by suppression of newspaper publication is an unthinkable proposition.

"The Herald Tribune will do everything it can to secure the repeal of the present law so that the names of the taxpayers and the amounts they pay shall be made available only to Government officials who have duties relating thereto. The Herald Tribune will also insist to the limit of its power that the freedom of the press guaranteed under the Constitution shall not be abridged. It welcomes this challenge to represent the public, and has full confidence that it will succeed in this fight to protect the public from publicity which is improper and to guarantee it news to which it is entitled."

The Attorney General's program does not provide that a half dozen indictments shall be returned on a fixed series of dates. After studying the reports collected by his assistants from virtually every city in the country, Mr. Stone selected those which to his mind present most squarely all the issues involved in the tangled situation.

PRINCIPLE OF TAX PUBLICITY WILL PREVAIL BALTIMORE POST DECLARES

THE *Baltimore Post,* first newspaper in the country to be indicted for publishing income tax returns, printed the following editorial regarding its position in the issue of Nov. 21:

"The indictment is intended to test the law governing income tax publicity. The Government contends the *Post* had no right to publish the returns; the *Post* contends it did. The question will be fought out in the courts.

"Regardless of the outcome of this case, income tax publicity is with us to stay. Attorney-General Stone may obtain a favorable court decision despite the plain purpose of Congress in enacting the publicity law, but this avoidance will be only temporary. Sooner or later the public, now being confused by propaganda, will recognize that the benefits of publicity vastly outweigh the inconveniences and then no Secretary of the Treasury will dare dodge his duty to enforce it.

"The opponents of publicity are endeavoring to make the average citizen feel his privacy is being invaded unnecessarily by the Government. They proceed on the theory the citizen regards his private income as something shameful and a thing to be hidden from his neighbors. For a little while citizens may accept this curious view, but not for long. Ultimately they will realize publicity is their best protection. They will realize that without publicity the Government never will be able to obtain from the rich and the powerful a full and fair share of the costs of government.

"The present propaganda, no doubt, must run its course, but in the end the principle of publicity will prevail, because it is wise and fair."

NEW MAKES NO RECOMMENDATIONS IN ANNUAL POSTAL REPORT

Passes to Congress Responsibility of Deciding How Postal Conditions Shall Be Remedied—Second Class Poundage Up 5.24 Per Cent During Year

By J. BART CAMPBELL

(*Washington Correspondent* EDITOR & PUBLISHER)

NO recommendations are made by Postmaster General Harry S. New in the exhaustive report of the Postoffice Department on the ascertainment of the cost of carrying and handling the mails which has finally been completed for submission to Congress.

Upon Congress will devolve the responsibility of deciding how the postal conditions described in great detail in the report should be met.

Congress may either formulate its own recommendations on the basis of the report, or it may call upon the Postmaster General to make whatever recommendations he may deem necessary to provide legislative or departmental remedies.

The report was prepared under the personal direction of Joseph Stewart, who holds the dual position of executive assistant to the Postmaster General and special assistant to the Attorney General.

Its completion has been awaited with natural interest by the newspaper and magazine interests, which have been aware for some time it would deal extensively with the moot question of second class postal rates.

Representatives of these interests have conferred with President Coolidge on the subject recently. On one occasion spokesmen for the American Publishers Conference spent considerable time at the White House and with the Postmaster General. On a later occasion officers of the A. N. P. A. expressed to the President views reported to have been at variance with those of certain magazine publishers.

In anticipation of the fresh drive now under way to secure the re-passage of the bill to increase postal employes' wages which President Coolidge vetoed upon the close of the last session of Congress, the suggestion has been advanced in some quarters that the revenue necessary to swell the pay roll of the Postoffice Department might be obtained by raising mail rates, particularly those of the second class.

Such a proposal would be certain to encounter stiff opposition from a number of leaders of Congress, notably Representative Martin B. Madden, of Illinois, chairman of the House Appropriations Committee, and a candidate for Speaker of the next House, who has already declared himself unalterably opposed to it.

President Coolidge has indicated if the necessary revenue can be found he will not again veto a postal pay increase bill, but how Congress can find this revenue in a way satisfactory to the taxpayers is a question considered likely to lead to a wide divergence of opinion among its members at the forthcoming "short session."

Members of Congress have already been swamped with appeals for the repassage of the postal pay increase bill, over the President's veto, if necessary, and whatever the fate ultimately of the proposed legislation the problem of providing postal employes with increased wages is regarded as bound to be the storm center again of considerable debate in both Senate and House.

It would not be surprising, therefore, if the problem were linked with the report of the Postoffice Department on the ascertainment of mail costs, including the first, second, third and fourth classes, and the special services.

In discussing second-class matter in his latest annual report, the Postmaster General states:

"The mailings of newspapers and periodicals as second-class matter at the pound rates of postage and free in the county of publication during the fiscal year weighed in the aggregate 1,396,516,845 pounds, an increase of 69,569,288 pounds, or 5.24 per cent, over the mailings for the previous year. The postage collected on the mailings at the pound rates amounted to $29,258,254.95, which was an increase of $656,912.75, or 2.29 per cent, as compared with the preceding year.

"The total weight of the advertising portions of publications subject to the zone rates mailed during the year was 513,218,692 pounds, on which $17,626,925.03 was collected, this being an average of 3.43 cents per pound. The reading portions of such publications weighed 604,223,355 pounds and the postage collected thereon amounted to $9,069,132.07. The average rates per pound on second-class matter mailed under the various conditions during the fiscal year 1924 were as follows:

	Average rates per pound 1924 *Cents*
"All mailings both at the pound rates and free in the county of publication	2.09
Mailings at the pound rates, exclusive of free-in-county matter.	2.2
Mailings of publications whose advertising portions were subject to the zone rates, including both reading and advertising portions, but excluding copies mailed at the cent-a-pound rate and free of postage in the county of publication	2.38
Mailings of publications subject to zone rates, including both the reading and advertising portions and the copies mailed at the cent-a-pound rate and free of postage in county of publication	2.19

"On June 30, 1924, there were 10,010 post offices at which publications were entered as second-class matter. Of the total postage paid at the pound rates 79.67 per cent was collected at the 50 offices having the largest mailings.

"Applications to the number of 4,236 for admission of publications to the second class of mail matter or change in title, frequency of issue or office of publication were received during the year, of which 3,823 were favorably acted upon and 413 denied. During the same period 3,540 publications were discontinued, leaving 28,265 having a second-class status at the close of the year, an increase of 283 as compared with the previous year. There were outstanding at the close of the year 1,120 news agents' permits to mail second-class matter at the pound rates.

"The campaign inaugurated during the previous year to secure the co-operation of publishers of newspapers and periodicals entered as second-class matter in the proper preparation of their publications for mailing has been continued and is resulting in more uniformity in the placing of proper and legible addresses on second-class matter and thereby facilitating and expediting its handling in the mails.

"In foreshadowing the submission to Congress of the special report on mail costs, the Postmaster General reviewed the history of the events in Congress leading up to it, and explained the period from September 21 to October 20, 1923, was selected for the assembling of the data upon which the report is based.

"During the year 1921 questions arose before the Committee on the Postoffice and Post Roads of the House as to the rates for mail matter of the second class, and also as to the adequacy of the rates for mail matter of the fourth class (parcel post)," Mr. New stated. "The fact developed at the hearings that on account of the lack of information upon which to make estimates it was impracticable at that time to make an intelligent comparison between the revenue and the cost of carrying and handling the several classes of mail matter per unit of service. The last official ascertainment had been made by the department in 1909 and carried forward by the Hug Commission in 1911. Much of the secured for this ascertainment was f the special weighing of the mails of 1 authorized by Congress. Since the fi ings of the Hughes Commission tension of estimates had been made the department from time to time but become unsatisfactory because of radical changes in the conditions of service, both with reference to increa expenditures and increases in the wei and volume of the mails as a whole a of particular classes, which had radica affected their relations to each other. F these reasons the Joint Commission Congress on Postal Service agreed w the Postmaster General to undertake t inquiry with the understanding that t work of gathering the statistical da completing their preparation for use, a preparing an estimate of revenue a cost would be conducted by officers of t Post Office Department.

"Most careful consideration was giv to the plans necessary for the collecti of adequate statistics and special stu was bestowed upon the preparation the necessary forms and instructions.

"A statistical period beginning wi September 15, 1922, was first selecte but on account of the conditions of th mail service as well as of busine generally throughout the country, resul ing from the railroad and coal strikes, was found inadvisable to proceed durin that period and a postponement becam necessary. When first undertaken it wa the opinion of the department that th work in the post offices could be done b the regular employees, but because o changed conditions in the service it wa afterwards decided that the work coul not be absorbed by the regular force, bu would require temporary clerks and ad ditional expenditures. Under these cir cumstances the work could not proceed without increasing deficiencies and was therefore suspended awaiting appropriate authority or appropriation by Congress and the facts were reported to the joint commission.

"Thereafter the department submitted to its budget officer an estimate of the appropriation necessary to carry on the work.

"The Joint Postal Commission went out of existence on June 30, 1924, but the Congress included in the appropriation bill for the Post Office Department for that fiscal year an item of $500,000 for the purpose of completing the work of determining the cost to the department of handling the different classes of mail matter.

"Accordingly and in pursuance of that direction, the department resumed work upon the project, employing also the efficiency experts who had been theretofore employed by the Joint Postal Commission to continue their work in co-operation.

"The period from September 21 to October 20, 1923, was selected, during which time the statistics were reported. The postmasters and employees of the Railway Mail Service were especially instructed by a corps of post-office inspectors and officers of the Railway Mail Service, who were called to the department to thoroughly familiarize themselves with the plan, the forms to be used, and the instructions therefor.

"The information so reported has been received, checked, tabulated, arranged, and consolidated for use in the making of the ascertainment of costs and revenues by the specially organized force in the department and such ascertainment has been completed. The whole matter is made the subject of a special report otherwise transmitted to Congress."

PRESS SHOULD DISCARD UGLY "XMAS"

A Bad Word Which Should Be Eliminated from Public Print

By JOHN H. A. KELLY

THE days of the week are known by proper names. Holidays and holydays alike bear names that are pregnant with meaning. They are neither numbered nor lettered in the order of their occurence or for any other reason. There is one outstanding exception. One day—the day of all days in each year—is sadly miscalled, disgracefully designated.

It's up to the newspapers to correct the evil that is crowded into that one little expression:

"XMAS."

It's bad enough for CHRISTMAS to be written Xmas on any flimsy pretext; but now, largely through free use of the abortive abbreviation in newspapers—chiefly in advertising—that day that is so dear to us is being given widespread pronunciation in accordance with its shortened spelling. Christmas Spirit doesn't mean near so much when it is called Ecksmas Spirit.

The "X" is borrowed—or stolen—from the Greek, in which language it is a symbol equivalent to the name of the Saviour.

But how many of us own restaurants or candy kitchens? How many of us would know what it was all about if the menus were printed in Greek instead of English?

X in algebra equals the unknown.

Perhaps it's all right for unbelievers to whom Christ is unknown to call it Xmas; but Christians who prefer to be known as such rather than as Xians will keep Christmas sacredly known by its right name so that none of its significance be lost.

We don't call Easter Sunday Alarm Clock Day because that mechanism is closely identified with rising. We don't call Good Friday Zday because the letter Z occupies a symbolic position in the alphabet.

"Xmas" is no more excusable, no less sacrilegious.

It might be O.K. in shorthand to use X to designate Christ; but as long as we're not writing shorthand, it's neither nice, necessary nor appropriate. Let's forget the lazy, irreverent abbreviate mixture of Grecian symbolism and Saxon suffixism and stick to Christian English.

It's CHRISTMAS we are preparing to celebrate. It hasn't any other name.

DON'T write it "Xmas." DON'T call it Ecksmas.

Newspapers are guilty of the malpractice chiefly by omission rather than commission. It's in the advertising columns that Xmas most frequently appears. But the newspapers can correct that easily enough.

Editors contemplating editorial calls to the public for elimination of the undignified X are cautioned to see that their newspapers in entirety set the example. Don't permit a repetition of what happened last year to one newspaper.

The editor published an editorial calling for the public execution of the X in Xmas. The editorial was very well received by readers. Some of them said so, writing letters of commendation. Advertisements in the next day's issue had Xmas smeared all over every page.

Exeunt X!

Print Tribute to Balmer

An appreciation of the services rendered advertising by the late Thomas Balmer, for many years Western advertising manager of the Curtis Publishing Company, has been issued in booklet form by Frank M. Comrie. The material was first used in the form of an address before the Agate Club of Chicago, of which Mr. Balmer was one of the founders.

PLAYS MAY BE DULL, BUT CRITICS DARE NOT BE

So Declares John Anderson of the New York Evening Post, Gotham's Youngest Dramatic Critic—Drama as Newsy as Murder or Divorce, He Holds

By HARLAN S. MILLER

IT costs a nickel to read the views of Manhattan's youngest critic of the drama, in the oldest of the city's newspapers.

He is John Anderson, founded about 1897; and his verdicts appear in the *New York Evening Post,* founded 1801, the most expensive of the afternoon dailies.

Yet Fred Stone and other spendthrifts with a fondness for real estate investment have been seen to plank down five cents, cash, for a copy of the Post. Most of Broadway is curious to see what Anderson has to say about the new play.

Anderson is that millionth journalist who rides down Park Row on a white horse, *a la* fairy tale. He is exemplar for the dreams of city hall reporters from Penobscot to San Pedro. He has out-Gallaghered Richard Harding Davis.

For John Anderson is the young man who came to New York at 22 and now, at 27, gets two seats in the fifth row at every first night performance, yawns at all the wisecracks if the blond beauty in the lower box happens to be looking his way, and waves to Jack Dempsey, that inveterate first nighter, over near the trap drummer.

Then he drinks a cherry phosphate with Flo Ziegfeld, tells Ethel Barrymore her hat is on crooked, slaps Dave Belasco on the back, and strolls to the office to chisel his prejudices in print.

After five years, all told, of newspaper work, he is the *enfant terrible* of New York criticism. Actors remain awake after a premiere until noon, to read his dicta. The elder heads are apprehensive lest he tweak a dramatic nose to which they kow-tow. Percy Hammond quotes the bright thing young Mr. Anderson said after that second act. And young Mr. Anderson remains unperturbed.

He has reached this high estate by riding two dissimilar, if twin, philosophies.

First, he regards himself, in this role of drama critic, as a diplomat, maintaining a delicate liaison between the stage and the public.

Second, he regards himself, in his role of newspaper writer, as a reporter, describing a murder, a robbery, a cyclone or a divorce, whichever the play figuratively chances to resemble, and describing it interestingly.

"A first night performance," says Anderson, "when it is observed objectively, is as full as news as a railroad disaster or a political convention.

"But a good share of the news about a play that gets into print is, inevitably, the opinions of the critic. These are the major facts.

"To bolster them, however, the critic should tell enough about the play to aid the reader to form his own opinion. Even this, of course, filters through the opinions of the critic."

The critic's most difficult function, Anderson finds, is to maintain at a nicety the balance between indignation against shoddy work and fairness to a spectacle which, though it leaves him cold, may attract audiences.

"Newspaper criticism," says he, "can scarcely persevere daily as the adventures of a soul among the masterpieces.

"None the less, it must not become the adventures of a sorehead in search of the epochal."

On Broadway much more than in road towns, he finds, producers and managers welcome harsh treatment of a weak play, because ordinarily they saw its weakness first.

Anderson might have become a lumber king. His family numbered among them some lumber barons. In fact, when he was born, down at St. Petersburg, Fla., just in time to watch the soldiers march away towards Key West and Cuba, he did not regard them as so much material for drama, but merely as potential users of lumber.

Even in his 'teens, when he attended the correct schools in the South, he did not evince that passionate interest in things dramatic which should preface a critic's career. In fact, when he was given a role in a senior play, as Laertes or Peter Pan or something, he flunked out completely, or almost did, because, according to his estimates he had too many words to learn by heart. As the legend goes, he got even with his successor by reviewing the performance in the campus paper.

Then something happened to lumber; it all burned up, or people were not burning enough of it or using bricks instead, or whatnot, and Anderson, like Sir Walter Scott, rolled up his sleeves to retrieve his fortunes with his pen. Here the war intervened.

Fresh from school, an astonishingly slender young man with powerful eyeglasses, he was bitter for a time because recruiting officers persistently discounted his potential military prowess. Then he went to work for the Post in the exciting days of 1918, when city editors were constantly on the alert lest a submarine appear at the battery and catch them napping.

But there is nothing in the record to indicate that young Anderson, strolling moodily around the Aquarium, looking longingly toward France and Flanders, discerned a U-boat snooping through the fog off Governors Island, scoring a beat and winning the critic's berth. Instead, he won promotion through sheer merit, interviewing Colonel House and Scotch bayonet instructors and canteen workers and landing eventually, a job on the rewrite desk. Occasionally, on busy nights, he reviewed a play.

When Cyrus H. K. Curtis purchased the Post and Merritt Bond became its managing editor, Anderson became the regular critic, early in 1924.

By a quaint coincidence, the Post musters also the oldest metropolitan critic emeritus. He is J. Rankin Towse, that venerable magistrate of the American stage, who has completed a half century or so in its service. They are the Nestor and Ulysses of the theatrical bench, classical and topical consultants, respectively

In a first night throng, Anderson, the most literate Floridan on Broadway, is easily distinguishable from Alexander Woollcott or Heywood Broun, because he occupies only one seat. His wife, who is the Post's art editor, usually sits in the other. Anderson is between six and seven feet tall, a triple-threat man, equally dangerous with epigrams, puns or metaphors in an open field.

As a result his play reviews and his column of theatre chat, called "Two on the Aisle," are among the most readable theatrical prose in the big city. His age, or lack of it, is his most sensitive point; he usually calls it "A little under thirty."

Now to let the precocious young man tell his theories himself, so that Stark Young and Kenneth MacGowan and other graybeards may read as they run.

"A drama critic," says he, "as any other reporter, must get the facts.

"Elsewhere these are reasonably ascertainable. But in the theatre, the facts, most of them, are the crystallizations in the reviewer's mind.

"Although these may be stigmatized as opinions, the only safe thing to do is to report them.

"But while a reviewer must give, in the main, his opinions, he needn't make everybody sore when he does it. When a show is bad, the management usually knows it and respects a reviewer for saying so.

"Nobody resents a panning, even in the smaller cities, unless it is unfair or malicious, and then, of course, they do so rightly.

"Naturally, the reporter ought to let the play speak for itself. In other words he is, as I see it, obligated to tell enough about it to let the intelligent reader form an independent opinion if he feels like it. Often enough a play which arouses no sympathy in the reviewer, he realizes clearly enough, has qualities which will commend it to many playgoers. He can honestly enough confess his dislikes and still own the qualities that may be alluring to ticket buyers.

"But this is no loop-hole through which the reviewer can side-step his more brutal duties, and does not justify any quarter for cheapness or vulgarity. It is as much his job to warn his readers against worthless plays as it is to indicate the deserving entertainments.

"To sum up: The critic must keep his temper; he mustn't get angry. There is temptation enough, heaven knows, to throw things at some of the productions that clutter the stages; but in saner moments one knows that these aren't worth losing your temper over.

"That expenditure is justifiable only when a fine talent is wasted or when a great art stoops to something mean and cheap.

"I call play reviewers reporters, because the play is news, and extremely important news. Nearly everyone goes to the theatre, and everyone talks about it. It is make-believe, as much a part of the life of grown-ups as play is a part of the life of a child. The theatre is the grown-up's box of toys.

"But the things that happen in this world of imagination are as real to many people as the happenings of the front page, in the world of subway accidents, holdups and murders.

"This has been more clearly realized recently; both newspapers and readers accent the view that what happens in the stage ought to form part of the day's news, and not be treated as a remote, other-worldly phenomenon.

"And so the reviewer must write for the casual reader, too; he must compete with the divorces and cross-word puzzles; the play may be dull but the reviewer dare not be.

"There must be no such thing as kindness to weak shows. Not even kindness will save a weak show. Rarely a bad show will outlive a good one; but the weak fall by the wayside."



"The critic must keep his temper; he mustn't get angry. Losing your temper is justifiable only when a fine talent is wasted, or when great art stoops to something mean and cheap."

* * *

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* * *

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* * *

"The reviewer must write for the casual reader, too; he must compete with the divorces and cross word puzzles; the play may be dull but he dare not be."

Picture Dailies Use Much Copper

Consumption of copper has increased proportionately with the inception and wide circulation of the illustrated tabloid newspapers in this country, according to a survey just completed by the Copper and Brass Research Association, which shows that more than 4,000,000 pounds of copper are consumed annually in the photoengraving and electrotyping industries. At the present rate of consumption, between 2,500,000 and 3,000,000 pounds are used each year in the manufacture of photoengravings, while more than 1,300,000 pounds go into the making of electrotypes. This is the first complete survey the association has made, the facts of the increase being determined from a partial report made two years ago.

Ads Boost Football Spirit

Newspaper advertising, and plenty of it, was used to "buck up" the spirit of the University of Wisconsin football team previous to their contest with Chicago last Saturday. One hundred and sixteen Madison business firms purchased two double trucks in the Nov. 20 issue of the *Madison Wisconsin State Journal,* to impress the team with the fact that they were not a party to adverse criticism launched at the team and the coach. "Go Get Chicago" was the streamer caption to the advertisements, which were printed in red. "Win or lose we are for you" was the theme of the text. The pages were signed by the merchants. Incidentally, Wisconsin tied Chicago.

Resignation Causes A. P. Shifts

R. J. Dustman, chief of the Associated Press bureau at Columbus, O., has resigned effective Dec. 1, causing many changes throughout the Central Division. W. J. Reck, correspondent at Des Moines, Ia., replaces Dustman. J. A. Rallings, correspondent at Omaha, Neb., will replace Reck in Des Moines, P. R. Mickelson, Fargo, N. D., correspondent, being transferred to Omaha, with Richard L. Spry of Lincoln going to Fargo. Stuart B. Goodfellow will be sent from the A. P. Chicago office to succeed Spry at Lincoln, his place being taken by C. W. Grange, night wire editor at Omaha. F. R. Robertson, night pony editor at Oklahoma City, will succeed Grange.

A. P. LAWYERS CONSIDER POSSIBLE BROADCASTING TEST CASE

Attorney Cannon Discloses the Matter Is Under Advisement —Association Officials Decline to Issue Statement —Executive Committee Meets

LAWYERS of the Associated Press have under advisement a possible test case which may develop between a member newspaper and the press association, regarding alleged violation of A. P. by laws to broadcast election returns.

This was learned this week from William C. Cannon, member of the law firm of Stetson, Jennings, Russell & Davis, the A. P. attorneys. Mr. Cannon is the lawyer in charge of this particular legal question.

He declined to state any details, however, referring all questions to Frederick Roy Martin, general manager of the Associated Press.

"Nothing definite has been done about the matter yet," Mr. Cannon declared.

When EDITOR & PUBLISHER called on Mr. Martin, he refused to discuss Mr. Cannon's announcement.

The possibility of a test case is the latest development in the A. P.'s radio news broadcasting problem and became public following a meeting of the Associated Press executive committee held at New York headquarters, Nov. 24.

At this meeting the evident step appeared to be that all members suspected of violating the A. P. by-laws with respect to broadcasting the recent election returns would be summoned before the association's board of directors for hearing Jan. 28.

Frank B. Noyes, *Washington Star*, president, Melville E. Stone, secretary, and Frederick Roy Martin, assistant secretary and general manager, all declined to issue statements when the meeting adjourned.

Although details of their deliberations were not divulged, it was learned that radio was brought under close scrutiny of executive committee members.

The entire matter, it was said, was placed in the hands of the board of directors who will treat the radio cases along with other alleged violations of rules at their forthcoming meeting the first of next year.

According to the Associated Press by-laws it is the duty of the secretary to cite any member suspected of violating an association ruling to appear before the board of directors, who will act as judges of their respective cases.

If it is proved that the member newspapers under suspicion were guilty of broadcasting A. P. returns, the board of directors may take disciplinary action.

Precedent of punishment for the use of A. P. news for broadcasting was established at the last meeting of the A. P. directors, when the *Chicago Daily News* and the *Boston Herald* were fined $100 each for putting news of the return of the world flyers to their respective cities on the air.

Two men, not publishers or A. P. members, whose identity or business was not revealed attended the executive committee meeting. They insisted upon keeping their names and mission secret, when questioned by EDITOR & PUBLISHER.

C. P. J. Mooney, editor of the *Memphis Commercial-Appeal*, second vice-president, was the only official absent at the meeting, and Elbert H. Baker, of the *Cleveland Plain Dealer*, was the only executive committee member who failed to attend.

Those attending in addition to Mr. Noyes, Mr. Stone and Mr. Martin were E. H. Butler, of the *Buffalo News*, first vice-president; J. R. Youatt, treasurer; Clark Howell, *Atlanta Constitution;* Charles Hopkins Clark, *Hartford Courant;* Adolph S. Ochs, *New York Times;* Robert McLean, *Philadelphia Bulletin;* and E. Lansing Ray, *St. Louis Globe-Democrat*, all members of the executive committee; and Kent Cooper and Jackson S. Elliott, assistant general managers. B. H. Anthony, of the *New Bedford* (Mass.) *Standard*, a member of the board of directors, also was present.

RADIO FIRED AS REPORTER

Tex Rickard Won't Allow Bouts to Be Broadcast

Radio will no longer vie with newspapers as reporter of fights, so far as Tex Rickard is concerned, it was learned this week, when Madison Square Garden officials declared they would ban radio broadcasting of boxing bouts.

The officials said radio listeners had not paid for support of the sport, that broadcasting had kept down attendance.

Title boxing matches for the past three years have been fought before microphones, the thud of gloves and shouts of fans being plainly distinguishable.

Expert critics have described the contests, and owners of receiving sets, wishing to tune in, have been given everything except the actual view of the combatants.

Baseball contests, especially the world series, and the leading football games have been also played on the air, but apparently attendance has not suffered.

20,000 Chicago Tribune Books Sold

The Public Service Bureau of the *Chicago Tribune* during 1924 has sold more than 20,000 copies of ten different books and booklets published by the Tribune or written about Tribune characters. The most popular booklet is the "Line Book," of Richard Henry Little's, a small volume of contributions to his morning column. Fifty thousand of these have been sold. "Fish and Fishing" by Bob Becker, sports writer, enjoys second sale with 2,673.

To Build Hearst Hall Soon

Construction work on Hearst Hall, University of California, Berkeley, Cal., planned as a memorial to the late Phoebe Apperson Hearst, will commence within four weeks, it was announced Nov. 24, at Berkeley. William Randolph Hearst, son of the late benefactress of the university, has informed President W. W. Campbell that he has completed a plan for financing a $1,000,000 structure instead of a $350,000 building as originally proposed. Hearst Hall will be the women's gymnasium and center of women's activities at the university.

Adolph Ochs Makes $100,000 Gift

Adolph S. Ochs, publisher of the *New York Times*, has given $100,000 to the Mizpah Temple of Chattanooga, Tenn., for the purpose of enlarging or rebuilding the temple. The gift was made in memory of Mr. Och's father, the late Julius Ochs, who acted as volunteer minister of the Mizpah congregation for many years and caused its first building to be erected.

Publish 24-Page Gravure Section

The *Charleston* (S. C.) *News and Courier* published an art gravure edition Sunday, Nov. 16, carrying three 8-page gravure sections.

VIRGINIA EDITORS MEI TO BOOST STATE

Representatives of Daily Newspap Convene in Richmond With Sta Chamber of Commerce Officials —Pledge Their Support

Editors representing the principal V ginia daily newspapers will support work of the Virginia State Chamber Commerce in its five-year campaign the betterment of Virginia. This was forth in resolutions adopted at Richmo Monday, by the publishers, meeting joint session with the directors of State Chamber at their request, to wo out plans for joint co-operation betwe the two organizations.

Col. Le Roy Hodges, managing direct of the State Chamber, outlined plans f the development of Virginia's commerc agriculture, industry, and a fair, no political study of State, city and coun government, and of taxation in Virgini

In formal resolutions the publishe agreed to support on every opportuni this program, editorially, and the Vi ginia Press Association will be asked f similar co-operation by the editors. Co W. S. Copeland, publisher of the *New port News-Press and Times-Herald*, wa named chairman of the committee to see the co-operation of the press body at i meeting in Charlottesville in January.

Details of the manner in which th "five-five" program of the State Chambe can be presented to the public properl will be worked out by a committee head ed by Col. H. L. Opie, of Staunton, wh was re-elected chairman of the daily pub lishers group, and by Junius P. Fishburn Jr., who was re-elected secretary.

PLEDGE VIRGINIA DAILIES TO STATE IMPROVEMENT



The above Virginia newspaper men conferred in Richmond Monday with the State Chamber of Commerce to devise plans for the betterment of Virginia. They are from left to right, front row: C. P. Hasbrook, representing the Richmond Times-Dispatch, Ledger Dispatch, Index-Progress and Portsmouth Star; Dr. Douglas S. Freeman, the News Leader; Colonel C. E. Greene, Clifton Forge Review; Colonel H. L. Opie, Staunton Leader and News-Leader; B. E. Berry, representing the Harrisonburg News-Record and Winchester Star; and Col. Richard F. Beirne, Covington Virginian.

Second row: Louis Jaffe (handkerchief in corner of pocket), Virginian Pilot; Junius P. Fishburn, of the Roanoke Times and World-News; Carter Glass, Jr., Lynchburg News and Lynchburg Advance; Lee Long, of Dante, vice-president of the Virginia State Chamber of Commerce.

Third row: A. P. Rowe, Fredericksburg Star and Free Lance; Dr. Joseph H. Smith, of Petersburg, president, State Chamber of Commerce; A. B. Carrington, of Danville, vice-president, State Chamber of Commerce; Colonel W. S. Copeland, Newport News Press and Times-Herald.

Above third row, from left to right, are: Dan Wine, secretary, Shenandoah Valley, Inc.; R. F. Nelson, State Chamber publicity director; C. S. Anderson, State Chamber director of Hot Springs; H. H. Harris; State Chamber vice-president of Lynchburg; Colonel LeRoy Hodges, managing director, State Chamber; J. L. Fray, of Culpeper; George H. Judd, vice-president of the Northern Virginia Park Association, of Washington; D. B. Ryland, State Chamber secretary, and Major Allen Potts, of the Richmond News Leader.

GETTING THE REAL NEWS OF WALL STREET

Business Secrets Closely Guarded In Country's Financial Center, Where News "Leaks" May Mean Huge Losses—Reporters Must Be "Good Mixers" And Have a Sound Economic Sense—Technique of Covering the "Street" Told

By BRUCE GOULD

WALL STREET dislikes to divulge its secrets, because its "news" can be translated, almost invariably, into money. Time is the essence of many of the most gainful operations in the Street. The "insiders" want the public to remain in happy ignorance until they have skimmed off the cream. A "leak" to the financial reporter, which results in the premature publication of plans for a new financial enterprise, a railroad consolidation, or an industrial merger, may cause the engineers of the deal to lose millions of dollars.

Consequently, the door often is barred and closely guarded against the penetrating nose of the inquiring reporter. Much, indeed, of the real news of Wall Street never reaches the financial pages. The substantial amount that does appear in the newspaper columns is obtained by some reporter's winning the confidence of a director, president of a company, broker, or banker "in the know." Do not understand that the reporter violates such confidence. Like the political reporter, the financial man often knows more that he publishes; because he prints only what is told him for release.

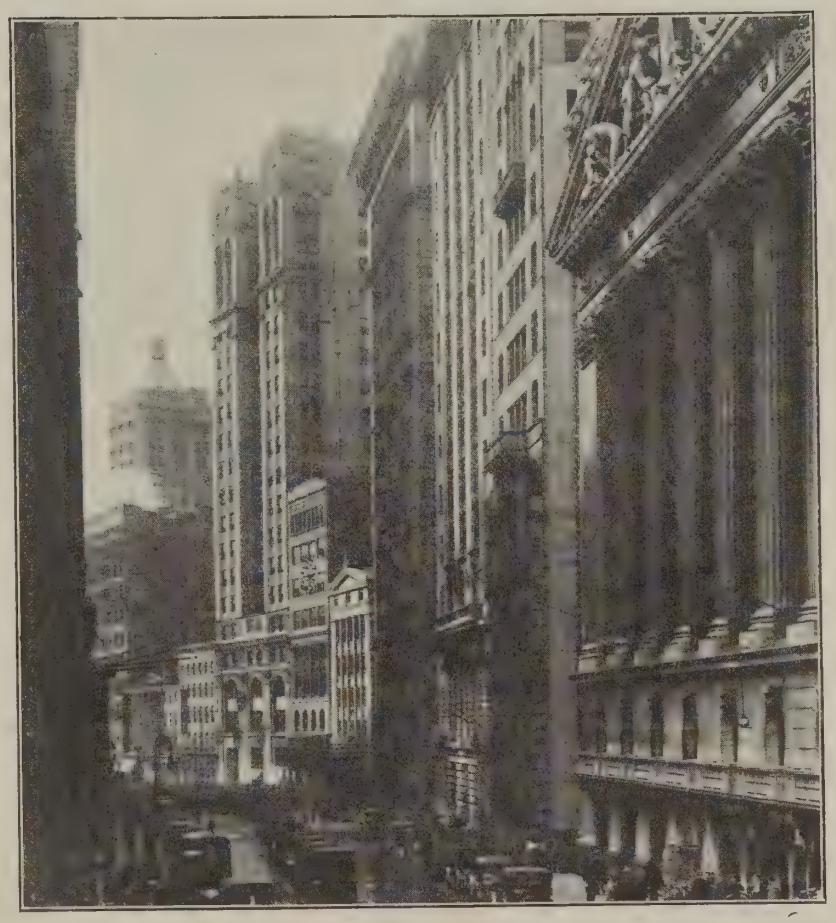
"Make friends!" says the veteran Wall Street reporter when you ask him how to go about getting the news of Wall Street. "Every friend means a story; every important friend means a 'beat.'"

The financial reporter, to really fill his job, should combine the qualities of a "good mixer," economic expert, financier, judge of men and their intentions, political prophet, and first class newspaper man. He ought to have the knack of knowing where the news will happen; and being on the spot first. Foresight, judgment, and intuition are his guides.

Financial editors employ various methods of obtaining news by means of the back door, when the front door is closed to their men. The most popular method is the employment of a "gossip man," who writes, under various heads, what is known in the Street as a "gossip column." If the reporter is a good "gossip man," the reader of the paper will find in his column the real "meat" of the news which formally makes its appearance, under the official approval, weeks and perhaps months later. The "gossip man" may not know how to write the King's English; he may not know the difference between a one-alarm fire and a four-alarm front page spread; he may not know how to write a news story; but he knows a long list of important persons in Wall Street who trust him and supply him with information long before the public would normally learn it. In a sense, all financial reporters are "gossip men." They would fail to get the news if they were not.

In a general way, every Wall Street reporter is a specalist. He must of necessity be intimately acquainted with his field in order to deliver full value to the newspaper. A few men, gifted with greater comprehension and perspective than their fellow workers, manage to include the entire financial world in their survey. But the names of these men could be listed in a very short galley. It is not too much, perhaps, to say that the average financial editor knows less about his men's specialty than do the men themselves. Indeed, it would be possible for him to have but the haziest idea about the reporter's field without detriment to the worth of the financial pages, as long as his specialists functioned properly.

In the financial office of a metropolitan newspaper will be found reporters who cover the Stock Exchanges, the New York Stock Exchange, the Consolidated Exchange, and the Curb Market; the bond field; the banks, the Produce Exchange; the Cotton Exchange; the Coffee and Sugar Exchange; railroads, industrials; oil companies; shipping companies; foreign exchange, and unlisted markets. Depending on the size of the staff, the list can be added to at will or cut down to a bare minimum of half a dozen versatile and well-trained financial reporters who range over the entire field.



Miles of ticker tape carry to New York newspaper offices the results of Bull and Bear operations on the floor of the New York Stock Exchange (right), located at Broad and Wall streets, in the heart of the financial district. The scene is looking down Broad street from Wall.

The news gathered by these reporters is supplemented by the two financial news ticker services in Wall street. The financial offices rely on the ticker services to supply them with all routine news just as the city desk depends upon its press services for all but the exceptional stories. Reporters in the Street attain reputations as "steel men," "oil men," "bank men," "gossip men," "railroad men," "grain men," "cotton men." It merely indicates that the reporter, theoretically at least, knows all about a particular financial field, and knows all the important men in the Street who control operations in his field.

When a story "breaks" for the city staff, the normal action of the city editor is to send a staff reporter to the scene of action. If the staff man has no bad luck, he shortly returns with the facts gathered where the news happened. In the financial office, the situation is quite often entirely reversed.

The first intimation that there is a story in a certain company often appears in the fluctuations of prices registered on the stock ticker. When the price of a stock rises or drops, there is some reason for it. The reason is usually "news." If the fluctuation is wide, either up or down, the news is probably big. The financial editor assigns a reporter to get the story. Usually, the last place he would suggest the reporter to go would be to the offices of the company whose stock is fluctuating. He would probably be unwelcome there.

That is where the "friend" comes in. Someone, among the list of the reporter's acquaintances, knows, for instance, why United States Pipe has risen $10 a share in two days. This friend may be a broker, a banker, a director in a rival company, a professional stock speculator. But he knows most of the facts, and the reporter's general information and knowledge of his field can piece out the rest. In this manner the story is constructed, verified, and printed without perhaps so much as attempting to get the information from the source to which the city staff man would directly go.

An exaggerated example of the type of story suggested by the ticker tape was that of the famous "Stutz Corner" in 1920. Early in the year it became apparent that the stock was in demand. Shares were limited. The stock began a steady rise, and then started to soar in increasingly higher flights. It happened that Tracy Sutliff, formerly financial editor in the *New York Herald*, and now of the *New York Herald-Tribune*, broke the story of the "corner." He discovered the "corner," because the ticker told him it was there, and his "friends" supplied him the additional information he needed. Three days after his beat occurred, on March 31, 1920, the New York Stock Exchange suspended trading in the stock, after it has risen from $100 to $391 a share. On the Curb Market, prices for the stock later rose as from $100 to $391 a share.

The job of the financial reporter is not alone to get the news as it comes up day by day, but to move about in the financial field he covers, and be "a good mixer." Sooner or later, every man he meets in the Street will be just the man who can furnish him with information he desires. The reporter must know him well enough so that the news will be furnished on demand, or even, in rarer cases, voluntarily divulged. It is important for him to know where large industrial companies do their banking. Often a banker wishes facts known which the president of a company would not willingly make public, and vice versa. He ought to know what financial groups in the Street are friendly, and what financial groups are constantly warring. It often happens that an enemy will make himself more closely acquainted with the affairs of a rival than would a friend. It behooves the reporter to know who the enemy is when the rival and his friend prove close-mouthed.

Wall Street is said to be the only place where a newspaper man never dies of poverty. If some philanthropist ever does establish a home for aged and decrepit journalists, there will be few inmates who "mind the time they were reporting in Wall Street." The longer a financial reporter stays in Wall Street the greater his value. What is perhaps more important, the greater his experience the more opportunity is presented him legitimately to turn his knowledge into money on the Stock Exchange. Opportunity knocks, not once, but innumerable times. Sooner or later he opens the door.

The mechanical news-gathering in Wall Street is not less interesting than the human side. One of the amazing achievements is the publishing of the sale of stocks and bonds on the Stock Exchange almost as soon as the Exchange closes at 3 o'clock.

Let us follow a stock from the Stock Exchange to a New York newspaper. On the floor of the Exchange, at the corner of Wall and Broad streets, just opposite the great banking house of Morgan, two brokers of the hundreds on the floor get together to trade in a certain stock. One buys and one sells. Standing beside the brokers is an attendant, who notes down the fact that United States Pipe sold at 75. On the transaction 300 shares were sold. He hands the notation to a messenger boy, who takes the slip to one of the four ticker telegraph operators on the floor. The operator transmits the message to the tape. Let us say that the abbreviation for United States Pipe is UP. There is a ticker in the stock room of the newspaper uptown. The sale appears on the tape there, thus: UP 3:75. Each compositor in the stock room handles a certain list of stocks. The compositor handling UP in the stock table adds 300 to the total number of shares sold; changes the final prices of the stock to 75; changes the high or low price if necessary, and takes the next quotation off the tape. Stock prices are usually set by hand, and sufficient compositors are put on the job so that at all times the compositors are even with the tape. When the market closes at 3:00 o'clock, therefore, all that is required is that the type be set in the form, the form justified and moved on to the stereotypers. A few minutes later the paper is on the street.

Most of the other tables on the financial pages are set by hand, because the majority of them depend on the closing prices of the particular market for their worth. Those that do not are set on the linotype. However, they are of small size and the main body of the tables remain the same. Only a few changes in figures, requiring less than a minute, are necessary. These changes are made the special duty of a designated compositor. By arrangement with the Wall Street reporter, the final prices are telephoned to the compositor at a stated time.

It must be said that at the present time, there is a decided change for the better in the matter of newsgathering in Wall Street, from the standpoint of the newspaper and the reporter. More and more widely in the financial district, the attitude is being taken that the public is entitled to know what is happening. There are several reasons for this change

in attitude, which is making the job of the Wall Street reporter not only easier, but more pleasant.

The outstanding one, perhaps, is that the public is becoming, in astonishingly increasing numbers, stockholders in all the largest and most powerful corporations. Many industrial companies devote large sums in campaigns to increase the number of shareholders. Newspapers aid them in this campaign by bringing the company to the attention of prospective stockholders. They wish the newspaper to play up the news of their company attractively, and so they become less secretive. In brief, the newspaper is found to be useful, and being so, is cultivated.

Another reason, which particularly relates to the railroads, is the fact that newspapers wield a tremendous influence with the public. The public in turn votes for the legislators, who make the laws which regulate the railroads and business generally. By taking the newspaper into its confidence, a better understanding of the business situation is gained by both public and business. Railroads especially, and business in general, are coming to take this fact into consideration. It would be too much to say, perhaps, that the sight of a newspaper man is cause for rejoicing, but he is tolerated in many places where formerly he was anathema.

The financial reporter often finds the job of getting the news most difficult when the company about which the story centers employs a "press agent." If the gentleman in question calls himself a "director of publicity," the difficulty is augmented. If the title is made so august as that of "public relations counsel," the reporter utterly despairs. Quite often this gentleman will offer the unprintable, though true, information that he "used to be a newspaper man himself." In case he does, the wise reporter walks out of the door. He is not going to get his story from that man. The best he may obtain will be a "statement"; a dry evasion of all questions asked. The reason for this is that the publicity man is over cautious; is not always himself entirely aware of the latest developments, and wishes to save himself from blundering. Despite the fact that he maintains a historical connection with the newspaper world, he often doesn't know what constitutes a story. Enough has, perhaps, been said in disparagement of the publicity man. There are many bright and shining exceptions, who do everything possible to aid the financial reporter. Curiously enough, these exceptions, as a rule, really were newspaper men, and good ones.

But despite this slowly increasing tendency to take the newspaper man into consideration, on the basis that the public should be both informed and pleased, instead of ignored and damned, the task of getting the news in Wall Street still requires an entirely different technique from that employed in any other department of the paper. Except for the sake of propaganda, and I have chosen to ignore that, Wall Street would prefer to have the news kept out of the newspapers.

There is plenty of pressure, monetary and otherwise, brought to bear on the reporter by unscrupulous business men, shady financial operators, and tipsters, to influence the financial reporter into printing propaganda. Because the sources of news are often known only to the reporter, himself, he is peculiarly open to bribing. Moreover, the ethics of the city room do not necessarily obtain in the financial field. The financial reporter, more often than not, comes from the outside into the newspaper world, and may never see a city room. In a few cases, doubtless, the reporter does sell out. Money talks in Wall Street, where it has no voice at all in the city room. Such a man, however, is soon spotted.

But the important news, the reporter has to unearth with patient investigation. Specialized knowledge, deduction from slight phenomena, alertness to changes in the financial atmosphere, interpretation of political and social events in the light of their effect on the Street, aid him. But, above all, he must have "good friends."

TOLEDO REALTOR GETTING RESULTS WITH HALF-PAGE SCHEDULE DAILY

George B. Ricaby Startles Profession by Launching Day-By-Day Campaign—Says Average Real Estate Ads Placed Haphazardly

By KARL W. KESSLER

WHEN George B. Ricaby, Toledo and Buffalo realtor, was 19 years old, he was owner and editor of the *Galien* (Mich.) *Advocate*. Michigan hailed him as its youngest editor.



GEORGE B. RICABY

After stirring the rising Galien Metropolis with the strong editorials that only youth is bold enough to print (and which the average editorial writer only thinks about writing) the young Mr. Ricaby decided that there was no reward to journalism. He made this decision when his biggest advertiser offered him forty bushels of potatoes in settlement of a bill.

And so Mr. Ricaby, the youngest editor in Michigan, pulled stakes. And the newspaper world lost what the editor's successor called "a young man with great talent."

All that happened 21 years ago.

Today Ricaby is at the head of two of the largest and most aggressive real estate organizations in the country and what he learned while "Michigan's youngest editor" has paid him dividends, according to his own confession, far beyond his expectations.

"I learned that newspaper advertising actually paid in tangible results," Ricaby said. "And I believe that when a business man learns that, he is in a fair way to make a success of his business."

Two months ago Ricaby startled the real estate profession by launching into daily newspaper advertising, using two Toledo newspapers, the *Toledo Blade* and the *Times*. Even the newspapers were jarred when Ricaby's advertising agency (he uses an agency, by the way, and has ever since he started in business, despite the fact that he flings a mean editorial pen) announced the program.

"How long will the campaign run—four weeks?" Ricaby was asked in an interview with advertising managers.

"It isn't a campaign," Ricaby replied, "it's just a new advertising schedule. I imagine that it may run forever—because I'm sure that it will pay."

"About 20 inches a day, I suppose?" one advertising manager queried.

"No, a half page every day," Ricaby returned. "Enough space to give us a chance to say something intelligently."

And that's about all there was to it—despite the fact that for the first time in history, a real estate operator sat down and looked his business square in the face.

"We real estate men have been pikers with newspaper space," Ricaby told the writer late one evening. "We haven't figured our appropriation on anything but guess. We've splashed away in full pages when we felt we had a message, and then we've closed up and let things run themselves. I believe that everybody is interested in real estate. People are interested in homes. Business men are interested in investments. On more than one occasion we have been called 'The Department Store of Real Estate.' And why not? There are ten or more departments here, just as there are departments in any big store. In volume of business we run far ahead of the average big department store. We are manufacturers, taking crude, undeveloped land and turning it into home sites—into cities.

"My belief is that everybody will read intelligently prepared real estate advertisements and I believe such advertisements can be made interesting and appealing enough to command daily attention. Let's try it."

The writer happens to be at the head of the advertising agency that has handled the Ricaby advertising for six years. He has seen Ricaby spend great sums of money in the newspapers—and he has seen amazing results. In the two months that the Ricaby company has been appearing daily before the Toledo public in half-page advertisements, absolute domination of this territory has come to the organization.

"I am convinced that this advertising is getting results," Ricaby said in a conference of department heads a few days ago. "Every department feels the power of this new plan and every department is benefitting. It is not unlikely that we will increase the space a little later, and I do not want you to feel that you are necessarily limited to a half page now. When you have something to say, say it. Advertising, intelligently done, is an investment as safe as real estate!"

The precedent established by Ricaby, whose Toledo and Buffalo organizations have smashed one real estate sales record after another, and which include 300 of the best trained men and women in the profession, is of great interest to newspapers generally, since it opens a new field of exploitation.

To the advertising manager Ricaby makes these points:

Real estate operators have never figured their advertising appropriations on a proper basis. They have advertised in a "hit-or-miss" fashion, without a definite plan of procedure. Such advertising, while effective at the time, loses its punch as quickly as the sound has disappeared.

Real estate is closer to the general public than the movies, automobiles, politics or radio. Every man, woman and child is interested in the home—every one wants to make money, Real estate provides the home—and the profits which often run into fortunes.

Through newspaper advertising the realtor proves his right to serve the public. His "copy" indicates his knowledge of the community.

The real estate business has been stabilized—it is permanent. In order to create a 12-month in the year market, it must do as the merchant did years ago when he started to advertise and break down "seasonable" spurts.

Here are some of the Ricaby achievements, helped to materialization through generous use of full and double-page newspaper advertisements:

In 22 days of June, 1924, the Toledo organization sold $620,000 worth of homesites in a new development.

In seven days completely sold out a homesite.

In less than six weeks sold out another homesite for $768,000.

In one month (May, 1924) piled up a business in excess of $2,000,000.

Lambasted the life out of a "mental business depression" that was threatening business and industry and created a new atmosphere throughout the city.

Took the bull by the horns and showed Toledo that, when frowns and long faces were most in evidence, a $40,000,000 BUILDING PROGRAM WAS UNDER WAY, proof of fundamental prosperity.

And a dozen cases of equal significance.

The Ricaby advertisements are laid out six columns by fifteen and one-half inches. They carry a 6-column streamer over an editorial signed by Ricaby. In this editorial Ricaby discusses any subject in which there is general interest. A new skyscraper is erected—and he points to the confidence of business men in the city. The railroads announce a $20,000,000 building program for the city, and he points out what the railroads mean to Toledo. Every day an editorial of widest interest!

Then the departments follow. Department heads fight for space, just as they do in department stores. Sub-divisions residents, downtown business property bonds, investments, loans, insurance, leases property management, etc. In addition officers of the Ricaby company operate a string of apartment buildings in which there are public dining rooms. Here again the appeal to the general public.

Ricaby, briefly, believes in newspaper advertising because it pays. He believes in TOO MUCH space rather than TOO LITTLE. And he believes in using space regularly.

"No matter how loud the explosion people remember it only until the sound disappears," he says.

CRESSY REORGANIZES BRIDGEPORT TIMES

Becomes President of Publishing Company Succeeding Wilson—Blanche Cressy, His Wife, Is Secretary —Details of Transfer Divulged

The Times Publishing Company publishers of the *Bridgeport Times*, under the new management of Kendall B. Cressy, has reorganized. Mr. Cressy becomes president, to succeed Lynn W. Wilson, now directing managing editor of the *Bridgeport Star*. He succeeds John Rose as treasurer.

The secretary is Mrs. Blanche G. Cressy, wife of the new business manager who succeeds James L. McGovern. The directors are Cressy, Mrs. Cressy and Lillian F. Clark, Cressy's secretary. Wilson and McGovern are thus off the directorate. McGovern is the new managing editor.

In a story relating the processes by which these changes were accomplished published in the Star, it was stated that Wilson withdrew from the meeting of stockholders when he saw what was to transpire. The Star says further that the stock is now held as follows: Wilson 499 shares; McGovern, 496 shares; Kendall B. Cressy, Blanche G. Cressy and Lillian F. Clark, one share each; Thomas M. Cullinan, lawyer, two shares. It cites the par value of the shares as $100.

The Times has been considerably livened up in make-up since the advent of Cressy. The use of signed stories on page one is part of the change. The editorial page has been given a marked new dress. Its upper half deals with straight editorials; its lower part is devoted to digests of the day and night news separated into classified columns.

TABLOID FOR MIAMI

Vanderbilt Definitely Announces New Daily for Southern City

MIAMI, Nov. 27.—Cornelius Vanderbilt, Jr., here for a conference with his executives who have been in Miami for three weeks, definitely announced that he will establish a tabloid paper in this city on the same plans as on the Pacific Coast.

The Vanderbilt Newspapers, Inc., now publishes the *Los Angeles News* and *San Francisco Herald*, both illustrated tabloids.

Daily Wins Libel Suit

After one hour's deliberation the jury in the $10,000 libel suit of E. A. Koen against the *Marshfield* (Ore.) *Daily Times* returned a verdict in favor of the defendant Nov. 20. Koen based his complaint upon the grounds that owing to statements made in the *Times* he had lost a prospective position with the Marshfield *Daily News*, which statements had to do largely with Koen's alleged affiliations with the K. K. K. and were for the most part taken from other newspapers, according to the line of defense taken by the *Times*.

See Page 36: New Feature—"Them Was the Good Ol' Days," by Chet Johnson. First of a Series of Three.

ADS MUST FOLLOW, NOT LEAD, BUYING HABITS

Much Money Wasted in Trying to Change the Public, Says McMurtrie—Importance of "Position" Exaggerated—Women's Instinct to Buy Keeps Advertising Alive

By JOHN H. McMURTRIE

SIR CHARLES HIGHAM, the well known English authority on advertising recently said that advertising was in its infancy. He predicted that advertising in the future would play an important part in civic and political life. He contended that advertising some day could be employed in bringing about world peace.

"A simple advertisement of 20 words placed before the eyes of the world will do more to bring about peace than anything else," he said.

The only exception I take to the idea of the simple message is that simplicity is reserved for individuals and will never be accepted by the great majority. Few men are capable of simplicity, and for that reason Sir Charles' idea of *good copy* for establishing world peace will never bring about the results he predicts.

Advertising like any profession lends itself to complication. The successful lawyer wins cases by practicing complicated presentation in every branch of his work. The physician often traces his big practice to a combination of assets independent of his simple knowledge of medicine. The complicated search is always necessary when a man buys a house. Complicated politics are kept alive by constant change of administration. Advertising agencies deal in a variety of complication to maintain their business profitably.

To succeed on a simple basis a man must be a genius. For a business to operate simply it must represent an outstanding success.

Few problems in advertising represent more complication and lack of understanding than the question of position. About the nearest to a prevailing standard of good position is: following and next to reading on a righthand page well forward in the paper. This is the *first thing* an advertising man learns. How advertising is read is the *last thing* he learns.

The present confusion over the position question is due to the belief that advertising is read by chance. *News reading* and *ad reading* are two separate actions. If this is not so and the perfect position is the vital thing, why do solid groups of advertising in newspapers and magazines continue to be occupied by successful advertisers. As a general rule it is not the successful advertiser who occupies the preferred position. It is the failure. Thousands of new accounts start every year in the best positions only to die before the year is over.

A solid page of advertising is like an avenue lined on both sides with shops. We have all had the experience of walking down such an avenue without the slightest intention of stopping at any shop window and without any fixed purchase in mind, yet upon display of a certain article in a window we have been led to make a purchase. Under such a circumstance we would not admit that we were looking for this purchase. An analysis of such a condition would prove that an unconscious buying instinct was developed into a state of consciousness by reason of association on such an avenue where purchases were displayed.

The shopping avenue has a created interest that makes buyers of us all. Every store in the crowded block has a following and the high rent for the occasional vacant one is the price you pay for the possibility of reaching that following. These stores have not developed their clientele over-night—it has taken years to do it.

Groups of stores in a city create certain types of shoppers in proportion to which they locate conveniently for shopping. In New York City many thousands more people pass the corner of 34th street and Fifth Avenue but it would not be as good a location for an automobile sales room as 57th and Broadway. The prospective buyer for any article by reason of convenience goes where he can shop to his manner of broader selection.

Shopping through the convenience of a newspaper is just the same. Thousands of men and women turn an occasional page and without any definite display in mind are led from a subconscious to a conscious state of buying, and the nearer a newspaper makes up its copy along the same lines as shops themselves naturally group together, the greater will be the results from the advertising. Just as certain stores along a shopping avenue build up a big following, so do daily advertisements running over a period of years develop a created interest among readers. Why shouldn't the occasional "empty space" in the newspaper, among the atmosphere of such created interest be an ideal location in reaching out for business developed by competitors?

It makes no difference whether an advertisement is in the form of the faker on the midway, the display window on the avenue, or the display columns of a newspaper, the main thing is to tell your story where the interest is already created. Display your goods where the crowds are receptive. For argument sake we will admit that it may be better to have an attractive corner or have your copy on top of the page, but above all keep your sales message where the buyer would naturally look for it.

The only reader of a newspaper worth reaching for an advertiser is the *regualr reader*— the man or woman who likes that paper to the point of reading it every day and familiarizing himself or herself with every part of it. Tastes differ in people—thousands of regular readers never read certain pages, so any advertiser is sure to miss a big part of any circulation, but be sure your copy is associated with buying appeal similar to yours.

If a man told me he never read advertising I would be inclined to believe him; if a woman told me she never read advertising I would be inclined to doubt her. Advertising, after all, depends on men's and women's responsiveness in the proportions of about 70 to 30—in favor of women. It is women's instinct and spontaneity in buying that keeps advertising alive.

Whether it is men or women, it is the instinctive buyer that crowds the store, that rides in the automobile, that fills the theatre, that wears furs and fineries—that leads in advertising responsiveness.

So it is quite natural that a man, even an educated advertising man, should have confused ideas about position unless he eliminates *his* mental idea in favor of this instinctive influence.

The big army of men and women who buy classified advertising finds occasion to select newspapers carrying the greatest volume of a particular classification. In nine times out of ten the best results from classified ads come from a newspaper with the best showing in that classification, due to the created interest already established.

There is no question about position in classified advertising. Its simplicity eliminates it. Display advertising is merely classified advertising in a bigger graduated form. The principal difference lies in the complicated form of display as against the simplicity of the classified.

A newspaper, like men, must rank above the average to operate along simple lines. The crowd always pulls for the challenger—never the champion. A newspaper that practices the simple policy of make-up along the lines of grouping advertising of similar appeal is sure to engage itself in the severest competition. Strangely enough, however, the few papers that are doing this are outstanding successes, both from a standpoint of circulation and amount of advertising carried.

The distinction between local and national advertising is technical. The best gauge to determine advertising value is the extent to which a medium is used by the small retail store. Through necessity the fifty-line retail advertiser must use the medium which creates the greatest number of sales at the least cost.

The seasoned advertising salesman never wastes time selling a small retailer unless his newspaper is strong enough to hold the business. For the most part the small retailer *buys advertising*. His cash drawer is limited and he is fool proof on value. Good position, good promises, good anything—are all forgotten in favor of good results.

It is the big advertiser that *must be sold*. His financial resources permit of occasional waste and for that reason a variety of substitutes for circulation are attractively presented to offset and complicate his judgment.

It has been said that "for good advertising there is no substitute for big circulation." This should be changed to read, "for the best advertising there is no substitute for big circulation and proper advertising association."

It is the combination of big circulation and advertising association that wins success. It is comparatively easy to measure the circulation phase, but it is quite different with advertising association. You cannot analyze or explain it—*you must sense it.*

When Sir Charles Higham said advertising was in its infancy he had reference to its age from a mechanical and superficial standpoint. The association side of advertising has always been represented by youth.

When a man says "they don't do this," or "they don't do that like they used to" it merely means that his vision on life is dulled, his capacity for thrills has died with maturity.

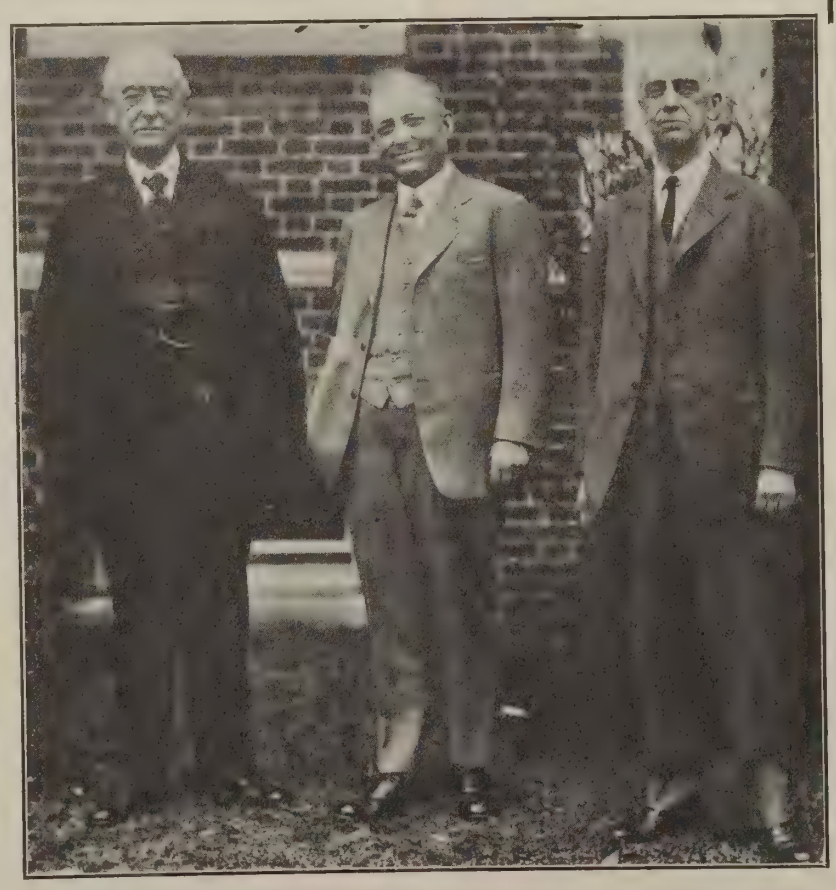
It doesn't always follow that this happens with an old man. Last summer I had occasion to go to a ball game at the Yankee Stadium when the game between the Yankees and Washington ran extremely close for 11 innings and the score stood 3-3. As the game began to run into extra innings I noticed a man about 35 years of age sitting next to me sound asleep. He remained in this state until the 12th inning when the game ended in a roar through Babe Ruth making a home run. As the crowd began to file out this man finally opened his eyes, and in a kidding mood I asked him how he liked the game. His reply was "all right" but when I asked him the score he simply dropped his head and lost himself in the crowd. No doubt this man played ball as a boy but he had allowed the interest in the game to pass out of his life. Whether it's pleasure or business you can get more out of it by absorbing the spirit of youth.

Too often the big executive fails to make a pal of his son. And then he wonders why he could not follow in his father's footsteps. A man can't expect his boy to come up to his vision—it is up to the father to go back to boyhood and come up with him and share his young dreams and ambitions and give him the counsel and direction born of experience.

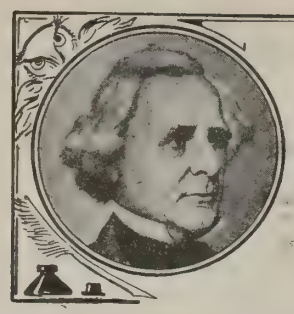
The trouble with advertising men with regard to advertising association is that the grind of business and too close contact with advertising practice has dulled the sensitive touch and appreciation of the traits common to advertising impulse. You can't see the thrill of a motor ride in a taxi driver's face; the doctor's pulse does not register horror at the sight of blood; the stage hand "sets" a comedy and tragedy with blank emotion.

(*Continued on page* 32)

IMMORTALS OF THE N. E. A.



National Editorial Association Presidents enjoy Biblical life spans, and every now and then the camera catches three generations of them at a meeting. Here we have, left to right, O. W. Stephens, Columbia, Mo., president 35 years ago; George W. Marble, Fort Scott, Kan., now president, and Dean Walter Williams, of the Missouri School of Journalism, also a former president.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER TWENTY-FIVE

Return of the Younger Bennett from Europe Eager to Enter Journalism—His Early Yachting Record



JAMES GORDON BENNETT, Jr., to an almost unexampled degree, had lavished upon him the wealth of his mother's affection. More especially was this the case, after the untimely death of her second son, Cosmo, of whom also she was extremely fond. Passing away at the age of five, an aching void was left in her heart, and she was once heard to remark, upon seeing one of two twin boys of about the age of Cosmo.

"I would like to adopt that little boy for he so reminds me of Cosmo."

The younger Bennett received a thorough education imparted by private tutors under his mother's supervision, and at the age of 16 was very well equipped mentally for the responsible duties that would eventually devolve upon him. He was then eager to enter journalism, and in fact had acquired a good idea of newspaper work by his frequent visits to the Herald office, where in babyhood he had made his "mark" on the journalistic records.

While still pursuing his studies, in continuation of his tuition abroad, he was given ample time for wholesome recreation, and became an excellent shot, making many excursions after small game along the forest-covered slopes of the Heights; while boat sailing on the Hudson River, near his home, was a favorite pastime. He soon became an amateur sailor of skill and courage, and his father approving of his son's ambition, enabled him to become the proud owner of the sloop yacht "Rebecca" in 1857. He entered the sport with characteristic impetuousity and enthusiasm, and was enrolled as the youngest member of the New York Yacht Club. His membership dated from Aug. 12, 1857, and he was one of the most popular and active of the junior yachtsmen.

The "Rebecca," of a little over 77 tons register, and modelled on fine lines, was notably fast in beating to windward, while in reaching and running before the wind, few yachts of her class were her equal.

Early Yachting Record of Bennett, Jr.

The members of the New York Yacht Club, eager for nautical sport, and proud of the speed and seaworthiness of their craft, engaged, in what was then termed a "Great Ocean Race," around Long Island in June, 1858. Among the fleet that sailed from off the club house at Hoboken, were the sloop "Rebecca," owned by James Gordon Bennett, Jr.; the "Minnie," owned by a Mr. Thomas; the "Una," owned by Mr. Duncan, and the "Madgie," owned by Capt. Loper. The race was for a sweepstakes of $800.

The "Una" and the "Rebecca" led the fleet on the ocean run to Montauk Point, and later the "Minnie" and the "Rebecca" had a close contest.

The sailing master of the "Rebecca" was Jack Ferris, a famous coast and Sound pilot, who knew every channel however difficult and dangerous, and subject to young Bennett's consent, he steered the yacht through the crooked Plum Island Gut channel, instead of going through the Race thus saving five or six miles, while the "Minnie" and the rest of the fleet went by way of the Race. The "Rebecca" arrived at Fort Schuyler four hours ahead of the "Minnie," yet the latter was declared the winner by the Club Committee, due to Mr. Thomas' protest. It appears that the master of the "Rebecca" had not read the printed directions and had only received verbal instructions from one of the Committee. There was nothing said to him as to the course to be followed after rounding Montauk Point, and therefore the master took the route to which he had been accustomed. Considerable hard feeling developed over taking the victory away from the real winner, and the Herald said:

"These matters are all arbitrary, and the winning boat often loses the prize through a technicality of this kind."

In one of the baseless stories circulated about Mr. Bennett, 2nd., it was alleged that he recklessly ordered his yacht to be steered through the perilous Gut, endangering the lives of all on board. As a boy of 17 and as an inexperienced sailor with no knowledge of the channels, it is absurd to presume that he did more than accept his sailing master's decision. Later he declared that the "Rebecca" owed her victory in a great measure to Jack Ferris and his assistant, Luke Rustin, "two navigators that would make old Palinurus blush for his laurels."

On Oct. 1, of that year, young Mr. Bennett entered the "Rebecca" in the fall regatta of the New York Yacht Club, and she again proved her superiority, winning the prize for her class in a race from Staten Island around the lightship and return.

During the summer season of 1859, young Bennett proved himself an ardent follower of the sport, and among many races in which the "Rebecca" took part, was one from Newport up Long Island Sound to Throggs' Neck, in which she was defeated by 12 minutes, in a very exciting contest with the "Restless."

However, fired with patriotic zeal, he ordered constructed a much larger and more powerful yacht, and named after his mother, the "Henrietta." She was built by Henry Steers, the most famous shipbuilder of that period, from designs by William Tucker, and was 108 feet long, 23 feet beam, and 10 feet depth of hold. Of an extreme clipper model, with fine lines, she was a remarkably fast schooner yacht, and under command of her owner she performed good service during the war, against the rebels on the Florida coast. His log book was one of the cherished treasures of the Herald office and was among the effects of the "Commodore," as Mr. Bennett was termed, when the Herald Building passed into the hands of Mr. Munsey.

At the end of the war, Mr. Bennett, Jr., was an experienced master mariner and navigator, and re-entered the sport of yachting with fresh zeal and energy.

CHAPTER TWENTY-SIX

Mr. Bennett, Jr., Inaugurates Ocean Yacht Racing—Story of the Famous Winter Race—Bennett As Winner Greatly Honored

IT is to Mr. James Gorden Bennett, 2nd, that the honor is due for the inauguration of ocean yacht racing in American waters, for at the age of 25, as owner and commander of his fast schooner yacht "Henrietta," he challenged Mr. George A. Osgood (son-in-law of Commodore Vanderbilt), and owner of the yacht "Fleetwing" to a race from Sandy Hook lightship to Cape May and return for nominal stakes, though the late Mr. Townshend informed the writer that there was heavy betting "on the side."

The yacht's were towed to the Hook on Sept. 10, 1865, arriving at the anchorage during a heavy rainstorm that kept reporters and friends of the yatchsmen below decks. Mr. Bennett however in a waterproof coat and sou'wester hat remained on deck actively supervising preparations for the race. He had a crew of 28 men, under Captain Richard Brown, who had been the sailing master of the famous yacht "America." With him were his brother, Ben and son, Charley Brown, also Captain Lyman Beebe, all experienced pilots. Next morning the yachts were towed to the lightship, Billy Travers giving the starting signal. The winds were unfortunately light and baffling and the race developed into "a drifting match," much to everyone's disgust. The "Fleetwing" won by one hour and forty-one minutes, and a large amount of money changed hands.

(To be continued next week)

A National Christmas Institution

The Shop-o-scope

TRADE MARK

One out of every four persons in this country has the Shop-o-scope service handy to make holiday buying both pleasant and economical. The combined circulation of the newspapers using this sixth and greatest of our annual "Christmas Gift Suggestions" campaigns is over 6,000,000. Allowing four readers to a paper, this means that approximately twenty-five million people are served by the 1924 Shop-o-scope. The list of users of this Campaign shows an increase of almost 50% over last year's record. The following newspapers are carrying the 1924 Shop-o-scope:

ARIZONA
Tucson Star
ARKANSAS
El Dorado News
CALIFORNIA
Hollywood News
San Francisco Call
Santa Barbara Press
Whittier News
COLORADO
Denver Post
Pueblo Star Journal
CONNECTICUT
Hartford Courant
New Britain Record
New Haven Register
New London Day
So. Norwalk Sentinel
Stamford Advocate
Waterbury Republican
DISTRICT OF COLUMBIA
Washington Times & Herald
FLORIDA
Daytona News
Jacksonville Journal
Miami News-Metropolis
Orlando Sun
Sanford Herald
Tampa Tribune
West Palm Beach Post
GEORGIA
Atlanta Constitution
Columbus Ledger
Macon Telegraph
Rome News
ILLINOIS
Alton Telegraph
Belleville Advocate
Cairo Bulletin
Chicago Herald & Examiner
Clinton Journal
Danville Press
Decatur Review
E. St. Louis Journal
Evanston News-Index
Moline Dispatch
Ottawa Republican-Times
Peoria Journal-Transcript
Quincy Herald
Rockford Republic
Rock Island Argus
Springfield Register
Sterling Gazette
Streator Independent-Times
Waukegan Sun
INDIANA
Evansville Courier
Gary Post-Tribune
Hammond Lake Co. Times
Huntington Press
Indianapolis News
Logansport Pharos-Tribune
Marion Leader-Tribune
Richmond Palladium
So. Bend News-Times
Vincennes Commercial
IOWA
Dubuque Telegraph-Herald
Sioux City Tribune
Waterloo Tribune
KANSAS
Kansas City Kansan
Parsons Sun
Pittsburg Sun
Wichita Eagle
KENTUCKY
Ashland Independent
Bowling Green News
Henderson Gleaner-Journal
Hopkinsville New Era
Owensboro Messenger
Paducah News-Democrat
LOUISIANA
Lake Charles American Press
New Orleans State
MAINE
Augusta Kennebec Journal
Lewiston Journal
Portland Evening Express
Waterville Sentinel
MARYLAND
Baltimore Sun
Cumberland Times
Hagerstown Herald-Mail
MASSACHUSETTS
Boston Advertiser
Brockton Times
Gardner News
Haverhill Gazette
Holyoke Telegram
Marlboro Enterprise
New Bedford Standard
North Adams Transcript
Pittsfield Berkshire Eagle
Southbridge News
Springfield Union
Taunton Gazette
Westfield Journal
MICHIGAN
Ann Arbor Times-News
Battle Creek Moon-Journal
Bay City Times-Tribune
Flint Journal
Grand Rapids Press
Hillsdale News
Ironwood Globe
Kalamazoo Gazette
Lansing State Journal
Marquette Mining Journal
Monroe News
Mt. Clemens Leader
Saginaw News-Courier
St. Joseph Herald-Press
Wyandotte Record
MINNESOTA
Duluth News-Tribune
Faribault News
Mankato Free Press
Minneapolis Journal
Rochester Post-Record
MISSISSIPPI
Meridian Star
MISSOURI
Moberly Monitor-Index
Richmond Missourian
Sedalia Democrat-Capital
Springfield Republican
NEBRASKA
Fremont Tribune
Lincoln Star
NEW HAMPSHIRE
Concord Monitor-Patriot
Manchester Union Leader
NEW JERSEY
Atlantic City Press-Union
Bayonne News
Camden Courier
Elizabeth Journal
Hackensack Bergen Record
Passaic News
Paterson Press-Guardian
Trenton Times
Union Hill Hudson Dispatch
NEW YORK
Albany Knickerbocker Press
Amsterdam Recorder
Auburn Advertiser-Journal
Batavia News
Binghamton Press
Brooklyn Eagle
Buffalo News
Elmira Star-Gazette
Glens Falls Post-Star
Gloversville Leader-Repub.
Ithaca Journal-News
Jamestown Post
Newburgh News
New York City American
Olean Times
Poughkeepsie Star
Rochester Times-Union
Rockville Center Review
Schenectady Union-Star
Syracuse Post-Standard
Utica Observer-Dispatch
Watertown Standard
Yonkers Herald
NORTH CAROLINA
Asheville Times
Charlotte News
Durham Sun
Elizabeth City Advance
Fayetteville Observer
Goldsboro News
Greensboro News
Raleigh Times
Rocky Mount Telegram
[illegible] Post
Winston-Salem Sentinel
OHIO
Akron Beacon Journal
Alliance Review
Ashland Times-Gazette
Athens Messenger
Bowling Green Sentinel-Tribune
Canton News
Chillicothe Gazette
Cincinnati Enquirer
Columbus Dispatch
Coshocton Tribune
Dayton News
Dover Reporter
Hamilton News
Lima Republican-Gazette
Mansfield News
Marietta Times
New Philadelphia Times
Pomeroy News
Portsmouth Times
Sandusky Register
Springfield News
Xenia Gazette-Republican
OKLAHOMA
McAlester News-Capital
OREGON
Portland Journal
PENNSYLVANIA
Allentown Call
Altoona Mirror
Bethlehem Globe
Connellsville News
Du Bois Courier
Erie Dispatch-Herald
Greensburg Tribune Review
Harrisburg Telegraph
Jeannette News-Dispatch
Lancaster New Era
Lewistown Sentinel
New Castle News
Pottsville Journal
Reading Eagle
Scranton Republican
Sharon Herald
Tamaqua Courier
Warren Times Mirror
Wilkes-Barre Telegram
Williamsport Sun
RHODE ISLAND
Pawtucket Times
Providence Journal
Westerly Sun
SOUTH CAROLINA
Anderson Mail
Charleston News & Courier
Greenville Piedmont
Rock Hill Herald
TENNESSEE
Chattanooga News
Johnson City Chronicle
Knoxville Journal-Tribune
Nashville Tennesseean
TEXAS
Amarillo News
Beaumont Enterprise
Dallas Times-Herald
El Paso Herald
Houston Chronicle
Port Arthur News
San Angelo Standard
San Antonio Express
Wichita Falls Record-News
UTAH
Salt Lake City Telegram
VERMONT
Burlington Free Press
VIRGINIA
Charlottesville Progress
Danville News
Richmond News-Leader
WASHINGTON
Port Angeles News
Seattle Union Record
Spokane Spokesman Review
WEST VIRGINIA
Charleston Gazette
Clarksburg Telegram
Grafton Sentinel
Huntington Herald-Dispatch
Parkersburg Sentinel
WISCONSIN
Appleton Post-Crescent
Beloit News
Green Bay Press-Gazette
Janesville Gazette
Kenosha News
Manitowoc Herald-News
Milwaukee Sentinel
Sheboygan Press-Telegram
WYOMING
Casper Tribune
CANADA
Brantford, Ont., Expositor
Chatham, Ont., News
Hamilton, Ont., Herald
Kingston, Ont., British Whig
London, Ont., Free Press
Montreal, Que., La Patrie
Quebec, Que., Telegraph
Regina, Sask., Leader-Post
Sarnia, Ont., Canadian Observer
St. Catharines, Ont., Standard
Stratford, Ont., Beacon Herald
St. Thomas, Ont., Times Journal
Windsor, Ont., Star
Winnipeg, Man., Tribune
Woodstock, Ont., Sentinel-Review

Watch for the Shop-o-scope's new companion campaign, the "Ben Franklin Thrift Sale" for the promotion of Merchandise Classified Advertising. It is scheduled to open on Franklin's Birthday, January 17th, the start of National Thrift Week.

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building **Philadelphia**

PRESS FREEDOM PASSING BEFORE INROADS OF COMMERCIALISM

Newspapers Exchanging Ability to Lead People for the Ability to Lead Buyers, Says Samuel Strauss, Former Globe Editor

SAMUEL STRAUSS, formerly of the *New York Globe* has contributed to the November issue of the *Atlantic Monthly* a paper of personal philosophy under the title "Things Are In the Saddle" in which he charts the change "which has stolen across the path of American democracy and is already altering Americanism." He names it "Consumptionism" and defines it as "the science of compelling men to use more and more things." It is bringing about a situation under which the American citizen's first importance to his country is no longer that of citizen but that of consumer.

The Press is succumbing to Consumptionism, he declares, with the result that the newspapers are losing their ability to lead people; each year they are exchanging this ability more and more for the ability to lead buyers. And because of this the freedom of the press is going.

In diagnosing the position of newspapers today Mr. Strauss says:

"'The Press is the chief democratic instrument of freedom,' wrote de Toequeville. Americans have truly believed it.

"Something has happened to the Press. All have remarked it. What is it? Radicals have no difficulty in putting their finger on it; they can tell you that the advertisers and the 'Interests' control the newspapers, that is what the trouble is. The Radicals are a generation behind their time. The conservative citizens have their own way of saying it; they say the whole trouble is that the Press has become commercialized, and by 'commercialized' they mean that greedy men have used the newspapers to make great fortunes for themselves. And this explanation is, on the whole, no more accurate than the explanations from the soap-boxes. It is obvious to anybody who turns over the forty pages of his morning newspaper, nearly every page half advertising, that the newspapers do make a great deal of money. In scores of communities the newspaper is now as profitable as the department store, while in former days one could count on the fingers of the hands the number which made more than a decent livelihood for the publisher. But this change has not come about because men with itching palms saw the newspapers as their opportunity. It has come about because the movement of the time, the movement of the industrial forces, has had need to make use of the Press, and is adapting the Press to its own necessities.

"Advertising is part of the circulatory system of twentieth-century industry; without it the system chokes up. Industry's need to make use of advertising is forcing certain changes in the newspapers, certain developments, additions, improvements, a certain new kind of progress by which the newspaper is rapidly tending to become another sort of institution. It is because this has not yet begun to be generally recognized, because they would describe to-day's newspapers in terms of yesterday's newspapers, that those who criticize the Press make irrelevant criticisms. They see that something is not as it should be, but they give only the old, old reasons.

"The Palladium of our liberties" was the way of describing interchangeably the Constitution and the newspapers. And the people meant just that. So long as Americans might publish without first having obtained the permission of somebody in authority, and so long as there were no unlighted corners in the nation, Government was safe. It would seem, then, as if the newspapers should be doing the work of freedom better now than ever before. Certainly few corners of the nation are left unlighted, and never have so many readers read so many newspapers. To say nothing of the news of events which was never before gathered with such completeness, the views and prejudices of the community have never been given such generous publicity. Whatever is spoken at meetings that has any news value at all, whatever is said in pulpits, put forward in statements, embellished in interviews, is printed for millions to read. By all the rules, the newspapers should be more than ever capable to lead the citizens; compared to those pitiful, biased, limited, amateurish sheets of 1850, of 1830, how magnificent seems the newspaper of the twentieth century, how fit to inform and incline, to direct and guide!

"Yet what is the fact? Many and many have observed how little of late the people are influenced in their political decisions by what they read in newspapers, how often a candidate or a policy succeeds in face of opposition from substantially all the largest and most important newspapers; or just the other way about—how often a measure or a nominee supported by all the newspapers fails utterly. The most striking instance was the League-of-Nations affair; here the voice of the people on the editorial page and the voice of the people at the polls were two flatly different matters; the preponderating newspaper influence of the country was thrown for the League and the preponderating will of the country was registered dead against it.

"The newspapers are losing the ability to lead citizens. They are exchanging it, more of it each year, for the ability to lead buyers. To business, a newspaper strike has come to be of grave consequence. A week's interruption of a city's newspapers, and business is damaged. Without the facilities for daily advertising, the custom of stores, of places of amusement, falls off dangerously. The power of the Press is not growing less; the power is being shifted; the Press is powerful still, but not so much to direct men how to think, how to feel, how to vote, as to direct them how to buy.

"America's newspapers used to be, before all else, the expression of the tempers and beliefs which set small groups of citizens apart from one another. Newspapers are coming to be, before all else, instruments for those needs and desires men have most in common. Large communities which formerly had a dozen newspapers are being reduced to two or three newspapers; what logical reason eventually to have even so many as two or three?

"Industry did not set out to deprive the nation's thousand opinions and prejudices of their means of expression. Industry set out to reduce overhead. Industry set out to substitute for the many financially uncertain newspapers a few financially certain newspapers. Small groups of readers, those who happened to feel alike in regard to the tariff or immigration or vivisection, did not efficiently serve the advertiser. The advertiser needed readers to be centralized; he needed the largest possible number of readers divided into the smallest possible number of groups—divided, that is to say, not according to what readers believe, but according to what readers are likely to buy. The advertiser has small interest to know whether the circulation of a newspaper is composed of Republicans or Democrats; but to pursue his advertising efficiently he must know whether the newspaper's readers buy on the main floor or in the basement.

"A half-dozen newspapers, one for each stripe of belief in the community, was good democracy. It was bad business. Why a separate building and machinery for each newspaper? Why not a single plant for the half-dozen? Why not one newspaper to include all opinions, instead of several newspapers, each excluding all beliefs save its own?

"The newspapers to-day is a mammonth institution. It requires prodigious capital. No newspaper publisher with little means can possibly get his head above water now. Where formerly it needed thousands of dollars to run a newspaper, it takes hundreds of thousands, even millions now. Rich men? Of course the publishers are rich men. They have to be.

And the public is not in the least disturbed that this is so. Recently a publisher in New York City, announcing another merger, stated that now at last all the metropolitan newspapers ar owned by very rich men—which, he saic is a most desirable consummation. An the public acquiesces. Once such a con dition would have seemed impossible i America, or, if it had secretly devel oped, any publisher would have bee thought demented who openly boasted o it. The public would have been in panic of fear and indignation. To-da no one is even perturbed; the people se what the publisher means, and they ar willing it should be so. They see i *must* be so. Formerly men would have demanded to know what was to becom of the freedom of the Press, the safety o democracy, in such a circumstance; they would have cried out against having al measured to them by a millionaire's bushel. But now they make no demur They see it must be; if it were not, how could there be the comics, the rotogravure supplements, the folded-in-pictures for framing, the songs and puzzles, the magazine sections, the cutouts, the 'features,' the extravagant rations of news, all the great variety which gives every sort of reader something to his particular taste, all the great quantity which 'carries' the ever mounting volume of the advertising that must lead buyers to buy. The readers understand very well that it takes wealth to provide such a wealth.

"Consumption is steadily substituting rich newspapers for poor newspapers, inclusive newspapers for clannish newspapers, forty-page newspapers for eight-page sheets. And what of it? Is not this all advantage? Is not all that was of value still here? Fourteen editors in one place instead of fourteen editors in fourteen places: what has gone save waste, and inefficiency, and instability, and poverty? Has nothing gone then? Is the freedom of the Press nothing? For it is no less than the freedom of the Press that is going."

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER*)*

By Henry Edward Warner

FOR A' THAT AN' SOME O' THIS

(As Mr. R. Burns remarked in his Watchacallit to What'sisname: "A chiel's amang ye takin' notes, and, faith, he'll prent it," or words to that effect.)

A cub and a stub and a nose for news
And a pad and a jab at Truth;
A toss of the coin to win or lose,
And a plunge in the full of youth.
The growl of the Desk, and a pencil blue
Bites into a work of Art—
A Number Two head and the stuff goes through
Right straight from a young cub's heart.

A chop and a take; the matrices click
As they fall into line, and then
It's down to the stone on the double-quick—
To the stone and the make-up men.
A slap and a dash, and a cut and fill!—
It's in with an ad, and out
With a hunk of bang that comes down kill.
Of bang that is fat and stout.

A race down the aisle to the molding machine
Where the stereotypers wait;
A roll and a dry and she comes out clean,
All set for the autoplate.
Antimony and tin and lead
Like a breath from the depths of hell! . . .
A rush and a shout, full speed ahead,
And the shot of a newsboy's yell!

Now one shall weep at the printed sheet,
And one shall leap and enthuse
When a story runs in the crowded street
From the cub with a nose for news.

BUYS CONTROLLING INTEREST

James Kerney Now Largest Stockholder in Trenton (N. J.) Times

James Kerney, of Trenton, N. J., has become the controlling owner of the *Trenton Times* through the purchase of stock of Owen Moon, treasurer of the company, who is retiring. Mr. Kerney has been editor and vice-president of the paper for 22 years.



JAMES KERNEY

Other officers and owners of the Times are A. C. Reeves, president; Thomas F. Waldron, assistant treasurer, and John H. Sines, secretary.

No other changes in the company are contemplated except that Thomas Lincoln Kerney, son of Mr. Kerney, will enter the publishing branch of the business. The younger Kerney was formerly associated with the *Birmingham News*, *Springfield Republican* and *Hartford Times*.

German Press Association Celebrates

Wolff's Telegraphic Bureau, considered the official German news agency, observed its 75th anniversary in Berlin, Nov. 25. The press association was organized in 1849 by Dr. Bertold Wolff, editor of the National Zeitung, and is the oldest of the European official news agencies, being two years younger than the Agence Havas of France. Its present director-general, Dr. Heinrich Mantler, has been managing head of Wolff's Telegraphic Bureau for 30 years. At a dinner held in celebration of the anniversary, a cablegram of congratulations sent by the Associated Press was read.

To Launch Sunday Edition

The *Salisbury* (N. C.) *Post*, an afternoon daily, has announced that beginning Sunday, Nov. 30, it will publish a Sunday morning issue.



Where Certified Dry Mats Are Made—West Groton, Mass.

The Best Proof of Every Certified Dry Mat is the Printed Page

A dozen good reasons for using Certified cold process dry mats:

1. Eliminate the steam tables
2. Save newsprint paper
3. Save invaluable time
4. Readily conditioned without steaming
5. Do not require petting or fussing
6. Molded with a minimum of wear on form and roller
7. Give deep, even, sharp impressions
8. Require a minimum of packing
9. Do not buckle or blister
10. Do not stick to plates
11. Cast perfect printing plates
12. Print better pages

MADE IN U.S.A. BY THE CERTIFIED DRY MATS ORIGINAL CLAUS IDEAL PROCESS

PUBLISHERS are naturally zealous of the appearance as well as of the substance of their newspapers. So, too, are they ever on the alert for any means that will help them in the many problems involved in newspaper publishing.

As a manufacturer the publisher is always interested in and ready to try anything that offers prospect of improvement or economy, or both, in the production of his periodical. That fifty percent of the United States dailies that stereotype are now using the cold process is proof conclusive that publishers realize the economic soundness of the dry mat, and that the dry mat cold process is here to stay.

As a matter of fact daily newspapers everywhere are either adopting dry mats or are seriously considering their possibilities.

The introduction of American-made Certifieds has given the dry mat an impetus that will unquestionably hasten the day when the cold process of stereotyping will entirely supplant the wet mat roll-your-own hot process.

The slogan of this company "PROFITS THROUGH SERVICE" is more than merely a "catch" phrase, and it is our earnest endeavor to make our slogan a real living force in the dry mat business.

When you buy Certifieds we are not merely selling you dry mats. True, we believe ours to be the best dry mats ever offered for sale; we strive to give the fullest attention to details and to give prompt and efficient service in the matter of shipments. But Certified Service does not end there. Far from it. That is just where Certified Service begins.

Certified Dry Mats are but a means to an end. In the last analysis it is printed pages that you are buying from us, and until you are satisfied with the part played by Certifieds in the production of your paper we are not satisfied and our Service has not been completed.

It is not necessary to depend upon the experiences of others with Certifieds. We make it simple for you to demonstrate to yourself the worth and efficacy of our dry mats, by furnishing you with samples free of any charge or obligation.

It will pay you to give Certifieds a thorough trial in your own plant under your actual working conditions, and see for yourself how readily Certifieds are conditioned; how easily they are molded; how cleanly they cast.

Just let the printed pages be your proof! Do that and we have no misgivings that your verdict will be, as that of many publishers throughout the country: "American-made Certified Dry Mats for Me."

Samples of Certified cold process dry mats cost you nothing—they are yours free of any charge or obligation. Just let us know how much shrinkage you require and what kind of equipment you employ, particularly your casting box, so that we may be able to send you the Certified mat best suited for your needs.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

"Made in America to Insure Quality and Service"

Copyright 1924 C. D. M. C.

MARTIN AGAIN EDITS CLEVELAND PRESS, HIS FIRST EDITORIAL COMMAND

H. B. R. Briggs Resigning After Several Years' Service, Announces No Plans—"Billy" Evans Overhauling Sports Department—Foster Writing Features

EARLE E. MARTIN, was appointed editor of the *Cleveland Press,* Nov. 20, succeeding H. B. R. Briggs, who had been in charge of the paper for two years. Mr. Martin comes back to his "first love" in newspaper circles, since he had been editor of the Press from 1905 to 1913, inclusive, leaving it in the latter year to become editor-in-chief of the E. W. Scripps Ohio group of newspapers, and serving in that capacity until 1921.



EARLE E. MARTIN

Mr. Martin left the Scripps Ohio group in 1921 to become president of the Newspaper Enterprise Association, which position he fills yet, and whether his new identity in the publishing business will mean that a new N. E. A. chief will be selected is not known at this time. Mr. Martin's appointment as editor of the Press marks the climax of what has been an extremely versatile and successful career as a newspaper man.

Years ago, while still a youth, Mr. Martin started as a cub reporter on the *Indianapolis News.* From the very beginning his work was marked by aggressiveness and ability as a writer and he rapidly cut a swath through the usual channels of reporter to desk man to asistant city editor, to news editor, etc., until, in the early 1900s, he was appointed managing editor of the Star League of Indiana. His work attracted the attention of the Scripps people and caused them to tender him the editorship of the Cleveland Press in 1905.

Under Mr. Martin's regime the Press, from 1905 to 1913, carved out an enviable niche in Ohio newspaper circles.

In 1921, the N. E. A. began to expand and amplify and it was a natural result that Mr. Martin should be summoned to the presidency in order that his long experience as a builder of things that make for newspaper growth might be thrown into the N. E. A. in such a way that it could evolve a service that would mean the utmost to its clients. His record with the N. E. A. shows the same successful progression as was noted in all his other newspaper work.

Mr. Martin is 50 years old. He lives in South Euclid Village, in suburban Greater Cleveland, and is known in virtually every corner of Ohio newspaperdom.

In assuming his new post, Mr. Martin immediately called in as temporary aides, some of his former N. E. A. colleagues, and he also brought with him Billy Evans, American League umpire, asking Billy to revamp and put on a "pepped up" basis the Press' sporting department.

Evans, who is the second oldest umpire in the league, in point of service, is one of the best known figures in American sport circles.

Officially he is William G. Evans—though there probably aren't a dozen newspaper men in the country who know him save as Billy.

Officially Billy is still an N. E. A. writer and will, of course, continue as an American League umpire.

John Wharton Foster, managing editor of the Press under Mr. Briggs, will now become a feature writer. His reputation for putting heart interest into news is such that the Scripps-Howard people decided that under his pen name of John Wharton, Mr. Foster should be given the opportunity to pull out the tremolo full stop, so he will hereafter handle each day's biggest news story. A new managing editor will be named at a later date.

The changes on the Press come about five weeks or so ahead of its removal into its new addition to its present building in E. 9th street and Rockwell avenue.

Mr. Briggs has not announced what his new connections will be.

City Gets Publisher's Library

A library of 3,000 volume, some rare, collected by the late George Thompson, publisher of the *St. Paul Dispatch-Pioneer Press,* has been presented to the St. Paul Public Library, of which Webster Wheelock, former editor-in-chief of the Pioneer Press, is librarian. It is the gift of heirs of the late Abigail Thompson, widow of the publisher.

Teaching Religious Journalism

What is believed to be the only class in religious journalism in the world has been organized by Prof. Milton C. Towner of the Missouri Bible College at Columbia, Mo., home of the School of Journalism of the University of Missouri. The class publishes the *Students' Religious Journal,* a weekly.

Paris Reading Jack London

One of the late Jack London's works is again chosen as a serial for a French paper. This is the third or fourth of his books which have appeared in daily serial form. *L'Auto,* the athletic daily paper, is presenting its readers with "White Fang", which in French is "Croc Blanc," translated by M.M. Paul Gruyer and Louis Postif.

MATHEWS TO ST. PAUL

To Direct Circulation of Dispatch and Pioneer-Press

The *St. Paul Dispatch and Pioneer-Press* this week announced the appointment of J. A. Mathews as director of circulation for the two newspapers, succeeding W. E. Sherlock, who, though still with the organization, has assumed other duties.

Mathews comes to St. Paul from the *San Antonio Light,* where he was in charge of circulation. Before starting circulation work, he was a telegraph operator for the Associated Press. He joined the *Indianapolis Star* in 1904, then the *Indianapolis Journal,* and later went to the *Indianapolis News.*

C. C. M. A. Elects New Members

The California Circulation Managers' Association this week announced election of six circulation managers to membership. They are: E. T. Hamrick, *Pasadena Star-News;* Harry M. Cahill, *Fresno Republican;* Frank E. Rhode, *Sacramento Union;* V. E. Caugbell, *Fresno Republican;* Homer L. Coffman, *Fresno Republican;* and Fred Brandt, *San Francisco Bulletin.* The association decided to meet in Los Angeles in 1925.

Newark Press Bankruptcy

Claimants in the bankruptcy proceedings against the *Newark* (N. J.) *Press,* tabloid newspaper, which ceased publication recently, have been ordered to show cause why the property should not be sold to satisfy creditors Dec. 2. John A. Bernhard of Newark is the receiver.

Doorly Rejoins Fairchild Publication

N. W. Doorly, formerly connected with the Fairchild Publications, and for the last two years president of W. I. Tracy Inc., advertising agency, will become advertising manager of *Women's Wear,* the Fairchild retailers' daily, effective Dec. 1. W. I. Tracy, Inc., will continue as before with the same personnel, excepting Mr. Doorly.

New San Francisco Managing Editor

Mort J. Donoghue was recently made managing editor of the *San Francisco Daily Herald* by Cornelius Vanderbilt, president of the Vanderbilt Newspapers Inc. He served on the *Los Angeles Daily News* as feature editor, going to San Francisco several months ago as assistant managing editor.

Belin, Radio Inventor, Returns

Edouard Belin, an inventor of apparatus for transmitting photographs by telegraph, arrived in this country last week on the S. S. Paris for a visit.

First nine months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street **New York City**

Telephone Penn. 7443

Cincinnati Advertising Values Positive, Comparative and Superlative

Positively good advertising value in Cincinnati—a dollar's worth for every one hundred cents of your appropriation,—can be bought in any one of the four Cincinnati newspapers. During the first nine months of 1924 these four papers carried a total of 22,298,906 lines of display advertising. Of this, the two morning papers carried 4,404,134 lines on week days and 4,522,280 lines on Sundays,—8,926,414 lines in all.

Comparatively the two afternoon papers made even a better showing. With no Sunday editions to swell their volume, they carried a total of 13,372,492 lines of display advertising. This excess in the lineage of the afternoon papers over the morning papers, 4,446,078 lines, was more than double the total lineage, daily and Sunday, of one of the morning papers,—was approximately 50% greater than the total daily lineage of the other,—and was more than the combined daily lineage of both morning papers.

Superlatively good, however, was the record of the Times-Star which carried 8,632,799 lines of display advertising, leading the second evening paper by 3,893,106 lines and almost doubling the daily lineage of the two morning papers combined. The leadership of the Times-Star was equally definite in the realms of national and local display, in both of which the Times-Star has been the record maker of Cincinnati newspaperdom for seventeen consecutive years.

Goo —all the Cincinnati Newspapers are good advertising media in a good trading center.

Better—the evening papers with larger home circulation.

Best—the Times-Star which goes to practically 100% of the native, literate, white families in the most American of American cities.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

IOWA WEEKLIES SEEK MORE NATIONAL COPY

ecide to Work Through Manufacturers to Promote Local Tie-Ups at Iowa City Meet—Henry J. Allen Speaks

Publishers of weekly newspapers in owa are convinced that advertising gencies are not giving them their just hare of national advertising. This was he tenor of the southeastern district con-rence of the Iowa Press Association eld in Iowa City, Nov. 14, under the uspices of the University of Iowa School f Journalism and the extension division.

A round-table discussion on national dvertising brought out the fact that in pite of recent slight increases, the amount f national advertising in weekly papers f the state is far from satisfactory. An ducational program similar to that in-ituted last year by the daily papers of he state will probably be launched by he Iowa association in the near future.

Two plans were suggested for increas-ng the volume of national advertising. Both are aimed at the manufacturer and ot at the agencies. G. L. Caswell, man-ging director of the Iowa Press Asso-iation, believes that publishers should ork through local merchants. In a let-er which he has recently sent to members f the association he points out that anufacturers are unacquainted with local onditions and are permitting agencies o divert too much advertising to maga-ines, overlooking meanwhile the greater ield of local advertising. He has asked ditors to have their local dealers write he manufacturers of their goods ex-plaining their needs in regard to adver-ising.

Senator E. M. Smith, publisher of the *Winterset Madisonian,* presented a plan o the conference which would check up definitely on the effectiveness of national dvertising used without a local hook-up. He has prepared questionnaires for men nd women with the names of some 15 nationally advertised products handled exclusively by some merchant in his town printed on them. In preliminary tests Senator Smith found that in the case of one product only was there anything like agreement among his fellow towns-men as to the local dealer who sold the product.

The questionnaires, Senator Smith pointed out, might be adapted to use in any town. They offer undeniable power that national advertising without a local hook-up loses most of its effec-tiveness, he maintains.

The two plans evoked a great deal of favorable comment from the conference and it is expected within the coming year that publishers of Iowa will utilize both in bringing national advertising to the weekly papers of the state.

Among the other speakers at the con-ference were Henry J. Allen of the *Wichita* (Kan.) *Beacon;* Prof. C. H. Weller, head of the University of Iowa School of Journalism, and President Walter A. Jessup of the University.

"After six years' absence from my newspaper the first thing I had to cure my men of was 'banneritis,'" declared Mr. Allen. "They bannered things so much that when any real news did hap-pen we didn't have any type in the shop big enough to tell about it."

Too much syndicated material is driving personality from newspapers, according to Mr. Allen. If there is any one thing responsible for the prominence of Kansas newspapers it is the fact that they are made in Kansas without the help of the syndicates, he believes. "Picture the home town girl that does something rather than a Hollywood queen even if the local girl isn't quite so good looking," he said. "Write your own editorials, write your own features."

Crime news creeps down between the sheets in the Wichita Beacon, according to the former governor, and by his or-ders. "Formerly I licked my chops, jour-nalistically, over a crime," he said, "and put it on the front page. Now I deplore it and put it on the inside."

DAILIES TO ADVERTISE

Wisconsin Group Planning Campaign to Promote State

The daily newspapers of Wisconsin are sponsoring an intensive advertising campaign designed to sell the sales pos-sibilities of the state to the country as a whole, and to manufacturers, adver-tisers, and agencies in particular.

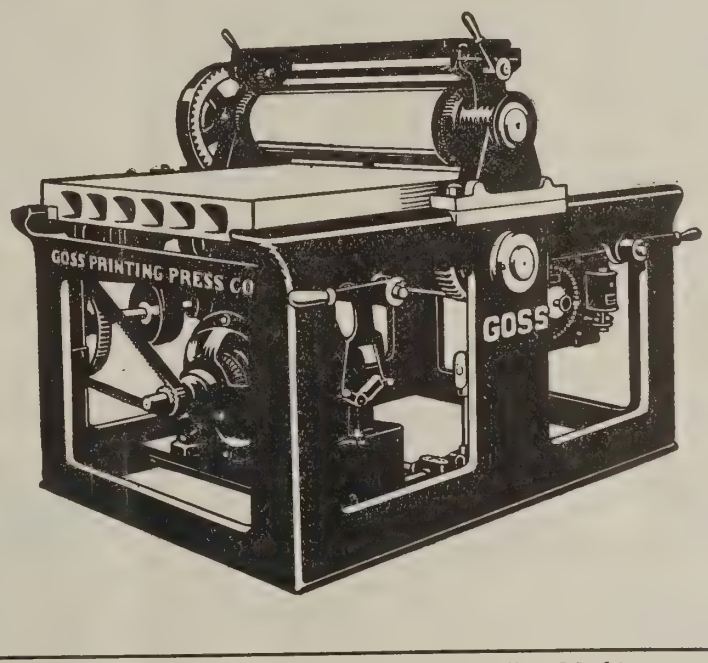
The campaign as outlined is the most comprehensive state advertising project yet undertaken by any of the several state newspaper publishers' associations now conducting similar campaigns.

The initial schedule calls for extensive space in advertising publications and met-ropolitan newspapers as well as in Wis-consin dailies. All advertisements ap-pearing outside the state will appear si-multaneously in Wisconsin daily news-papers, and a comprehensive series of special advertisements have been devel-oped for exclusive local use.

The Klau-Van Pietersom-Dunlap-Younggreen Advertising Agency of Mil-waukee is placing the advertising.

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

GOSS
STEREOTYPING MACHINERY



Goss Combination Wet and Dry Mat Rolling Machine

MORE IN USE THAN ANY OTHER

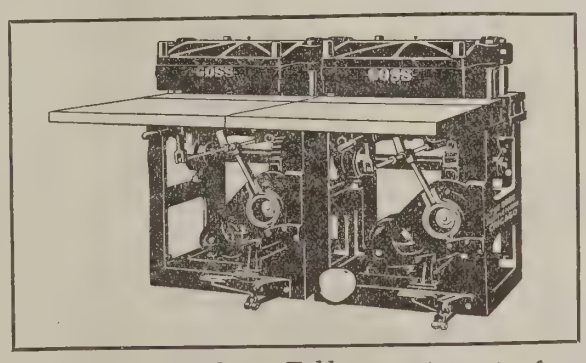
What stereotypers the world over think of Goss Mat Rollers is best indicated by the fact there are more of them in use than any other dry mat rolling machine on the market today. They roll wet mats in 11¼ seconds; dry mats in 22½ seconds. Both ends of cylinder are set at same time.

Goss patented stretching roller produces dry mats without a wrinkle—*exclusive!* Cylinders of heavy cast-iron with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. And many other out-standing features. Write for catalog.

Carried in Stock

Flat Casting Boxes
Friction-Driven Routers
Automatic Gas Fired Steam Generators
Combination Jig Saws and Drills

Catalog on request



Goss Motor-Driven Steam Tables are made in units of one platen. As many units as desired may be placed side by side. 30,000 lb. "follow up" pressure. Automatic releases. Power used only while platens are being raised or lowered.

Carried in Stock

Radial Arm Flat Routers
Ball Bearing Form Tables
Combination Wet and Dry Mat Rollers
Motor-Driven Steam Tables

Catalog on request

THE GOSS PRINTING PRESS COMPANY
CHICAGO
The Goss Printing Press Company of England, Ltd., London

FIVE MORE NATIONAL ADVERTISERS JOIN MOVE TO RESTRICT BILLBOARDS

Number Now in Movement Against Landscape Defacement Totals Twenty-One, Mrs. W. L. Lawton Reports—Describes Campaign

FIVE more large advertisers have joined the growing group who have agreed to restrict their billboard advertising to commercial locations, Mrs. W. L. Lawton, chairman of the National Committee for Restriction of Outdoor Advertising, disclosed this week in an interview with EDITOR & PUBLISHER.

They are: Fisk Tire Company, Mountain City Mill Company (Orient Flour), Indian Refining Company, Inc., the International Harvester Company, Chicago and Cluett, Peabody & Co., Inc.

The total list of advertisers who have responded favorably to the "public opinion drive" against landscape defacement by posters and board, now numbers 20, Mrs. Lawton said. All have agreed on expiration of present contracts to tear down their signs in rural districts, using billboard space in commercial locations only. The list follows:

Kelly-Springfield Tire Company; B. F. Goodrich Rubber Company; Hood Rubber Company; Ajax Rubber Company; Kirkman & Son (soap manufacturers); Pillsbury Flour Mills Company; Washburn Crosby Company (Gold Medal Flour); Champion Spark Plug Company; Ward Baking Company; Dodge Brothers; Fleischmann Company; Gulf Refining Company; Sun Oil Company; Standard Oil Company of California; Standard Oil Company of New York; Standard Oil Company of New Jersey.

Mrs. Lawton in the interview summed up the year's campaign she has directed, and outlined plans for a new drive in the billboard war, scheduled to start Jan. 1.

The committee Mrs. Lawton heads was formed in November, 1923. Then a group of men and women representing state and national organizations interested in the problems of restricting signboard advertising in order to save scenic beauty, decided to form an independent committee to act as a clearing house for the work of all these organizations.

"Our policy," Mrs. Lawton explained, "is restriction of signboard advertising, not abolition.

"We appreciate the value of advertising. If business needs signboards, let us have signboards, but let them be restricted to commercial districts where they will not injure scenic or civic beauty.

"We stand for no rural boards, except on the place of business. In the towns and cities we stand for no signboards where they injure civic beauty or residential values.

"Our plan of action is simple. We are trying to convince the advertiser that the public resents the signboard smeared across every landscape.

"The advertiser must have the goodwill of the people. Therefore, we feel that if we convince advertisers that the public resents rural signboards, they will cease to use them.

"And the business of the country will not suffer because rural boards are removed. Only 5 per cent of the billboards in the United States are in rural districts."

Convinced their policy represents public opinion generally, the National Committee for Restriction of Outdoor Advertising, organized a protest by letter campaign.

A list of 175 advertisers using billboards was prepared, Mrs. Lawton said, and the more than 50 organizations cooperating in the work urged their members to write individual letters to the presidents of these companies.

"This protest by letter campaign started Dec. 1, 1923, and we started out sending an average of 400 letters a week to each of these 175 presidents," Mrs. Lawton declared.

"By March of this year our reports showed that these presidents were receiving an average of 1000 letters a week, all protesting against rural signs.

"This of course was too much. We do not want to be a burden, and this coming year we mean to spread out more."

Naturally, as Mrs. Lawton pointed out, the signboard advertising agencies, "viewed with alarm" this mass attack against their business.

"They formed what they called the Public Relations Committee of the Organized Outdoor Advertising Industry and started what they called a campaign for reform from within," Mrs. Lawton explained.

"We are willing to confer with the signboard companies and we foster the freest interchange of opinion with them," she said. "But we don't favor the formation of a joint committee with them, as they suggest, for the restriction of billboards. Their ideals and ours are entirely different.

"For instance, the president of one of the largest signboard companies in the West came to one of our recent executive board meetings to explain this national committee, which he said the signboard companies had formed to keep signs from scenic locations. He mentioned the great national parks. But he said we had no right to restrict signs from ordinary rural roads, as long as the boards are well kept and well painted.

"We preferred to keep on as we started.

"We believe that if we do not want signboards, however artistic, we must tell it to the advertiser, and we must speak in no uncertain terms. Outdoor advertising claims it has tripled since the war."

Mrs. Lawton was extremely optimistic in regard to the prospects for the 1925 drive.

"Just the other day I received encouraging letters from organizations cooperating with us in three widely separated states. Maine is now organized and is demanding a state amendment," she said.

"Mrs. A. A. Passer, fine arts chairman, of the Minnesota Federation of Women's Clubs, reported the women of her state were advocating a state amendment, and the same word came to me from Texas, where H. B. Aytes, managing director of the Old Spanish Trail, is heading the organizations which are trying to push billboard legislation there."

Mrs. Lawton also pointed out the resolution passed by the New York State League of Women Voters at their annual convention at the Hotel Astor, Nov. 17-19, New York, endorsing the work of the National Committee for Restriction of Outdoor Advertising.

The resolution follows:

Whereas: The natural beauty of the country is a great spiritual asset, a national resource to be conserved as jealously as our material resources, and

Whereas: A National Committee has been formed to work for the Restriction of Outdoor Advertising to Commercial locations, where it will not injure scenic or civic beauty and

Whereas: This Committee states that it does not oppose outdoor advertising as such, but only outdoor advertising when in non-commercial locations, therefore

Be It Resolved: That the New York State League of Women Voters endorses the policy of the National Committee, and recommends the local Leagues of the state to study and support this movement.

The list of organizations co-operating for the restriction of outdoor advertising follows:

American Civic Association; National Highway Association; Garden Club of America; General Federation of Women's Clubs; Adirondack Mountain Club; American Scenic and Historic Preservation Society; American Federation of Arts; National Academy of Design; National Society of Women Painters and Sculptors; National Garden Association; Society of Little Gardens; American Society of Landscape Architects; Massachusetts Civic League; N. Y. State Association of Real Estate Boards; N. Y. State Automobile Association; N. Y. State League of Women Voters; N. Y. State Home Bureau; Federated Women's Clubs of New York, New Jersey, Wisconsin, Illinois, Pennsylvania, Texas, Florida, Massachusetts, Rhode Island, Oregon, Michigan, Ohio, Colorado, Virginia; Society of Farm Women of Pennsylvania; Citizens Union of New York City; City Club of New York; Fine Arts Federation of New York; Municipal Art Society of New York; Municipal Art League of Chicago; Conservation Council of Chicago; New York Water Color Club; League to Protect Riverside Park; Sorosis; Women's City Club of New York; Federated Garden Clubs of Long Island; Long Island Federation of Women's Clubs; Halifax Country Garden Clubs, Florida; Philadelphia Congress of Art (45 organizations); Florida Development Board (State Chamber of Commerce); New Jersey Home Bureau; Outdoor Circle of Honolulu.

246,043

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the

Six-Month Period Ending Sept. 30

The average net Sunday circulation of The Sunday Sun for the same period was 177,548.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

PRESS CONGRESS MEET IN ROME, JUNE, 1925

Third Session of World Organization Will Follow N. E. A. Richmond Convention—U. S. Delegates to Sail from New York

The third session of the Press Congress of the World will be held at Rome, Italy, in June and July, 1925.

This decision was reached at a conference of the Officers of the Press Congress held at the School of Journalism of the University last week. Those present were George W. Marble, president of the National Editorial Association, J. W. Brown, publisher of EDITOR & PUBLISHER, New York City, secretary-treasurer of the Press Congress of the World, and Dean Walter Williams, president of the congress.

The date chosen follows the meeting of the National Editorial Association, which will be held in Richmond, Va., in June.

Dean Williams was named chairman of the committee on program and Mr. Brown of the committee on transportation.

Striking Printers Accept Arbitration

Printers on the staff of the *Saskatoon* (Sask.) *Star*, who went on strike at midnight on Nov. 13, returned to work Nov. 18, at the old scale of wages. The Star Publishing Company agreed with the printers to have an arbitration board decide between the Saskatoon rate of 91¾ cents per hour and the Alberta rate of 94 cents as claimed by the printers.

Who's Who in the CONSOLIDATED PRESS



A. S. ANDERECK

A. S. ANDERECK, Business Superintendent of the Western Division of the Consolidated Press, is another C. P. A. man, who, while on the business side today, has had thorough training and experience in the editorial end and knows every phase of newspaper making.

Beginning as a reporter on The Kankakee, Ill., Democrat, Mr. Andereck became editor and publisher of the Selma, Ala., Times and also of the Atchison, Kans., Champion. Later he went into press association work, with headquarters in Chicago, where he is still stationed with the C. P. A.

Having worked in the south, the east and the west, Mr. Andereck knows the newspaper field thoroughly. His professional advice has been sought by many publishers. He is another example of the type of men in this "Know-how" organization, producing service for discriminating publishers.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

STRICTLY A NEWSPAPER

The New York Times holds to its single purpose of gathering and printing the news.

News is the indispensable element of a newspaper for which there can be no substitute, for which nothing else can compensate.

News alone has an unchanging value for those who buy and read a newspaper. News holds an interest above all.

The New York Times spares neither effort nor expense to gather the news. The energy and trained intelligence of an unrivaled staff, the unequaled use of cable, telegraph and local facilities, assemble nightly news of world, nation, state and city for the readers of The New York Times.

The New York Times has created and maintains a news organization which serves it daily with an enterprise and an impartial judgment of the importance of news which commend it to all intelligent and thoughtful persons. The slogan *All the News That's Fit to Print* is taken by The Times as the simple statement of a newspaper's task. It gathers news wherever news happens.

The New York Times always covers the big news best. With The New York Times the news comes first.

LA PI

A DAILY NEWSPAPER OF BUE

Founded by Dr. Jo

The Newspaper with the Larg

The average daily circulation is more than 250,-000 copies and is constantly increasing. This newspaper uses one third of all the news print paper imported in Argentina.

In one single edition LA PRENSA has published mor

The blanket circulation of this newspaper is uniform in the entire Argentine Republic, and is equally extraordinary in the near-by countries. In all the principal towns and cities it has branch offices and agents dedicated exclusively to increasing its circulation.

In its daily editions it print own exclusive news received the world. It receives daily n cable in a receiving office ins news from the interior of the



Advertising Rate Card of LA PRENSA

In Argentine paper "pesos", worth about 42c American gold.

	Prices per centimeter
On the first display advertising page—Head of column touching text, or leading advertisement	$15.—
Surrounded by text	15.—
Touching text	12.—
Head of column touching text, preferred corner, surrounded by text on any page, or next to funeral notices, top of column	10.—
Next to text on any page	8.—
Next to funeral notices	8.—
Top of column or on serial story page	7.—
Without specified location	6.—

FULL PAGES

	Back Page	Inside Pages
For designated day	$2,500	$2,300
For any day at option of LA PRENSA within limit of four days	2,300	2,100

Note—Prices quoted are in Argentine paper "pesos," each peso being worth at par rate of exchange approximately 42 cents U. S. gold.

LA PRENSA receives the world-wide news service of the

ENSA

REPUBLIC OF ARGENTINA
ber 18, 1869

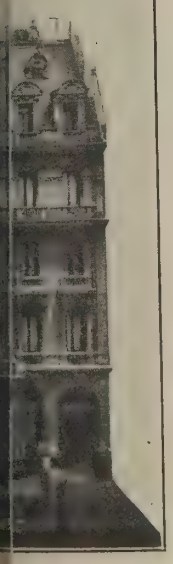
Circulation in South America

The daily editions always include more than thirty pages and the illustrated editions of Sundays and Thursdays exceed forty pages, of which usually more than half is reading matter.

000 advertisements, counting display and classified

o four full pages of its wireless from all parts of 00 words transmitted by vn building. Telegraphic ually complete

The editorial and business offices and the printing plant, the branches in the different sections of the city of Buenos Aires and in various other cities, the paper warehouses, light and power plants, garages, etc., are installed in buildings owned by the newspaper and constructed especially for the purpose for which they are used.



Branches of LA PRENSA In Foreign Countries

NEW YORK—
For news and information, subscriptions and advertisements, apply to Sr. Romeo Ronconi, exclusive representative of LA PRENSA, 51 Chambers Street.

PARIS—
No. 41 Boulevard des Capucins.—Director, Sr. Francisco Casaux. Reading rooms containing all of the principal periodicals of Latin America. Meeting place for South American residents of Paris. Free exposition of Argentine products. Telegraphic news of the principal events of South America. Free service in taking care of the mail of South Americans resident in Paris.

GENOA—
Mario Fantozzi, Piazza de Ferrari, No. 36.

LONDON—
For advertisements and information apply to Mr. Harold Neill, 22 Eldon Road, Kensington, W.

MADRID—
Apply to Sr. Mariano Martin Fernandez, Plaza Colenque, No. 3.

MONTEVIDEO—
Calle Ciudadela 1387. Director, Sr. Manuel Oribe Coronel. Information bureau and office for taking advertisements and subscriptions. Agents, Fonseca y Moratorio, Calle Buenos Aires 722.

ASUNCION, PARAGUAY—
For information, advertisements and subscriptions, Agencia Plate, Palmas 435.

ress Associations—averaging 8,000 words by cable daily.



MIXED FACES

Continuously Composed—Continuously Distributed

WITHOUT removing his hands from the keyboard, the operator of a Model 26 Linotype can set intricate catalogue, directory or advertising matter in which several different faces are combined in the same paragraph or even in the same line. He can set it practically as fast as straight matter because the matrices from the two main and two auxiliary magazines can be mixed at will and are automatically returned to their respective magazines.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24.11-F

Composed on the LINOTYPE in the Caslon No. 3 Series, with hand-lettered title line

ACHRACH STUDIOS FIND NEWSPAPER ADVERTISING IDEAL MEDIUM

mpany Has Been Using Dailies for Twenty Years and Developed Semi-National Business—Favors Rotogravure Sections

By HAMMOND EDWARD FRANKLIN

NCOLN gawkily faced the crowd at the dedication of the national cemetery Gettysburgh that November day in 3, and in a few words delivered the ress which will live through the ages. Somewhere in the concourse of listen- was David Bachrach, a photographer, o recorded with his camera Lincoln at historic event. Had modern news- er facilities existed, doubtless the otograph would have been published n after in the rotogravure sections of the newspapers.

The elder Bachrach numbered many the distinguished people of the day ong his patrons and built up a reputa- n for artistic work. That was the ndation for the present far-flung, semi- ional Bachrach business, which leads field in the use of newspaper adver- ing as well as in other ways.

Today the Bachrach name has come to identified in the public mind with a gh standard of photography. It is obable that this could never have been ained without advertising, regardless of e quality of the work done. In the mpany's advertising policy, which has en in effect for 20 years, there are les- ns which are applicable not only to the otographer who wants a growing busi- ss, but also to many other lines.

Gradually Bachrach studios have been ened in principal cities in the East, uth and Middle West. Those in the uth formed what has been termed the uthern "chain" under Walter K. Bach- ch; the rest were developed under Louis abian Bachrach, both sons of the elder achrach. On Oct. 1, the north and south hains" were united, with Louis Fabian achrach as president and active head. fter Jan. 1, the new organization will known as Bachrach, Inc. It has 450 nployes, with division managers, and ntrally located finishing departments. ach studio has a local manager and other nployes who live in the town, banks cally and to all intents and purposes is local institution except that it has the dvantages of belonging to the Bachrach rganization. Advertising is placed from he Bachrach executive headquarters at Newton Centre, Mass., at local rates.

"Louis Fabian Bachrach is an ardent eliever in advertising," Miss Grace S. ower, the advertising manager, stated. Year by year our sales have grown and ur advertising has grown, and we would ot think of stopping our advertising. At the opening of each year, we plan our ublicity work on a budget basis.

"For us the newspaper has proven the deal medium. It enables us to center ur effort in and around the cities which ave our studios, over the names and ddresses of those studios. There is no waste. It covers all the prospects well nd builds the Bachrach institutional eputation.

"I am particularly enthusiastic about otogravure and only wish more news- apers offered this. We could not ask for a better medium to show up our photographs, as it affords localized cir- ulation with beautiful effects.

"Recently, we ran a test of results from advertising for a studio in which we are interested. We made a special offer in a newspaper rotogravure section and the same offer in other papers in the same city with five times the circulation. The rotogravure brought orders for 300 sit- tings and the black and white 100. This shows why, for our purpose, we favor rotogravure. Where we use black and white, as we do in some cities, you will note we seldom try to reproduce photos, but rather utilize black silhouettes. After trying both, we find the latter more satis- factory for newsprint.

"We practically always devote our copy to getting over Bachrach quality and in- dividuality. It is institutional. The copy is hand-lettered without the local address. A photographic print is sent to the local newspapers, with letters in the street address."

A small amount of space is used in one or two class-magazines to form a back- ground. Direct mail work to lists of cus- tomers is conducted occasionally. Within a few months the company has tried the experiment of using car cards in a number of cities. These signs have been unique in that space has been cut in the card- board for an actual photograph to be in- serted from behind. The trains of some railroads also carry Bachrach signs in special positions. For some years the Tube under the Hudson has carried Bach- rach sign advertising. This type of ad- vertising is felt to have accomplished its purpose and will be continued.

Bachrach has used newspaper copy ranging from 50 lines to a full page. From its experience, the company believes that smaller advertising persistently used gets further than a big "splash" followed by silence, especially in building up prestige. In the case of a new studio, the company spends money for advertising out of proportion to the immediate earn- ings of the studio.

The newspaper advertising is used with greatest vigor for the 33 studios in the spring and early fall. The fall advertis- ing encourages early sittings for Christ- mas portraits. Where the photograph of a customer is to be used, permission is always obtained. The company finds three columns by ten inches an effective size.

Below a photograph of a young woman, appeared this copy recently:

The prestige of years of growth, of years of quality, service and care in the production of Bachrach Portraits of Distinction by the most comprehensive photographic organization in the United States. Built upon thorough business principles, yet with no sacrifice to Art, should enable you to feel implicit confi- dence in selecting your photographer.

If contemplating Portraits for Christmas, we urge you to make an appointment for a sitting now. Bachrach Portraits are moderately priced at the studio from $15 the dozen. Chil- dren from $10.

Among other newspapers which have been used have been the *Boston Herald, Philadelphia Public Ledger, Cleveland Plain Dealer, Washington Star, Washing- ton Post, Baltimore Sun, Hartford Courant, Providence Journal, Springfield Republican, Waterbury Republican, De- troit Free Press* and the *Detroit Satur- day Night.* Some newspapers are used all the year, others seasonally.

The Bachrach code of ethics outlined for all workers is broad. One article of it holds up the importance of speaking well of competitors and helping them every way possible. As one indication of this the Bachrach organization nearly in- variably pays its pro rata share of any local co-operative advertising published by the newspaper to boost business for all local studios. Usually the newspaper ad- vertising department gets up the copy and sells the idea.

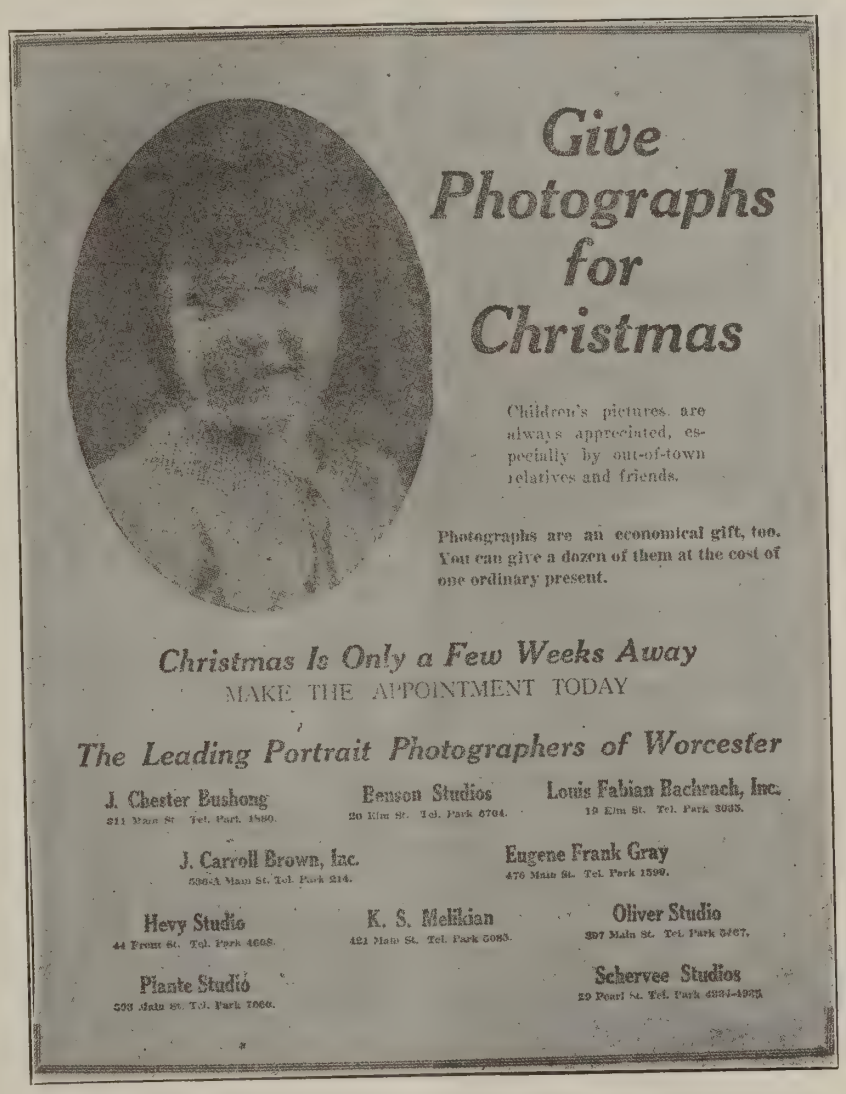
"Give Photographs for Christmas" was the heading in one piece of copy in a co-operative campaign staged by the *Wor- cester* (Mass.) *Telegram,* which is repro- duced on this page.

Ten leading portrait photographers shared the cost.

Newspapers are furnished with photo- graphs by Bachrach without charge for editorial use, where permission has been obtained and where the credit line will be used.

The company's slogan in all of its ad- vertising is "Photographs of Distinction."

Newspaper advertising truly can claim Bachrach as one more shining example among many business successes which have been furthered by its constant use. As a reputation builder, the newspaper is admirably adapted for the job. And it "hasn't scratched yet" the surface of its possibilities.



Specimen of cooperative art photography advertising.



Imperial
Soars In
Dayton

The city of Dayton, Ohio, ex- emplifies progress. Out of Day- ton have come two of our greatest inventions—the aeroplane and the cash register. Within its borders are found thousands of leading manufacturing concerns. And here also in the News, Herald and Journal, we find the typical progressive American newspaper.

Inasmuch as the publishers of these three papers have been unanimous in selecting the Im- perial Plus Metal Plan, we can- not help but feel proud that Im- perial soars high in Dayton.

Adopting the Imperial Plus Metal Plan typifies progress of a publication. It means that the publisher sees the need of a plan whereby he can add years of use- fulness to his type metal and at the same time increase its effi- ciency. That's progress!

Get Acquainted With the Plus Plan

Publishers everywhere are talking about the Plus Plan. Hundreds have adopted it. We want you to become acquainted with this popular, dependable type metal plan. Ask the pub- lishers who are using it now. Better still, write and ask us to send you a copy. We believe that the hundreds of shops, large and small, that now place reliance in the Plus Plan justifies your investigation.

Imperial METAL

Linotype—Monotype—Intertype—Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

New York—Philadelphia—Cleveland—Detroit



Results of a Rece

Several months ago I was asked t establish a definite ratio between foundry facilities and press capacity, so that a met ropolitan publisher might know how many units of Junior Autoplate-Autoshaver equipment to provide for a press equip ment of a given size.

A survey of the principal newspaper plants proved this to be impracticable. In no two were conditions alike. But a use ful discovery was made. Not six publishers were found who had established a correct ratio of capacity between composing room, foundry, and pressroom; the rest had neg lected their foundries in one way or another.

In nearly every case the capacity of the composing and pressroom exceeded that of plate making. Forms which the pressroom

Foundry Survey

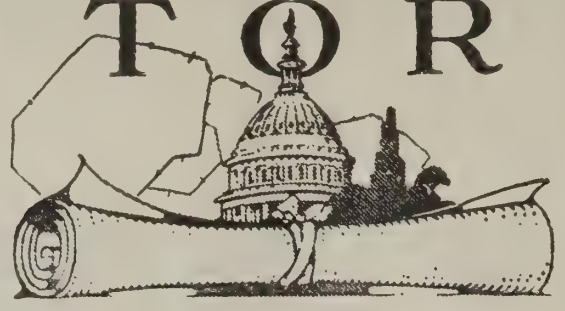
eeded habitually clogged the foundry like log jam in a stream.

An analysis of this defect disclosed the ct that most foundries were either badly ranged or obsolete or insufficiently equip- ed, which caused time losses and labor aste and not infrequently compelled the ressroom to run more presses than were ctually needed for the work in hand.

The conclusion I draw from this survey that it has not been sufficiently per- eived that the foundry is a bridge—the nly bridge—over which the composing oom supplies the pressroom, and that un- ss it be adequate for the traffic it is xpected to bear distribution suffers and e paper is hurt.

HENRY A. WISE WOOD

EDITORIAL



A STRANGE "CRIME"

THE *Baltimore Post,* a Scripps-Howard newspaper, has the distinguished honor of being the first newspaper in the history of this land of the free to be indicted for the "crime" of printing the news.

The New York Herald Tribune is second and *Kansas City Journal Post* is third in this Hall of Fame.

The news in question was taken from the public records of the local collector of income taxes.

Until a few weeks ago these records were closed to the public. Through an absurdly unconstitutional act newspapers had been restrained from publishing that class of public information. Then Congress, after long debate and by a big vote provided an amended law which declared for publicity of income taxes. It was a bungling job, however, for Congress failed to repeal the old clauses of the law which penalized publication of tax returns.

Now we are to have test cases.

No one questions the right of Congress to make laws to control the departments of Federal government. If there is a law which prohibits the Treasury Department from giving out to the public income tax returns it doubtless would be respected, at least until public opinion has broken it down.

But the gentle business of attempting to penalize newspapers for publishing news is something strange and novel. It is a precedent which journalism should resist to the last ditch. It is so plain an attempt to set up a fundamental principle of abridgement of the freedom of the press that we cannot imagine any court even entertaining the complaint.

A great many people seem to be opposed to the publication of income tax returns.

A great many people are opposed to the publication of many other departments of pleasant and unpleasant news, including all other classes of tax information.

But those questions are not involved in the present discussion. The question now is whether a newspaper can be penalized for publishing news. We do not think this will happen. If it does it will be upset in the course of time by the Supreme Court of the United States. The press cannot be gagged in this or any other cause. The constitutional guarantee is as clear as daylight.

How many words are you wasting in your writing? More fun than a cross-word puzzle, and much more valuable way to spend an hour, is to take your stuff for a day or week and see how many superfluous words you can clip out.

PROFITABLE TRIANGLE

"THE advertiser is but one side of the triangle, which consists of advertising agent and publisher as well. If advertising as a business force is to achieve its greatest usefulness, it must be through cordial co-operation among these three."

This statement made by G. Lynn Sumner, upon his election to the presidency of the Association of National Advertisers, deserves a frame and wall space throughout the publishing, advertising and selling world.

It is the new spirit. We saw it greatly in evidence at Chicago a few weeks ago. It animated the session of the advertisers at Atlantic City last week. It is good sense and good business.

An old, old child's song, which has as its refrain, "You in your little corner, and I in mine," comes up in memory as fitting. You business man and advertiser—no one can understand and solve your producing problems but yourself. That is your corner. You advertising agent—specializing in the art of publicity, your corner is well defined. You publisher—yours is not to produce merchandise and in the national field you cannot hope to visualize and satisfy the advertising ambitions and aims of all advertisers. You yield to the legion of agents who cater to the special requirements of diversified business. Your corner is to lay the printed word before the general public in acceptible form to effect the maximum value in behalf of the space buyer.

Mr. Sumner has coined a phrase that will endure.

Do you find yourself stumbling over prejudices? Keep to the open road!

EXODUS

Chapter XXIII—1

Thou shalt not raise a false report; put not thine hand with the wicked to be an unrighteous witness.

RADIO VIEWS

SPEAKING for the Westinghouse Electric and Manufacturing Company, J. C. McQuiston accurately, we believe, states that radio is the natural ally of the daily newspaper, but is not an agency which will supersede the newspaper or cause it to accept second place in the dissemination of news. He says that radio broadcasting has not the facilities nor the talent to function as a general news carrier.

However, our correspondent argues for the broadcasting of great news events saying that radio programs of the present merely stimulate public interest. He cites the case of the phonograph: It was predicted that radio would injure the phonograph business, but it was later found that it merely stimulated the sale of records.

Radio did not supersede the phonograph, not because it does not furnish music, but because it does not make it possible for the listener to select his music. The radio will not supersede the newspaper because the listener cannot select items of interest. But radio broadcasting of news does interfere with the newspaper business. The number of people who will buy a newspaper because of interest created or stimulated by radio announcements surely will not outweigh the number who will be satisfied merely to know that Yale won, or that Coolidge was elected. In large cities newspaper extras to cover fixed events are even now being discontinued.

We do not argue against radio. We do contend that as a natural newspaper ally it should and ultimately will be a local newspaper auxiliary.

"I can do anything, from publishers' desk down through a newspaper office," is not half so good a recommendation for a candidate for a situation, as is: "I know more of this particular subject than any man in this city—the crowd will follow me." Get a specialty, if you would prosper and be confident of the future!

November 29, 1924 Volume 57, No. 27

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

MAGAZINE CENSORS

FIFTY-EIGHT newsdealers have been arrested in and near Boston and the officers of a New York magazine publishing house have been indicted in Massachusetts for publishing and selling stories and illustrations which are objected to by a private organization of self-constituted censors, the Watch and Ward Society, which corresponds to the New York Society for the Prevention of Vice.

It is alleged that the American News Company which distributed the magazines in question, had an agreement with the society calling for the submission to that society of advance copies of such magazines for censorship before they were distributed for sale.

A suit to test the right of the society to censor periodicals was proposed by the publishing company but refused; but inconspicuous and poor newsdealers were haled before the courts, some times accepting $100 fines for guilty pleas, some times fighting through local lawyers.

It is reported that there is now to be a concerted action among magazine men to test the right of an unofficial body to act as the guardian of public morals.

That matter deserves a thorough test.

If you subscribe to the talk that newspapers "invade privacy" by publishing the incomes of those fortunate enough to contribute federal income taxes, you must in fairness at the same time consider all other forms of alleged invasion of the privacy of individuals by the American press.

THE LONDON SURVEY

EDITOR & PUBLISHER presents with this issue a trade survey of the magical cities of London and Edinburgh, which will be an invaluable asset to the large and rapidly increasing body of American merchandise producing and advertising concerns engaged in international trade. The survey speaks of huge numbers of consumers, as eager as we for the material comforts and aids of life. The host of American advertising men who visited England last summer testify both to this fact and to the greater fact that the people of the British Isles are well able to possess that which they feel they need. This survey is another eloquent testimonial to the close-knitting ties of friendship and trade among the English speaking races.

One considers our wondrous privileges with new zest when reading: "To give the name of this high potentate to the public would be an unthinkable act."

COLUMN CHARACTERS

ONE gains the impression that many of the intimate friends of column conductors must be amazingly dull folk; smart or surprising talk seems scarce at the tea, tennis, poker or week-end parties attended by them. Gay and wise chatter from the hearthside is good column stuff, but we think the public cares not that, "Mrs. S. was there, looking sprightly," or that "Old Sam Simp sulkily bought another stack of blues." Old English literature which this form of writing imitates was notable because of intimate glimpses at interesting persons.

Anyhow, the circulators say that the income tax lists sold newspapers.

AN UGLY WORD

WE are in complete agreement with our correspondent, John H. A. Kelly, that the newspapers of this country should bar from their columns the ugly contraction "Xmas."

It is a profanation of one of the sacred words in our language.

It sets cathedral chimes to jazz.

Is the modern pace so fast that we may not spell out the name of the birthday of Him who gave us the faith by which most of us hope to live and die?

Tell your sales story quick and often!

PERSONALS

GDEN M. REID, editor and publisher of the *New York Herald Tribune* called on President Coolidge at White House, Nov. 20.

rank Munsey, owner of the *New York* and the *New York Telegram and ail,* Adolph S. Ochs, publisher of the *w York Times,* and Melville E. Stone, nsellor of the Associated Press, are nbers of a committee making plans a dinner to be given at the Waldorf-oria Hotel, New York, Dec. 11 in or of Owen D. Young.

William Southworth Hunt, part owner the *Newark* (N. J.) *Sunday Call* last week appointed by Governor er of New Jersey to be State lget Commissioner and confidential iser to the governor. Mr. Hunt is president of the village of South nge, N. J.

ardner Cowles, publisher of the *Des ines Register* and *Tribune-News* was sitor in New York this week.

I. S. Scott, general manager of the *roit News* was a visitor in New York week.

dward A. Blair, editor and publisher the *Mexico* (N. Y.) *Independent,* is rically ill following a stroke of alysis.

eorge C. Shor, editor and manager of International News Service, left New k last week on a trip to Mexico City, xico, where he will attend the inaugu-on of President Plutarco Elias Calles, v. 30 and Dec. 1.

IN THE EDITORIAL ROOMS

DWARD H. HAMILTON, political writer of the Pacific coast who has on the *San Francisco Examiner* for years, with Mrs. Hamilton sailed on President Monroe, November 22, for ur around the world.

I. W. Lyman is now city editor of the oma (Wash.) *News Tribune,* succeeding Oscar Thompson who has accepted a post as associate editor of *sical America.*

Miss Winifred Nicholas, several years ety editor of the *Bridgeport* (Conn.) *egram* has resigned.

rank L. Blackadar, for four years mber of the reportorial staff of the *dgeport* (Conn.) *Post* has resigned to duct his own paper, *The Sportsman,* lished weekly in the interest of Con-ticut hunters and fishers.

lfred H. Sinks, who recently resigned n the *Cleveland Times and Commer-* last week returned to his former as a reporter on the Times.

ames Gray has been given charge of *St. Paul Pioneer Press* book page, ch has been widened in scope. Mr. y is also handling dramatic criticism eeding Randolph Edgar, resigned.

harles H. McTigue, capital repre-ative of the *Albany Times-Union,* been named secretary of the state commission.

ve Burkhardt, reporter for the *Cleve-t Press* as a feature stunt recently e in a locomotive cab from Cleveland Pittsburgh and wrote her experiences her paper.

on Wootton, caricaturist, of the *veland Plain Dealer,* and his bride, are e from a honeymoon spent in Canada.

William Marzolf, formerly with the *Paul Dispatch-Pioneer Press,* takes rge of the book page of the *St. Paul ly News,* succeeding Bernard Vaug-who continues with the paper.

rnest F. Hughitt, member of the rts staff of the *Buffalo Evening News* l Mrs. Hughitt are parents of a ghter born recently.

oseph Nutter has left the sporting artment of the *Providence* (R. I.) *ning Bulletin* to go to Nebraska.

uth Neely France, feature writer of *Cincinnati Times-Star,* has just com-ed her first novel "Nearly Married."

Clark B. Firestone, of the editorial staff of the *Cincinnati Times-Star,* has recently had published a volume of travel called "Coasts of Illusion" by Harpers.

M. R. Dunnagan, city editor of the *Charlotte* (N. C.) *Observer,* was elected historian of the Society of Mayflower descendants in the state of North Carolina last week.

Roger Orr, telegraph operator for the past 15 years on the *Ogdensburg* (N. Y.) *Daily News,* has resigned to enter the real estate and insurance business.

Miss Helen Galbraith, feature writer for the *Providence* (R. I.) *Sunday Journal,* has joined a New York advertising company.

Frederick L. Bagby, reporter on the *Salt Lake City Telegram,* is a candidate for a seat on the local school board.

Joseph Jordan, who for a while left the *New York Evening World* to conduct the column "Sought Seen and Heard" for the *New York Evening Post,* has joined the staff of the New York World as political writer.

Louis Weitzenkorn has returned to the staff of the *New York World,* having resigned as editor of *Radio Stories,* a Macfadden publication.

Eddie Johnson, chief of the *Chicago Tribune's* photographic staff, recently suffered a broken shoulder blade in an automobile accident.

Henry Wales, Paris correspondent of the *Chicago Tribune,* recently underwent an operation in the American Hospital at Neuilly, just outside of Paris.

William A. Lawhon, artist for years connected with the *San Antonio Express,* has resigned to take a similar position with the *Houston Post-Dispatch.* He has been succeeded by W. R. Patrick, formerly cartoonist with the *San Antonio Light.*

Lawrence Toepperwein has resigned from the art department of the *San Antonio Express.*

C. James Hanratty, who has resigned from the reportorial staff of the *Montreal Gazette,* to join the publicity department of the Canadian National Railways, was tendered a banquet by his colleagues last Saturday. John Bassett, vice-president of the Gazette publishing company, presented Mr. Hanratty with a traveling bag to mark the occasion.

Henry J. Collins, a member of the *Lynn* (Mass.) *Daily Item* city staff, last week received a commission as second lieutenant in the Medical Administrative Corps, U. S. Army Officers' Reserve Corps. During the World War he served as a sergeant overseas.

IN THE BUSINESS OFFICE

S. S. ANDERSON, advertising manager of the *Tacoma* (Wash.) *News Tribune,* has just returned from a business trip to California cities including Los Angeles and San Francisco.

Earl D. Cross has been chosen business manager of the *St. Cloud* (Minn.) *Daily Journal-Press,* succeeding J. F. Gaspard.

Fred Brandt, newspaper man who has been in the publicity department of the San Francisco Chamber of Commerce has resigned to join the circulation department of the *San Francisco Bulletin.*

Marshall I. Hough, of the advertising staff of the *Albany* (N. Y.) *Knickerbocker Press* for the past three years has resigned to become advertising manager of the Union Furniture Company of Troy, N. Y.

Vernon R. Trachsel of San Diego, Cal., has joined the classified staff of the *Tacoma* (Wash.) *News Tribune.*

E. W. Corman has been transferred from the Detroit office of the *New York American* to the New York office. W. J. Schmitt, formerly in charge of the Chicago office of the American, succeeds Corman in Detroit.

Austin B. Fenger has been appointed business manager of the *Monterey* (Cal.) *Peninsula Daily Herald.*

Charles H. Ferguson, with the foreign advertising department of the *Chicago Herald and Examiner* for several years, has joined the Chicago office of I. A. Klein, publishers' representative.

ASSOCIATION CHIEFS

W. A. ELLIOTT, business manager of the *Jacksonville Florida Times-Union,* present president of the Associated Dailies of Florida, started his newspaper career as a carrier boy.



W. A. Elliott

His first newspaper work was delivering newspapers for the *Nashville* (Tenn.) *American,* now the *Nashville Tennesscan.* Later he became connected with the *Nashville Banner,* where he was employed in the circulation department.

Seventeen years ago he joined the staff of the Florida Times-Union. For a period of seven years he had charge of the circulation department of that newspaper, and for the past 10 years has been its business manager.

Elliott was president of the Southern Newspaper Publishers' Association for the year 1922 and was also on the board of directors of that association for a number of years. He was elected to his present position as president of the Associated Dailies of Florida at a recent convention.

HOLDING NEW POSTS

ERNEST LARSEN, from rewrite desk, *St. Paul Pioneer Press,* to *Sioux Falls* (S. D.) *Argust Leader.* He is succeeded by Fred Fleming, late of the *Des Moines News.*

Leo H. Wise, from assistant news editor, *Hendersonville* (N. C.) *Daily Times,* to *Palm Beach* (Fla.) *Times.*

W. V. Branch, from advertising department, the *Charlotte* (N. C.) *News,* to copy desk, *Charlotte Observer.*

Dean H. Ashton, from Collingswood (N. J.) *Retrospect,* to *Camden* (N. J.) *Post-Telegram.*

Charles J. Lewin, from *Rockford,* (Ill.) *Morning Star* staff to *New Bedford Standard.* He is succeeded in Rockford by L. T. McNerney, former city editor of the *Burlington* (Ia.) *Hawkeye,* lately with the *Waukegan Sun.*

Claude A. Jagger, from *Worcester* (Mass.) *Telegram,* to staff, Providence (R. I.) *Evening Bulletin.*

Dave H. Harris, from *San Diego* (Cal.) *Tribune,* to copy desk, *Tacoma* (Wash.) *News Tribune.*

W. J. Duchaine, from city editor, *Marinette* (Wis.) *Eagle-Star,* to news editor, Las Cruces (N. M.) Rio Grande Farmer.

Chas F. Theis, from *San Antonio Evening News,* to *Houston Press* reportorial staff.

MARRIED

WILLIAM BROMAGE, former assistant financial editor of the *Providence Journal and Evening Bulletin,* to Miss Florence H. Devine of Suffield, Conn., recently.

Philip L. Meyer, advertising manager of the *Morristown* (N. J.) *Jerseyman,* to Miss May Curtis, Nov. 21.

Herbert M. Hofford, general re-write man of the *Providence* (R. I.) *Evening Bulletin,* to Miss Margaret Schmid Labbee, of Providence, R. I., Thanksgiving Day.

WITH THE SPECIALS

H. P. NEUMAN, advertising manager of the American Press, is now in Chicago for the purpose of appointing a Western representative.

Benjamin & Kentnor Company has been appointed publishers representative for the *Evanston* (Ill.) *News Index* effective Nov. 24.

SPECIAL EDITIONS

MARYVILLE (Mo.) *DEMOCRAT-FORUM* a 55th birthday edition, Nov. 13.

Honolulu Star Bulletin, a 110-page Progress and Opportunity edition, Oct. 20.

Glendale (Cal.) *Evening News,* a 108-page development edition, Oct. 31.

Rockwood (Tenn.) *Times,* 16-page Front street Booster and White Way edition, Nov. 20.

Laurel (Miss.) *Daily Leader,* 64-page development edition.

PRESS ASSOCIATION NOTES

J. E. BOYLE, Associated Press correspondent at Madison. Wis., has resigned, effective Dec. 15, to accept a position as news editor of the Episcopal Church Association of Chicago and publisher of their magazine. He will be succeeded by R. G. Massock, at present night editor of the A. P. Dallas bureau.

N. W. Gold was this week appointed acting correspondent of the Associated Press in New Orleans. He had previously been day filing editor in the same bureau.

Guy T. Smith has been appointed night editor of the Associated Press, San Francisco bureau, succeeding L. W. Randall, who has resigned to join the staff of the *San Francisco Daily News.*

D. F. Brittle, who has been attached to the Associated Press Southern Division

For building good will
and holding circulation
there is nothing equal
to the Haskin Service.

as filing editor in the Washington D. C. bureau, has been made a reporter in the same bureau.

J. H. Jenkins, Associated Press correspondent at Charlotte, N. C., who has been in Raleigh since the middle of October directing the A. P. election service, returned to the Charlotte bureau this week.

Fraser Edwards, widely known Washington newspaper correspondent, has gone from the United Press Associations to the Universal Service. He will again cover the Senate when Congress reconvenes.

F. A. Barker has been transferred from the Dallas, Tex., bureau of the United Press to represent the U. P. at a new bureau opened at Austin with offices in the *Austin American-Statesman* building. H. Sharpe, formerly of the U. P. Kansas City bureau replaces Barker at Dallas.

J. Kenneth Mullen, Universal Service bureau manager at San Antonio before the bureau there was closed, has gone to Mexico City for the Hearst news service.

ASSOCIATIONS

NEW YORK NEWSPAPER WOMEN'S CLUB will hold a dinner Sunday evening, Dec. 14, at the Algonquin Hotel. Columnists on New York daily newspapers will be guests of honor.

Catholic Writers Guild, New York, held its regular monthly meeting at the Hotel Plaza, Nov. 23. Otto Kahn, banker, who was the principal speaker, paid tribute to the Catholic Church as a power in art. Rev. John B. Kelly presided.

New York Business Publishers Association will hold its 35th anniversary dinner Dec. 9. On Feb. 19, a Gridiron dinner will be held, and on April 9 an Agency Night. Monthly meetings have been abandoned in favor of three meetings during the season at two-month intervals.

Edmonton (Alta.) Press Club held its November meeting in the Macdonald Hotel on Nov. 12. The feature of the evening was a moving picture display of scenes in the Peace and Athabasca territories and on the Prince of Wales ranch by Colin Groff, Alberta publicity commissioner. A. R. Alloway, new managing director of the *Edmonton Bulletin,* was initiated into the club.

New York Employing Printers Association (Brooklyn Group) held their monthly dinner-meeting in the restaurant of the Linotype factory as guests of the Mergenthaler Company on Tuesday evening, Nov. 18. The principal speaker was A. V. Ingham of the Sheffield Fisher Company, of Rochester, N. Y., who spoke on "Methods of the Successful Small Printer."

Charlotte (N. C.) Advertising Club, which will be affiliated with the Associated Advertising Clubs of the World, was organized at a meeting of 45 advertising men last week. John Paul Lucal, publicity director of the Southern Public Utilities Company, was elected president; Stark Dillard, vice-president; Miss Willie Shelby, secretary; Mrs. Edith Deschenes, treasurer; Junius M. Smith, Ralph Spangler, O. T. Stewart, E. C. Lyndon and W. H. Martin, directors. Application has been made for a charter for the club, which expects to increase its membership to between 75 and 100.

Washington (D. C.) Ad Club held a "Good-Fellowship" luncheon Tuesday, Nov. 18, at which Col. George Harvey, editor of the *Washington Post,* was chief speaker.

Town Criers of Providence, with a representation of 150, won the attendance cup for the largest number of members present at the New England Advertising Clubs convention in Hartford, Conn., last week. The group obtained permanent possession of the cup, having won it three years in succession.

Women's Advertising Club of Chicago will celebrate its seventh birthday at the Keedy Studios on Dec. 2. A buffet supper, two one-act plays by the Playcraft Players, dancing, souvenirs, and other entertainment will be features.

WHAT'S WHAT IN THE FEATURE FIELD

FEG MURRAY, sports cartoonist, winner of three national and two international track championships, is now drawing for the Metropolitan Newspaper Service, New York. Rights to this sporting feature were obtained by Metropolitan through arrangements with Associated Editors, Inc., Chicago. Murray is the brother of R. Lindley Murray, United States tennis champion 1917-1918.



FEG MURRAY

Murray's success as a sports cartoonist is not simply an outgrowth of his athletic career with the discovery of a latent talent to draw; on the contrary, his leaning toward the pencil was as strong as that toward the cinder path, and when he entered Stanford University, California, as a freshman, he enrolled in the Art Department.

After four years of both drawing and hurdling he was graduated, in 1916, with the degree of A. B. in the Graphic Arts department, and he was at the same time captain of the university track team.

In the war Murray saw service with the field artillery at Cantigny, Chateau Thierry, San Mihiel and the Argonne. He continued to draw pictures in France.

In 1920, he was chosen a member of the U. S. Olympic team and took third place in the 110-metre hurdle race at Antwerp.

He worked as a regular sports cartoonist on the *Los Angeles Times* before joining the Associated Editors of Chicago.

Merrill Blosser, creator of "Freckles and his Friends," and Gene Ahern, who draws the "Major Hoople" cartoons, both of NEA, Inc., Cleveland, left last week for Los Angeles, where they will spend the winter, doing their work there and forwarding it to the Cleveland headquarters for syndicate distribution.

Arthur R. Todd, former day city editor of the *Rockford* (Ill.) *Morning Star,* who left that post to become secretary of the Rockford Boys' club, has returned to the newspaper field. He will join the Associated Editors, Chicago, a syndicate which lately acquired the two newspaper and job printing plants in Lake Geneva, Wis., and will consolidate the papers and job printing firms with Mr. Todd in charge.

Steve Hannigan, formerly feature writer for the NEA, Inc., Cleveland, has joined the sales staff of United Feature Syndicate, New York. No successor has yet been appointed to succeed Norris Huse, who resigned recently as general manager of this syndicate to become business manager of the *Mount Vernon* (N. Y.) *Argus* and the *New Rochelle* (N. Y.) *Standard-Star.*

Bryan Mack, formerly editor of the *Pensacola* (Fla.) *Journal,* is now a member of the sales staff of the Publishers Autocaster Service Company, Inc.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....130,891
Sunday Circulation....182,313

Member A. B. C.

The Cosmos Newspaper Service, New York, has started syndication of the Cosmos Editorial Board feature, of which William Allen White of the *Emporia* (Kan.) *Gazette* is chairman. The feature presents daily editorials by prominent authorities on national and international news.

The territory of Hawaii has inaugurated a free monthly news service, with W. O. Cogswell as editor. The service, to be known as News of Hawaii, with headquarters at Postoffice Box 2120, Honolulu, announces that in addition to regular monthly releases, it is prepared to handle assignments for articles and general information on the Hawaiian Islands.

Something new in newspaper features is the set of nine full page drawings and text by Tony Sarg now being handled by the Bell Syndicate, Inc., New York. The first of the series is entitled "Sir Walter Raleigh and the Hot Potato." It is supplied in mat form.

The Bell Syndicate, Inc., also announces it has the exclusive newspaper rights on William Allen White's book on Woodrow Wilson.

Beginning this week, NEA, Inc., Cleveland, is adding to its service a half page feature, supplementary to the special weekly farm service. This feature is a weekly article which tells farmers how to build certain implements, small structures and other farm equipment.

DAILIES IN RADIO TEST

New York World and Petit Parisien Aid Trans-Atlantic Broadcasting

Newspapers and newspaper men played a part in the partially successful attempt to bridge the Atlantic by radio broadcasting this week, a test sponsored by *Radio Broadcast,* a magazine.

Starting Nov. 24, and continuing until Nov. 30, official tests were conducted by the wireless broadcasting station of the *Paris Petit Parisien.* The newspaper's management announced that it would welcome remarks and suggestions from American listeners-in, which their radio expert would acknowledge.

On this side the *New York World* cooperated with the station operated by Gimbels' department store. The *New York Journal* offered prizes to fans who heard messages from abroad.

Sir A. Morrice Low, Washington correspondent of the *London Morning Post* and George Harvey, editor of the *Washington Post,* were two speakers in the program offered by combined American stations in their effort to broadcast eastward across the Atlantic.

FLASHES

Hard-hearted employers are taking joy out of life by insisting that the cr word puzzle is a diversion and no means of livelihood.—*Boston Transcr*

With the advent of night golf a lot men will probably see no reason for c tinuing their "lodge membership.—*Baltimore Sun.*

The latest definition of a real Am can is one who pays his taxes hones What a rare bird!—*Buffalo Commerc*

A chemist lists 150 useful produ from the humble peanut, but peanut p tics is not one of them.—*Springfield publican.*

The hard part is to be good with envying the naughty.—*New York Te gram and Evening Mail.*

We are the only nation that tre liquor drinking as a crime, but other tions seem to look with disapprobat on murder.—*Columbia* (S. C.) *Reco*

Vanity is essential. It enables us think our head level merely because feet are cold.—*New York Telegram a Evening Mail.*

Mussolini says his philosophy of life to "live dangerously." If he wants do that to the limit he should come o here and patronize a bootlegger.—*Colu bia* (S. C.) *Record.*

Europe must not be vexed at Driving from the back seat is just little habit of ours.—*New York Te gram and Evening Mail.*

A Yonkers man who has been marri and divorced three times says he belie in a safe and sane fourth.—*New Yo American.*

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

SOUTHERN NEWSPAPER PLANT FOR SALE AT BARGAIN

The Charleston American offers its entire plant, including real estate and equipment, for sale at a bargain. This plant is located in the heart of the City on one of the best corners in town, measuring fifty one (51) feet on Meeting Street, and one hundred seven (107) feet on Society Street, including one three story brick building, with news print warehouse adjoining, and one two story brick press room with composing room above; containing editorial rooms, business office, circulation department and complete and well arranged newspaper lay-out. Together with one 32 page Duplex Press with color deck, linotype and intertype machines, stereotyping outfit, safes, files, desks, chairs; furniture, and all appurtenances of any and every kind needed in the operation of a modern daily morning or afternoon newspaper. This plant is ready to be operated by simply turning on the switch. Terms cash, or one-third cash and the balance in three annual payments. Price extremely cheap. Communicate with John I. Cosgrove, Attorney, 45 Broad Street, Charleston, South Carolina.

ADVERTISING AGENCY AFFAIRS

AWRENCE L. SHENFIELD, formerly vice-president of the W. I. Tacey, Inc., New York advertising agency, has been elected president to succeed N. W. Doorly, who leaves to become advertising manager of Women's Wear, a Fairchild publication. William Irwin Tracy becomes vice-president and treasurer; and Arthur S. Garrabrants, secretary. The following concerns recently placed their accounts with this agency: Lustberg, Nast & Co., New York, Outdoor Shirts; G. Gennert, New York, photographic supplies; Darn Proof Hosiery Company, New York, Arthur Miller, Inc., insurance.

The Wildman Advertising Agency, New York, has been selected by the Lamb Knitting Mills, Malden, Mass., to direct its 1925 advertising program. An extensive newspaper campaign will be carried on in more than one hundred cities. A. R. Murray, formerly connected with the *Household Magazine*, has joined the Wildman staff.

The Vancouver branch of A. J. Massie, Ltd., general advertising agency with headquarters in Winnipeg, has moved to new and larger offices at 808-809 Dominion Building, which faces Victory Square.

Edward F. Archibald for 15 years associated with the Charles Advertising Service has been appointed director of advertising of the *Hostess Magazine*. He will enter upon his new duties Dec. 1.

Roy Bourne, manager of the L. S. Gillham Advertising Company, Salt Lake City, has joined the commercial department of the Utah Power and Light Company. He is a former editor of the *Salt Lake City Deseret News*. Marion E. Nelson, business manager of the Agency, succeeds him.

L. C. Brown, until recently with the *American Weekly*, has joined the New York Staff of Ruthrauff and Ryan, Inc., advertising agency. He has been with the Hearst organization for the last 20 years.

James C. Chillcott has been transferred from the Boston office of N. W. Ayer & Son to the New York office.

The Harrison-Rippey Advertising Agency has been established in St. Louis, Mo., with the following incorporators; Milton S. Rippey, president; Robert H. Isaacson, vice-president; and E. K. Harrison, secretary-treasurer.

W. Arthur Cole has joined the staff of the Corman Company, Inc., New York as production manager. He formerly served in a similar capacity with Barton, Durstine & Osborn, Inc.

H. O. Straub, formerly president of the Everite Service, Inc., has been appointed production manager of Sternfield-Godley, • New York advertising agency. Abner P. Grunauer has joined the staff of the same agency as service manager. He was formerly with the C. W. Hellwig Company.

In New Orleans it's THE ITEM

Wright Returns from South America

F. J. Wright, of the *Chicago Tribune* Staff, returned to this country this week from South America, where he had been watching and writing of several new revolutions in Latin countries. He told ship news reporters that South Americans had taken an unusual interest in the recent American elections, and that several hundreds had visited the newspaper offices at Santiago, Chile, on election night for returns. Bolshevism is the big fear in South America he said.

To Build 200-Ton Mill

Directors of Price Brothers & Co. have decided to proceed immediately with construction of their proposed new 200-ton newsprint mill at St. Joseph D'Alma, in close proximity to new Duke-Price power development on the Grand Discharge. This development is part of important plan of expansion worked out by the late Sir William Price, who was killed by a landslide near the Kenogami Mill in October.

N. Y. Special Adds 7 Papers

Seven Oklahoma newspapers have appointed Fralick & Bates, Inc., New York, their special representative, effective Dec. 1. They are: the *Ada News; Bartlesville Examiner; Durant Democrat; McAlester News-Capital; Pawhuska Capital; Ponca City News; Shawnee News.*

Boston "Special" Changes Name

The Foreign Language Advertising Service, Inc., Little Bldg., Boston, Mass., has changed its name to Joseph J. Borgatti, Inc. The firm acts as representatives of the leading foreign language newspapers.

FORESHADOWED EVENTS

Nov. 30-Dec. 1—Texas Managing Editors Assn., meeting, Galveston, Tex.

Dec. 4-5-6—Texas Editorial Assn., meeting, Galveston and Houston, Tex.

Dec. 6—Veteran Boston Journalists, annual meeting, Boston, Mass.

Dec. 9—Trial of Baltimore Post for publishing income tax payments, opens in Baltimore.

Dec. 9—Assn. of Foreign Press Correspondents, luncheon to Sir Esme Howard, Lawyers Club, New York.

Jan. 10—Alabama Press Assn., northern section, mid-year meeting, Birmingham, Ala.

Jan. 16-17—Virginia Press Assn., mid-year meeting, Charlottesville, Va.

Obituary

LAWRENCE BRADLEY, 51, for 30 years a New York newspaper reporter and publicity man, died last week. He had worked on the *New York Herald* under the younger Bennett and for a time was dramatic editor of the *New York Evening Telegram.* He had recently been road manager for David Warfield in his tour in "The Merchant of Venice."

HARRY V. BALDWIN, 58, for 25 years news editor of the *Philadelphia Record,* died Nov. 20 in Philadelphia. He was born in Worcester, Mass., and started on the *Spy,* later working on the *Providence Telegram* and on Baltimore newspapers.

WILLIAM HAWLEY STEVENS, 63, associated with his father, the late W. W. Stevens, in management of the *Joliet* (Ill.) *Record,* in the late '80's until its consolidation with the *Joliet News* in 1899, died suddenly recently at his home in Bartow, Fla., where he had lived since leaving Joliet.

DON A. JACKSON, 61, former editor of the *Fredericksburg* (Ia.) *News,* died Nov. 10, in the family home. He served as editor and manager of the News, which he established in 1889, for 35 years. A few weeks before his death he disposed of the paper to Albert Johnson of Dows.

MRS. PENELOPE GLEASON KNAPP, former well-known Michigan newspaper woman, is dead at her home in Chicago. Mrs. Knapp formerly lived in Albion, Mich., and besides her newspaper work was a contributor to many magazines.

JOHN H. BOYS, 54, banker and former Atlantic, Ia., newspaper publisher, died Nov. 21, in Wichita, Kan. He started newspaper work on the *Galesburg* (Ill.) *Daily Mail* in 1893. He entered the banking business in 1906.

EDGAR H. DEFEBAUGH, 68, founder and president of the Barrel and Box Publishing Company, Chicago, died recently.

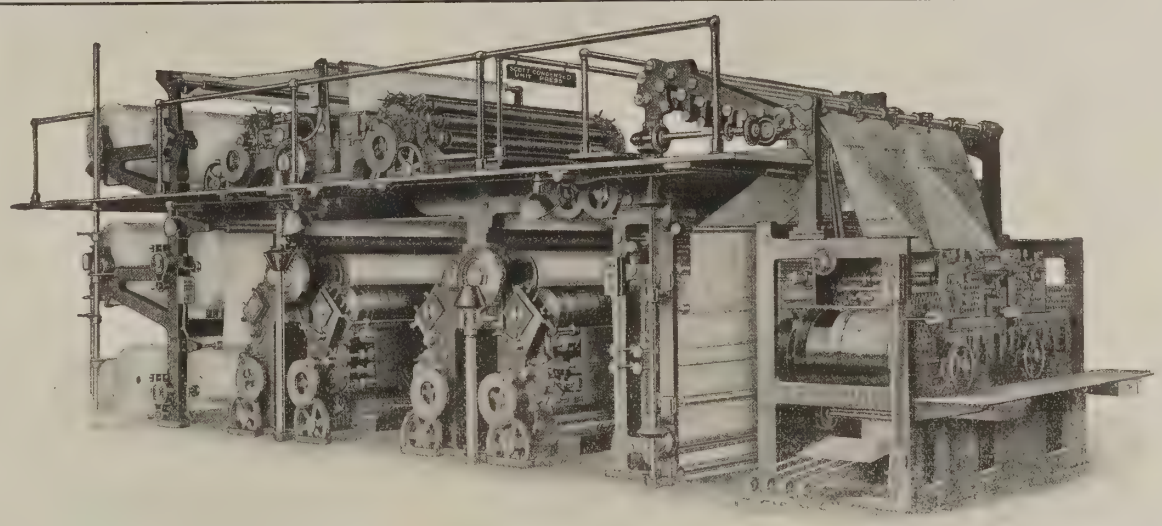
JOHN C. TELFORD, 46, former owner and publisher of the *Beaver Falls* (Pa.) *Tribune,* died at his home in Buffalo, N. Y., Nov. 22.

CORNELIUS A. SHAVER, 87, who operated the news service on the Chicago and Northwestern Railroad from 1861 until two years ago, died recently at his home in Chicago.

JOHN B. GILLOOLY, sporting editor of the *Boston American* for the past 17 years, died at his home in Dorchester, Mass., Nov. 23, following a shock the previous week. He was one of the best known sport writers in New England. Before joining the American staff, he was three years on the *Boston Post.*

MISS GRACE M. BURT, 52, for the past 19 years club news editor of the *Newton* (Mass.) *Graphic,* died Nov. 19.

J. G. TUCKER, 53, linotype operator for the *San Antonio Express,* died of heart failure while on a hunting trip near Pleasanton, Tex., Nov. 9.



The Jersey Observer, Hoboken, New Jersey
Uses THE SCOTT
Condensed Sextuple "Straight-Unit" Press
and Two SCOTT Sextuple Decked Presses

which takes care of their present requirements and can be converted to Octuple Presses at any time. Can be seen running any week day starting at 1 P. M.

THIS PAPER HAS ALWAYS USED SCOTT WEB PRESSES

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CHICAGO 1441 Monadnock Block — PLAINFIELD, NEW JERSEY, U. S. A. — NEW YORK 1457 Broadway, at 42d Street

WHAT THEY ARE SAYING

AN EDITORIAL DEFINED

"AN editorial should be a free expression upon the news or the tendencies of the day, written briefly and bravely by a wise kind-hearted man. Bitterness, bias or fear have no place in an editorial; they make for weakness, no matter how much they bluster."—William Allen White, Editor, *Emporia* (Kan.) *Gazette.*

* * *

WOMEN AND THE NEWSPAPER

"WOMEN refuse to look upon newspapers as mere commercial enterprises and advertising mediums. They place upon the newspapers a large responsibility as perhaps the most important agency of *'public welfare and for private information.'* The newspaper is unquestionably the biggest continuation school of the Nation and does more to mold public opinion and public action than any other institution. Therefore, let the newspaper look well to the course of study it offers the public."—Mrs. Elias R. Michael, member of the St. Louis Board of Education.

* * *

THE RURAL MERCHANT AND ADVERTISING

"THE rural merchant is by no means sold on the value of the newspaper advertisement. Ninety per cent of them in the small town think that the money spent for advertising is merely a donation to keep the local newspaper going. And yet, if you note those small town business men who are succeeding notably and are building up a large and prosperous business, in every case are those who are carrying on persistent and constant advertising in the proper way in their local newspapers."—A. H. Syverson.

* * *

A PAINTER OF THE INTELLECT

"SARGENT was a portrait painter. Sargent was a brilliant depictor of physical being. The interviewer, in my judgment, is a portrait painter also, but he is an intellectual portrait painter, he is a psychic portrait painter, he is a painter of the minds and souls of women and men. That is the interview in the abstract. You can't see an emotion, you can't see an idea, you can't see an ambition, you can't see a dream; those are the great invisibles of the world that translate themselves into that great practical visibility which we call civilization. That is the interview in the abstract."—Edward Pine Bell, Special Correspondent for the *Chicago Daily News.*

* * *

TAKE THE GUESS OUT OF ADVERTISING

"ADVERTISING is limited to the personal effort put into it. Stores, big and little, are beginning to see that they get more effectiveness if they take the guess and mess out of advertising and merchandising. Advertising scarcely has been analyzed. Every merchant should look on advertising as the symbol of the character of his store. To make advertising pay a man must take an inventory of his stock, whip his sales organization to 100 per cent efficiency; his stock must be reduced by 50 per cent. There is too much stock tied up on his shelves. It is buried and worthless. The merchant today does not get the right margin of profit."—Frank French of the French Advertising Agency, Cedar Rapids, Ia.

ELEANOR CLARAGE, 26, IS CLEVELAND'S ONLY WOMAN MUSIC CRITIC

ACTRESS, musician, short story writer, and now at the age of 26, musical critic on a metropolitan newspaper in competition with members of the opposite sex, and giving them a strenuous run to keep pace with her!



ELEANOR CLARAGE

That's the colorful career of Eleanor Clarage music critic of the *Cleveland Times and Commercial,* since the day, a few years ago, she stepped from the New England Conservatory of Music after a three-year study of harmony, theory and composition.

Miss Clarage, a native Clevelander, is the only woman music critic the city boasts, or, so far as the old newspaper men recall, ever boasted.

Leaving Cleveland a few years ago, Miss Clarage, after being educated at Washington, D. C., went to the music institution in Boston, then took up a stage career. The life behind the footlights failed to appeal, and she gave it up to follow the muse. Her first successful effort was a short story published in the *Metropolitan* under the pen name of Ellen Orr.

H. L. Mencken and George Jean Nathan, while they guided the destinies of old *Smart Set,* bought stories and poetry from her, while others of the airy, popular magazines also purchased of her wares.

Miss Clarage spent two years in New York City, free lancing for newspapers and writing poetry and fiction. She kept closely in touch with music and music activities. Joining the staff of the Cleveland Times last February, she did some "emergency" reviewing, acting as a pinch hitter for the regular critic, who was soon to retire from the paper for other endeavors. Her work attracted the attention of her superiors and it followed naturally that she fell heir to the post when it was vacant.

Now, her music reviews are quoted widely in the publications devoted to melody. Her theory of review work is that reviews and criticisms should be written so simply that the veriest laymen can understand them. She says that only the professionally trained musician knows what a critic means when technical details are excessively used.

KEENAN FLIES TO CUBA

Former Pittsburgh Publisher Takes to Air at 65

"Fighting editor" signifies courage; so does "flying editor."

And Thomas J. Keenan, former Pittsburgh publisher, zoomed up from New York harbor this week on an airplane flight, which will carry him down the Atlantic Coast to Havana, Cuba, and his estate on the Isle of Pines.

Mr. Keenan is still young enough to strive for honors as a flying ace. He is only 65. If enthusiasm counts he'll establish new records on his present airplane trip.

Mr. Keenan founded the *Pittsburgh Press* in 1884, and was its editor and publisher until 1901. He also was founder and first president of the Publishers' Press Association, now the United Press. In 1891 he organized the International League of Press Clubs.

•World Topics Eminent Writers

MARCH of EVENTS

New York American

Second News Section

Editorial Telephone, Beekman 2000 SUNDAY, NOVEMBER 23, 1924 *Business Telephone, Columbus 7000* L 11—1

'Germany Alone Not to Blame for War'--Barbusse

ABOVE ARTICLE SOLD:

New York American
Chicago Herald & Examiner
Boston Advertiser
Rochester Journal & Post Express
Washington Herald
Baltimore American
Fort Worth Record
San Antonio Light
Atlanta Georgian
Detroit Times
Milwaukee Telegram
San Francisco Examiner
Los Angeles Examiner
Seattle Post-Intelligencer

ARTICLES BY Distinguished Europeans:

HENRI BARBUSSE, Author, "Under Fire," Etc.

ANDREAS LATZKO, Author, "Men in War," Etc.

STEFAN ZWEIG, Noted Franco-Austrian Journalist; Romaine Rolland's Biographer.

VAILLANT-COUTURIER, Distinguished French Deputy

MARCEL FOURRIER, Managing Editor, "Clarte," Paris, and others.

THE accompanying article by Henri Barbusse, famous author of the sensational war book, "Under Fire," is especially timely in view of the revelations contained in the secret diary of George Louis, former French Ambassador to St. Petersburg under the Czarist regime, published a few days ago in Paris. Among other things Louis' diary charged that former President Poincare was indirectly responsible for the World War and accused him of being a tool of Count Islovsky, former Foreign Minister of Russia. Former Foreign Minister Sazanoff of Russia and a number of other statesmen in France also figured in the revelations contained in Louis' diary. Although M. Barbusse's article was written several weeks ago, his conclusions are strikingly borne out by the Louis revelations of the past week.

EDITORIAL NOTE from "N.Y. SUNDAY AMERICAN"

RESPONSIBILITY IS LAID AT DOORS OF FRANCE AND ALLIES

Noted French Writer Declares That Revenge Against Germany for Defeat in 1870 Had Been the Constant Goal of Poincare—Russian Secret Documents Are Cited to Prove His Charges.

By HENRI BARBUSSE,
The Famous Author of "Under Fire."

PARIS, November, 1924.



FRENCH and English political circles are agitated over the attitude of the German Government in considering a note to the Powers reopening the clause in the treaty of Versailles that attributes to Germany alone the responsibility for the war. This clause, of course, is the cornerstone of the treaty.

When the leaders of the Entente are reproached with having grabbed the great spoils of victory, crushing Germany under a weighty tribute, cutting her to pieces in Europe and taking all her colonies—in a word, reducing her to complete subjection—their answer is, "Well, Germany started the war." When they are accused of not having kept the pledge that set their armies on the march ("this war will be the last war; its end will be the end of war itself") by sowing the germs of hatred and revenge, which will rise fatally one day, they answer: "Our attitude is justified by the crime Germany committed in attacking peaceful countries. She alone was

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THE VANGUARD FEATURE SYNDICATE

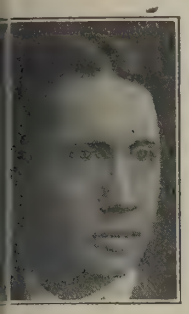
RICHARD ROHMAN, Managing Editor

70 Fifth Avenue, Tel. Chelsea 6559 New York City.

ILLER OF BATTLE CREEK RE-ELECTED MICHIGAN PRESS CLUB PRESIDENT

rian Telegram Wins Trophy for Best Front Page Among Dailies—Willis Abbott Says Yellow Journalism is Rapidly Dying

HE University Press Club of Michigan, which comprises the combined ranizations of editors and publishers and press clubs of the state, closed its sixth annual conference at the University of Michigan last Saturday by re-electing Albert L. Miller, editor of the *Battle Creek Enquirer and News,* president for the ensuing year.



A. L. Miller

Three vice-presidents elected were Arthur H. Vandenburg, *nd Rapids Herald; Murl DeFoe, rlotte Republican,* and Arthur anor, *Saginaw News-Courier.* Awards trophies were made at this session. e *Adrian Telegram,* edited by Stuart ry, was awarded the trophy for the t front page among the larger dailies the state. The *Owosso Argus Press* n the prize for the best page among smaller dailies, and the *Birmingham centric* submitted the best front page ong the weeklies.

The annual meeting and banquet in the chigan Union Friday night was tured by an address by Willis John bott, editor of the *Christian Science nitor.*

"Yellow journalism is dying in Ameri" said Mr. Abbott. "The day of sensanal journalism is almost over," he said. know whereof I speak because for ny years I was as active as any newsper man could be in yellow journalism, d there is little about it that I do not ow.

"I was interested this afternoon in the cussion of advertising and the effect advertisers upon newspapers. The day past when big advertisers can dictate policy of responsible newspapers. hat is yesterday's stuff. The advertisers day are doing more to clean up the wspapers than are the editors."

In speaking of the printing of crime ws Mr. Abbott said:

"The only defensible excuse of the inting of such news is that exposure crime or a disease epidemic deters re crime or results in stamping out e disease. The evidence is all the other y. The report of the Cleveland comssion on crime and the courts showed nclusively that every time the Clevend newspapers started printing stories out a crime wave there was a crime ave. Then the base ball season would me along, the newspapers would forget out it, and the crime wave would be er. The police and court records proved conclusively.

"Every newspaper man who has had ofessional training, and who regards his rk as dignified and honorable, is a prossional man," Mr. Abbott declared.

"The newspapers must raise salaries d so conduct themselves that they will not only attract better grade men, but will hold them.

"The newspapers must pay enough to permit a man to live a life of dignity if they are to hold their good men. I know of newspapers where they pay their circulation manager more than they do their managing editor."

At the opening day's session of the conference, the various groups comprising the club had separate gatherings. They are the Michigan Daily Press Association, the Michigan League of Home Dailies, the Michigan Press Association (weekly publishers) and the Michigan League of Press Women.

"The Place of the Community Weekly in Modern Newspaper Development" was the subject of a talk by M. L. Cook, publisher of the Hastings Banner in the afternoon. After that the editors adjourned to a campus auditorium where they heard Walter de la Mare, English author.

Herbert Bayard Swope of the *New York World* and Kent Cooper, assistant general manager of the Associated Press were to speak at the evening dinner, but telegraphed their inability to attend. E. T. Cutter, head of the central division of the Associated Press, urged the editors to put into their papers straightforward news of the kind they would be willing to have go into their own homes. He described the workings of the Associated Press, and said that he believed it was aiding to bring about the demise of yellow journalism.

Arthur Vandenburg of the Grand Rapids Herald spoke impromptu, urging the editors to "be decent, be honorable, be fair." Prof. William A. Frayer of the department of history of the University of Michigan said that the historian finds more that is valuable to him in the advertising and the editorial columns of the newspaper than in the news columns which are too often incorrect.

Stuart H. Perry of the *Adrian Telegram* spoke on "Contempt of Court as Applied to Newspapers."

Prof. Herbert Goodrich of the University of Michigan Law College spoke on "Civil Liabilities in Libel" and Arthur R. Treanor of the *Saginaw News Courier* discussed the "Proper Selection of Features."

Mrs. Charlotte Perkins Gilman, editor, writer and lecturer of Boston, provoked considerable comment from the editors when she attacked newspapers for printing crime and circulating "debasing material which stops human progress and weakens social bonds." She called poisoning the public mind "as dangerous as mutiny of the army and navy in time of war and nothing less than treason."

Journalism as a profession was discussed by Prof. Edwin G. Burrows of the University of Michigan School of Journalism.

"This tendency to find a higher sounding name for one's occupation is general among business men of all kinds who have unquestionably won a higher standing in the community during the last few generations and who want a title to show their promotion. So the real estate dealer calls himself a realtor, the press agent a public relations counsel and the undertaker a mortician. There is no harm in that. There is good in it, if it makes anyone feel any better. There is more substantial good if the name carries with it additional self respect and new professional standards.

"It seems to me that college work in journalism is concerned with something less pretentious and more practical than a new title or classification for newspaper men, not only practical in the sense that it will show results in a pay envelope or balance sheet, though it may do that too, but practical in the sense that it helps newspaper men make a good job of what they have to do."

Faulkner Fund Growing

Russell Wilson, chairman of the James E. Faulkner Fund, reported recently that the sum raised in Cincinnati and vicinity to date amounts to $3,751. It is said that $10,000 additional is to be raised in the state of Ohio at large as a memorial to the famous *Cincinnati Enquirer* political writer. The fund is to be raised to endow a chair of journalism at Ohio State University.

CANADA SEES PROSPERITY

Conservative Victory in England a Factor, Publisher Says

Business conditions in Canada, while not maintaining the level established during 1923, are on the upward trend, L. H. Dingman, president of the *St. Thomas* (Ont.) *Times-Journal* and vice-president of the *Stratford* (Ont.) *Beacon-Herald,* told Editor & Publisher this week during a business trip to New York. He gave the recent Conservative victory in England as one of the causes which will result in increased prosperity.

Newspaper consolidations are as popular in Canada as in the United States, he stated. At the present time only two cities in Ontario—Kingston and Belleville—have more than one daily, whereas many more newspapers were being published in the province a few years back.

The pulp embargo proposal, which has caused much controversy in Canada, would be of great aid to the upbuilding of Canada's industries, Mr. Dingman declared.

The present U. S. tariff excludes many of Canada's farm products, forcing them to be marketed abroad, he pointed out.

"Gold Mine" Swindle Exposed

The *St. Paul Dispatch,* Nov. 20, exposed a "gold mine" swindle that had victimized a large number of people in southern Minnesota. Several arrests were made. The Dispatch operated in collaboration with the Minnesota State Securities Commission. Lucien D. Parlin handled the story.

The Deseret News

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Covers the news field in the best possible manner. Great popularity throughout Utah.

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Kansas City St. Louis Atlanta

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Los Angeles San Francisco

Eliminates Requests

Mr. Ed. J. Fehn, Business Manager of the Evansville, Ind. COURIER had this experience:

"Since adopting your service we seldom receive requests for checking copies, and we no longer have to maintain a large file of back copies to supply agencies. Likewise our bills are being paid promptly and we are rid of the annoyance of the missing copy evil."

We can easily "prove" our value. Shall we?

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15-19 East 26 St., NEW YORK
A NEWSPAPER CHECKING PROOF SERVICE

Ludlow Typefaces Improve Appearance of Janesville Gazette

MR. H. H. BLISS, Publisher of the Janesville (Wisconsin) Daily Gazette writes: "My decision to install the Ludlow was made on an actual demonstration in the plant of the El Paso Texas Herald, where they operate three Ludlows. They assured me that they were able to handle double the composition with Ludlows that they could handle by any other system they had either used or investigated.

"We now operate two Ludlows with about 65 fonts of mats and we find that these machines meet our requirements. Our men took to them readily.

"As to the saving of time, which of course means money, and for space—the Ludlows have accomplished these items. We have discarded practically all of our single types except the large sizes. The typography of our paper has been greatly improved. New type for each edition insures cleanliness and perfect reproduction. With the careful selection of Ludlow type faces we produce a first page which has frequently been commented upon favorably."



Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO World Bldg. New York

CANADIAN PRESS WINS WAGE DISPUTE

Conciliation Board Awards $5 Reduction for Telegraphers East of Winnipeg—Present Scale Continued Elsewhere

Continuation of the present wage scale with the exception of a reduction of $5 a week in points east of Winnipeg was ordered by the Board of Conciliation in settlement of the dispute between the Canadian Press and its telegraphers in an award handed down in Toronto, Nov. 25. The board was appointed by the Dominion Minister of Labor.

The award ordered that seniority rights be unchanged and made recommendations for arbitration of future disputes.

Members of the board were Judge Colim G. Snyder, chairman; J. G. O'Donohue, K. C. representing the employes; and E. Norman Smith for the Canadian Press.

Mr. O'Donohue dissented from the $5 reduction in the wage scale. Otherwise findings of the board were unanimous.

The dispute between the Canadian Press and its telegraphers originated last July, when the operators demanded a wage increase and the press association countered with a request for reduction, claiming the cost of living had been lowered.

The company offered to arbitrate and sought appointment of the Conciliation Board by the Minister of Labor. The telegraphers at first refused and went on strike Sept. 11. After 10 days, however, they returned to their keys, and sittings of the board began.

NEWSPRINT EXPORTS FALL

Slight Decrease Shown in Canada's October Report

Canada's exports of newsprint in October amounted to 99,812 tons valued at $7,307,539, as compared with 101,843 tons valued at $7,454,239 in September. On other hand exports of pulp were up from 72,997 tons valued at $3,513,806 to 76,406 tons valued at $3,696,406.

For ten months ended October, exports of newsprint amounted to 1,006,559 tons valued at $75,310,579, against 939,944 tons valued at $70,783,007 in same period of 1923. Exports of pulp during ten months were down from 730 683 to 620,254 tons and in value from $39,333,582 to $32,476,443, principal decrease being in mechanical pulp, which dropped from 283,181 to 188,571 tons and in value from $9,503,310 to $5,994,310.

October exports of pulpwood were 105,951 cords valued at $1,112,333, in comparison with 96,353 cords valued at $1,057,410 in September. For ten months' period, exports of pulpwood were 1,096,376 cords valued at $12,253,171, against 1,261,871 cords valued at $12,170,136 in 1923.

AUTO BUREAUS CO-OPERATE

Louisville Dailies Working with Chicago and St. Louis Papers

The Automobile Touring Bureau of the *Louisville Courier-Journal and Times* has completed an arrangement with Chicago and St. Louis newspapers to give free information to tourists who pass through these cities. The interchange of information will greatly aid automobile owners in that section of the country.

During the past few months road scouts connected with the Courier-Journal and Times have travelled thousands of miles obtaining first hand information about the highways.

The Louisville dailies' Touring Bureau ranks among the most efficient operated by daily newspapers. A large file of accurate, up-to-date data has been compiled and maps are being continually revised to meet changing road conditions. In addition to its large collection of highway maps, a large base map of the entire country, showing types of surfacing, condition of roads, detours and best routes hangs in the main office and is constantly refered to by automobile owners.

The Automobile Touring bureau of the *Courier-Journal and Times*, established three years ago by the automobile editor, Charles C. Swearingen.

Frequent announcement by the radiophone broadcasting station of these newspapers that free road information is furnished prospective tourists on request to the automobile editor has added to the volume of inquiries that reach the bureau daily.

DAILIES BOOST RADIO SHOW

Chicago Papers Open Booths and Print Special Editions

With the opening of the third annual Chicago Radio Show, Chicago newspapers, in addition to special booths and displays at the Coliseum where the exhibition is being held November 18 to 25, ran special radio editions. On Sunday, Nov. 16, the *Chicago Tribune* had a 12-page section devoted to radio topics while the *Chicago Herald and Examiner* produced 20 pages of exclusive radio material.

On Tuesday afternoon, Nov. 18, the first day of the radio show, two of the evening papers issued their special editions. The *Chicago Evening American* had 16 pages in ordinary black and white, while the *Chicago Daily News* ran 16 pages of rotogravure.

The *Chicago Daily Journal* had extra space devoted to the radio show on the opening day also. The *Chicago Evening Post* issues a weekly tabloid radio review on Thursday. The issue of Nov. 21, gave special attention to the show.

INCOME TAX TRIAL SET

Date Tentatively Fixed for Dec. 9—Baker Represents Newspaper

The *Baltimore Post* will go on trial Dec. 9, for publishing income tax payments. The date was tentatively fixed at a conference between United States Attorney Woodcock and Judge Frank E. Stevens and Paul Patterson of Cleveland, representing the Post.

Newton D. Baker, former Secretary of War and one of the Post's counsel, will participate in the trial in Baltimore, as will Thomas L. Sidlo, comptroller and general counsel for the Scripps-Howard newspapers.

N. Y. DAILIES MAY AID PRINTERS' SCHOOL

Renewal of Support Appears Possible if Body Installs Linotype Equipment—Gunnison Elected Chairman of Publishers' Assn.

Renewal of appropriations by New York newspaper publishers for support of the School of Printers Apprentices appeared possible following the meeting this week of the Publishers Association of New York, before which plans for development of the school were outlined.



H. F. Gunnison

The school is seeking to obtain linotype machines and additional room facilities from the New York public school system. The New York publishers discontinued appropriations, because students were not being instructed in the use of linotypes. Hugh A. O'Donnell, assistant business manager of the *New York Times*, is chairman of the committee on the school.

The association elected Herbert F. Gunnison of the *Brooklyn Eagle*, chairman, and F. A. Walker, publisher of the *New York Telegram and Mail*, vice chairman.

A resolution was passed paying tribute to the late H. H. Kolsaat, Chicago publisher.

MIAMI HERALD NEWS FEAT

Prints Pictures of New York Boat Passengers Before They Land

The *Miami* (Fla.) *Herald* performed an enterprising news feat Sunday, Nov. 23, when it printed pictures of passengers on the New York to Miami steamship Apache, and placed the newspapers in their hands two hours before the boat docked. The trip marked the first passage of Apache.

The feat was accomplished by sending George L. Bradley, assistant managing editor and also an expert photographer to New York to make the trip. On the voyage between New York and Charleston Mr. Bradley obtained photographs of practically every passenger on the boat. He also prepared personal mention of all of them. He left the Apache at Charleston, S. C., boarded a fast train, arriving in Miami on Saturday afternoon. His copy was put in type and about 2 separate halftones of the passengers were made in the Herald's plant. This spread appeared in the regular Sunday morning edition of the paper, covering four pages.

Copies of the Herald were then delivered to passengers aboard the Apache off the Florida coast, two hours before the boat berthed at Miami. They received a newspaper containing their pictures and write-ups before they had completed the voyage.

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Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

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Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Here's a Chance to Help Children

The Church Advertising Department is glad to pass on the suggestion of the Near East Relief that publishers make a special effort to link their paper with the popular interest in Golden Rule Sunday, December 7. Special page layouts, featuring this day, are available from several of the mat services.

Churches will be willing to take extra space to feature their part in this special day, and papers can thus help along this unique day and stimulate larger advertising by special treatment of some sort.

Your denominational leaders in your town have full information. Special electros are available from the Near East Relief, 151 Fifth Avenue, New York City.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.

Clubs of the World
New York City

ETAIL CENSUS PLAN IS PROGRESSING

. A. Committee Formed to Tabu-te U. S. Retail Outlets to Meet in Washington in December, Chairman Feiker States

irther progress on the plans for tak-a retail census of the United States he benefit of business and advertising was reported this week by F. M. er, vice-chairman of the committee large.

meeting will be called in Washington this year, he said, under the chair-ship of Owen D. Young to consider methods to be employed in making mplete count of retail outlets.

r. Feiker first broached the plan for a census before the convention of Association of National Advertisers tlantic City last week. His announce-t brought action from the convention , a committee being appointed to act the general committee to promote undertaking.

onsiderable interest was expressed week in the Market Survey now in course of preparation by EDITOR & LISHER for publication next month, h contains a record of retail outlets ore than 1000 American markets.

r. Feiker expressed the opinion it ld aid considerably in the task of col-ng statistics, congratulating EDITOR UBLISHER for its enterprise.

Business men," Mr. Feiker said, "to-are engaged in a great peace-time , the fight against rising costs. This t against rising costs for 40 years in erican business has been carried out essfully in the field of manufacturing. this field the business man has gone, scientist, the engineer, and the econ-st. The scientist has discovered new erials, better and cheaper ways of ufacturing, short-cuts in production nse.

No parallel attack has been made on costs of distribution until within the five or six years, when business men vidually and collectively have called n the sales and advertising men to ex-ne scientifically into the costs of dis-ution in order to find practical ways educe these costs. Trade associations undertaken collectively problems of mercial research, analyses and mar-, programs of collective advertising, other methods of reducing the cost narketing.

The problem is much more compli-d than the problem of production. There is much talk about the high s of distribution. In a trade this may the form of a wide inquiry into e debatable question, such as, 'Is the per essential?' or, 'Have we too many ilers?' when nine cases out of 10 the iry would not have been started if a facts as to the number of jobbers retailers the volume of sales they dle and other similar statistics were ilable."

PRESS LEAGUE PLANNED

wspaper Committee to Investigate Other Organizations

lans for organizing a nonpartisan s association in Indiana to consider blems of editors and managers were ussed recently in Indianapolis by a group of Indiana newspaper men. The organization would be in the nature of an auxiliary to the Inland Press Association, composed of newspaper editors in 15 middle western states.

A committee, headed by Rudolf Leeds, of Richmond, was appointed to investigate similar associations in other states and report at a later meeting. The meeting Tuesday was called by George D. Linsday, editor of the *Marion Chronicle* and former president of the Indiana Republican Editorial Association.

APPRECIATES SERVICE

Editor, The Editor & Publisher:

I want to congratulate you and Mr. Schuyler for the able way in which EDITOR & PUBLISHER has reported the Association of National Advertisers' Convention.

As past president of the Association I have appreciated the fine support which you have extended to the activities of our Association, and I know that under the administration of Mr. Sumner you will find the work of the A. N. A. going on in a constructive way for the betterment of advertising. I bespeak for his administration the same cordial interests which you have extended to mine.

Yours very truly,
P. L. THOMSON.

NEWS VETERAN DIES

Charles Murray, 83, Had Long Service in Washington

Charles Theodore Murray, 83, one of the founders of the Gridiron Club, and widely known newspaper man, died at Winchester, Va., Nov. 20.

Born in Goshen, Ind., in 1843, Mr. Murray was educated at the University of Indiana. He served for three years in the Union army during the Civil War, being wounded at Stone River in December 1862.

He established the *South Bend* (Ind.) *Herald,* in 1874. Shortly afterwards he was shot through the right lung in a political quarrel during the Tilden-Hayes campaign and his obituary appeared the next morning in his own newspaper.

Mr. Murray was later Washington correspondent for the *St. Louis Globe-Democrat, Pittsburgh Dispatch, Philadelphia Times* and the *New York Herald.* In 1916 he claimed to hold the record for the greatest number of words sent over wires in a single day, being his report of the Guiteau trial, and a record for the amount of matter written by one person in a single issue of the New York Herald.

He was a syndicate writer for several years writing from New York, London, and Paris, and was also a fiction author. Some of his books are "Sub Rosa," "A Modern Gypsy" and "Mlle. Fouchette." For two terms he was secretary and treasurer of the Gridiron Club, Washington.

TIPS TO AD MANAGERS

Elmer L. Allen, 15 East 26th street, New York. Reported to be placing account of the Hygenic Fibre Company, New York.

Anfenger-Jacobson Advertising Company, Odd Fellows Building, St. Louis. Handling account of the Lanfenberg Mfg. Company, St. Louis, manufacturers of Front Rank warm air furnaces.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Contracts are being sent out to newspapers generally on the La Mar Laboratories, Cleveland, O.

Brooke, Smith & French, Inc., 206 Eliot street, Detroit. Placing account of the Grays Motor Corporation, Detroit, manufacturers of automobiles.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Data is being compiled in preparation for a newspaper campaign on the Don-Mac Electric Company (Protect-O-Tube), Chicago.

Frank M. Comrie Company, 310 North Michigan avenue, Chicago. Has secured the account of the Cooper-Carlton Hotel, Chicago.

Guenther Bradford Company, 7 South Dearborn street, Chicago. Newspapers in North Carolina are receiving orders on the George H. Mayr Company, Chicago.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Handling account of the Bradley Knitting Company, Delavan, Wis., manufacturers of sweaters, bathing suits, etc.

Hertz Hadley Company, 646 North Michigan avenue, Chicago. Copy on the Sealey Mattress Company, Sugarland, Tex., is being distributed to a list of newspapers in the metropolitan cities.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing copy with medical magazines in behalf of Lister's Starchless Flour, manufactured by Lister Bros., New York.

Lake & Dunham Advertising Agency, Exchange Building, Memphis. Placing account of the Continental Piston Ring Company, Memphis.

Lord & Thomas, 400 North Michigan avenue, Chicago. Colorado papers are receiving orders on the Cellucotton Products Company, Chicago. MacGibbon & Watson, Easton Building, Oakland, Cal. Placing account of the Bass-Hueter Paint Company, San Francisco, manufacturers of paints and varnishes.

Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago. Contracts and schedules are being sent out to newspapers in scattered territory throughout the country on the Shotwell Manufacturing Company, Chicago, makers of the "Handy Andy Candy Bar."

Sehl Advertising Agency, 139 North Clark street, Chicago. Copy is being distributed to a general list of newspapers on the Calumet Baking Powder Company, Chicago.

Stack Advertising Agency, 29 East Madison street, Chicago. Orders are being sent out to a general list of newspapers on the Santa Fe Railway.

J. Walter Thompson Company, Inc., 14 East Jackson boulevard, Chicago. Several new towns are being added to the list of newspapers receiving copy on Aunt Jemima Mills, St. Joseph, Mo.

Kenneth Barnard Injured

Kenneth Barnard, manager of the Detroit Better Business Bureau, was injured in an accident in Detroit Nov. 22, sustaining a fracture of the left shoulder. He is confined in the Toledo Hospital. Mr. Barnard resigned recently as chairman of the National Vigilance Committee of the A. A. C. W. to become manager of the Detroit bureau.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.
Standard Gravure Corporation
LOUISVILLE, KY.

New Haven Register
is New Haven's Dominant Paper
Circulation over 42,171 Average
Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.
The Dallas Morning News
Supreme in Texas

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

ADVERTISING MUST FOLLOW BUYING HABITS

(*Continued from page 9*)

And so the advertising man is bound to look upon position in a light that has nothing in common with the people he hopes to sell.

I recently solicited a big executive of a nationally known trademarked hat. It isn't necessary for him to think or dress like the class he hopes to sell. But it is necessary for him to sense their living and buying habits. He must visualize the level of his *human* market and drop down to their understanding. His idea of good position was to be the only advertisement on the sporting page. Association of any other straw hat accounts on a page with him was an occasion for a mighty kick. The created interest in the other accounts did not parallel a similar grouping of his many outlets on business streets of the strongest competition.

I don't blame anybody for fighting for good position. Where your copy is placed and the number of people who see it, is the most vital factor in creating sales. As an advertising solicitor of more than 20 years experience I can only regard an advertisement as something to sell. If I depended upon my thrills and spontaneity for guidance to good position, you may depend upon it that my idea would not draw a prize for originality. My results, however, from my humble selling efforts have always been greatest in the face of competition. The man who wrote his firm and said—"There have been a dozen men ahead of me—it's no use, I'm coming home," failed to sense an interest created by the men who went ahead of him. No doubt he preferred the towns with few people; with stores on corners only, with no competition and extra innings for sleep.

Long experience makes it possible to learn a great deal of the production end of advertising. But you can't *learn* the consumer's viewpoint. You must get it by observation. The testimony of your mother or brother as to how they read advertising means nthing. The grocer or druggist can't fill out a questionnaire that means a thing. You can't get it from space buyers, contact men, copy men, research men, publishers or advertising solicitors.

TO conceive a subtle understanding of advertising responsiveness you must get it from *yourself*. To do this you must disassociate yourself from the atmosphere of the workshop and make a study of people.

May I suggest that you go with me to a representative American market like Philadelphia for human observation. We will avoid the Bellevue and instead visit the average small two-story home. Most Philadelphia homes have alleys in the rear. I suggest that we spend a morning listening to the sales people who cry out their copy in these alleys. You will hear a variety of advertising messages that I am sure you will not be able to understand. He may be an umbrella mender, an old clothes man, a fellow with top soil to sell, a huckster or one of a dozen more varieties. If we asked our hostess what each man is saying she will probably reply—"Oh, I don't know but I grow to understand them all through their distinctive tones."

This is evidence of subtle instinct bringing a sales message to a point of understanding. Like newspapers these traders in alleys key their copy to appeal to regular dwellers. And for that reason the stranger is always bound to have a viewpoint that doesn't truly size up the situation.

If the alley illustration is offensive we go down town to the stock exchange where an equally strong illustration of instinctive buying takes place. It is the regular buyer in each case that instinctively understands the sales message. I have mentioned these two illustrations to prove that buying instincts are common in all types of people.

Now let us take a hurried trip around Philadelphia and see how the various lines of trade locate for shopping. From the stock exchange we will go down Chestnut street from Broad to 11th. We will notice John Wanamaker, Bonwit-Teller, Oppenheim-Collins, B. F. Dewees, Theresa Blum's, Mawson & DeMany and George Allen—the leading outlets for women's wear—all within a few hundred feet of each other; between 11th and 12th on the north side of the street there are nine piano stores. More pianos are sold in this block than are sold in all the other stores in Philadelphia; on Market street between 12th and 13th there are nine prominent shoe stores; at 12th and Filbert there are 68 dealers in sausage and scrapple, all under one roof in direct competition; on Broad street from Race to Columbia avenue, a distance of about a mile and a half, you will notice one automobile sales room after another.

Even the once-active brewers are grouped together at 30th street above Girard avenue; the produce dealers line both sides of the street at 2nd and Dock; antique furniture men on Pine between 8th and 10th; machinery and pulleys on Arch between 6th and 8th; insurance men on Walnut between 4th and 6th; bond brokers on Walnut street between Broad and 16th; no less than 50 film produce outlets on Vine street between Broad and 11th; shore dinner eats at 2d and Walnut; theatrical costumers at 9th and Race; in stallment houses around 6th and Market; radio dealers at 10th and Arch; meat packers at 32nd and Race. No less than a dozen men's clothing houses are within three blocks of William Penn. While on South street between 6th and 10th streets there are enough second hand clothing men to supply a regiment.

And so on and so on and so on, with every line of local merchant. Do you suppose these merchants could answer a question that would tell you why they naturally group together? They could not. And if they did try to answer you they would incline to the idea of exclusive position. Every piano dealer in piano row would gladly see his neighbor move away.

By necessity the local man must associate with his line. He doesn't know why; he simpy is there. The reason is traceable to the instinctive buying public—the regular dweller who grows to know the huckster's yell, the stock broker's pandemonium and the variety of sales appeals. You don't have to go to Philadelphia. It is the same in New York, Chicago; Lancaster, Pa.; Waco, Tex., or any trading center in the world.

The value of sales association manifests itself in a newspaper that represents an outstanding success. If you have any doubt about it look over the various pages of such a newspaper and observe how closely it follows the natural tendency of the buyer to shop in the atmosphere of sales association.

The advertiser who says he cannot see how people read solid pages of advertising is like the stranger in the alley. In most cases he is a new advertiser. He is not taking into consideration the instinctive characteristics of the regular readers of a newspaper. The fact that these advertisers are appearing day after day in this crowded condition is the best reason in the world that they are regularly read and answered.

Good position has more to do with advertising association than anything else. An agency man once said to me, "This association idea is bunk. Why look at the *Saturday Evening Post;* it's the greatest medium in the world for advertising an automobile." Upon investigating a current issue of the magazine, it developed that 47 pages out of 105 were devoted to automobile advertising.

The difficutly in presenting the advantages of advertising association lies in the fact that advertising men are essentially thinkers and consequently reluctant to give way to an instinctive attitude.

Instinct is not definable. For that reason it makes no difference what you and I think about good or bad position, but we owe it to ourselves and clients to make observations beyond our own workshop. You might think that a good place to sell fruit from one of these flat carts such as we see along the streets would be on a live corner free from competition, yet on a certain section of Ninth Avenue, New York, where there are approximately two hundred of these carts selling practically the same kinds of fruit, I listened to the following conversation from a poor ignorant Italian: "I first goa here then goa there—goa everywhere but let me tella you I mova no more—from thisa place I sella the goods."

Instinct is not explainable and for that reason an understanding of position is not possible without a close study of people. Can you imagine anyone trying to explain the most beautiful example of instinct—motherhod? The thinker who attempts this is occasionally seen on our streets spreading the propaganda of "Birth Control." The religious thinker assumes the hopeless task of breaking down tradition sacred to millions since time immemorial. World diplomats and crowned heads have never succeeded in a peace plan due to the instinctive fighting tendencies of people which have never been a part of the Conference. The politician is Bolshevik who thinks and sho his ideals independent of common t dencies.

This article is not to be construed as argument for ignorance. The fact t advertising men are brainy and force is beyond dispute. I have merely tr to show that the place to use the br is in the actual production of our wo

We can't control the buying habits people. The idea is unthinkable and loss of time. Thousands of dollars wasted annually because of the confusi over good and bad position. Why eliminate this phase of waste by a sim acceptance of the habits common people?

SEATTLE WELL ADVERTISED

Chamber of Commerce Has Spe $312,000 in Past Four Years

The Seattle Chamber of Commer spent $312,000 on national advertising most of its newspaper advertising—duri the past 4 years, a recent report states.

The Chamber's 1924 advertising a peared in 15 nationally circulated new papers and 8 magazines, having a co bined circulation of 8,000,000. In t 1924 publicity campaign $15,400 from t Chamber's publicity fund was pooled wi appropriations from Vancouver, Victor Bellingham and Tacoma for newspap advertising in California. These 5 cit have voted to continue their advertisi campaign in California newspapers du ing 1925.

Direct results from the national adve tising campaign compiled by the Chamb of Commerce follow:

Tourists spent $11,200,000 during t 4-year span.

The population of the city increas approximately 35,000 during the past yea

Tourists registering at the auto can park increased from 3,400 in 1922 to 1 203 in 1924. Most of these tourists h read newspaper advertisements whi persuaded them to include Seattle in the motor itineraries.



Hazel Deyo Batchelor's New Love Problem Serial

"SOLD"

Treats from a new angle the problem
Can money buy a woman's heart?

For Terms and Proofs Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, P

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST - by Merit

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg



Our Own World of Letters

By JAMES MELVIN LEE

A REVISED edition of "The Making of a Great Newspaper" has just been issued by the *New York Times.* The title explains the contents. For making the booklet so attractive considerable credit should be given to Louis Level, who made the numerous drawings. The following interesting facts are taken from the booklet:

The annual cost of distribution of the Times by truck and railway is more than $1,045,000.

More than 2,200 employes are engaged in the production of the Times, in and outside of the Times Annex.

The weekly payroll of the newspaper and its auxiliary publications exceeds $100,000; the annual payroll exceeds $5,000,000.

The bill for telegraph and cables tolls amounts to more than $300,000 a year—about $1,000 a day.

Thus, for the three main items of its cost—paper and ink, service and delivery—the Times spends more than $12,000,000 a year.

Including all expenditures the outlay is more than $40,000 every day of the year—nearly $2,000 an hour.

The booklet may be obtained upon application to the New York Times, Times Square, New York City.

* * *

In the Clinical Notes of *The American Mercury* for November, the *New York Sun* was put upon the dissecting table for the benefit of the students in journalism. The operating literary surgeon issued the following bulletin:

"Under William M. Laffan, indeed, the paper was probably even better than under Dana, for Laffan had no political ambitions, and was thus free to knock any head in sight. Moreover, he was a fellow of artistic tastes, and so lifted the *Sun* clearly above the general level of journalistic Philistinism.

* * *

JAMES M. CAIN, formerly head of the Department of Journalism at St. John's College, Annapolis, but now a member of the editorial staff of the *New York World,* contributes to *The American Mercury* for November an article that is right to the point on the subject "Politician: Female."

* * *

THROUGH the courtesy of Frank A. Munsey, *Sparks*—the employes' magazine of The R. H. Macy Company—is reprinting Munsey's own story of his fight for success in the publishing field. This autographical sketch is as interesting as anything Mr. Munsey has printed in any of his magazines.

* * *

CHARLES M. SHELDON, editor of *The Christian Herald,* describes in *The Atlantic Monthly* for November an unique experience in journalism. His contribution tells how for one week he was hired to run the *Topeka Daily Capital,* as a Christian daily conducted as though the Man of Galilee were its editor.

The Rev. Mr. Sheldon, even after the lapse of a quarter of a century, is still bitter toward newspaper correspondents who covered the experiment for metropolitan dailies. These correspondents are still wondering if the Son of Mary would have given them the same treatment they experienced while covering the story.

In view of the large sale of the *Daily Capital* during this week—frankly admitted in the article—it is hard to see how these correspondents could have given any false impression that would have lasted about the experiment. The people had a chance to buy the paper and to see what the experiment was like for themselves.

I once attended a national newspaper conference held at the University of Kansas, Lawrence, Kan. The conference opened on Sunday with lay sermons in local pulpits preached by Kansas editors. Personally, I am inclined to believe that these editors did better in pulpits than Mr. Sheldon did in the editorial chair. But this may be a matter of opinion rather than facts. I do not, however, question the sincerity of the Reverend Mr. Sheldon, but he certainly took some assignment when he tried to run a modern daily as Christ would have conducted it.

* * *

EDWARD W. BOK, for many years editor of *The Ladies' Home Journal,* contributes to *The World's Work* for November "The Greatest Word in the English Language." Mr. Bok believes this word is service—certainly a great word for all newspaper publishers.

* * *

WILLIAM ALLEN WHITE of the *Emporia* (Kan.) *Gazette,* knows how to write. If you have any doubts about this matter glance over his "Woodrow Wilson" (Houghton Miffiin Company).

Mr. White thus indicates the contents of his volume in his introduction:

> This book will try to tell the story, as simple as may be told, of a man, his time, and his task. His partisans have idealized his virtues and so have sought to create a superman—some sort of Heaven-sent Messiah to redeem a wicked world from iniquity. His enemies—alas, they have seen his weakness through the green and red glasses of envy and hate, and a fine old striped devil they have made of him.

For the newspaper man the most interesting pages of the volume will be found in those devoted to the way the correspondence of American Newspapers, and for other newspapers as well, were treated in Paris.

The publishers of the volume limit the number of words of direct quotation, so I will play it safe by simply mentioning this discussion of the closed door for publicity begins on page 395.

P. S. Appendix C. gives the correspondence on the Cox dinner episode.

To Honor Publisher Governor

Governor-Elect and Mrs. Theodore Christianson of Minnesota will be guests of honor at a dinner to be given by the Seventh District Editorial Association at Olivia, Minn., Dec. 5. Mr. Christianson, who is editor of the *Dawson* (Minn.) *Sentinel,* is president of the association.

Graves Resignation Rumored

Colonel John Temple Graves, veteran editor, lecturer and publicist, is to sever his connection with the *Hendersonville* (N. C.) *Daily Times,* according to a statement given by Morris Beale, for a time managing editor of the Daily Times, to Winston-Salem newspapers. Mr. Beale recently resigned from the Times and last week was in Winston-Salem for a conference with Tom P. Jimison, former member of the North Carolina Conference of the Methodist Episcopal Church, South, relative to the organization of a new newspaper for North Carolina. No announcement has been received as to the outcome of the conference. According to the report of Mr. Beale's Winston-Salem statement Colonel Graves is considering connecting with a Florida newspaper.

Lou Holland Resumes Duties

Lou Holland has completely recovered from the recent illness which prevented him from assuming his full duties as president of the Associated Advertising Clubs of the World, it was announced this week at A. A. C. W. headquarters, New York. He has again taken active charge of the association's administrative work, it was said.

Daily Files Libel Denied

The *Portland* (Ore.) *Telegram* has filed in court a denial of libel in the suit for $100,000 recently brought against it by Judge W. N. Gatens, defeated candidate for mayor of Portland. The Telegram asserts that its attack on Gatens was not libelous and that the complaint did not state facts sufficient to constitute a cause of action.

Memorial Meeting for Bridgman

The Psi Upsilon Fraternity held a memorial meeting in honor of the late Herbert L. Bridgman business manager of the *Brooklyn Standard-Union,* at the Lotos Club, New York, Nov. 24. Mr. Bridgman had been president of the fraternity for 40 years.

BOOTH DAILIES ADD TO CAPITAL

$6,000,000 Capitalization Raised to $10,000,000 by Michigan Group

The Booth Publishing Company of Michigan, publisher of the *Grand Rapids Press, Flint Daily Journal, Saginaw News Courier, Kalamazoo Gazette, Jackson Citizen Patriot, Bay City Times-Tribune, Muskegon Chronicle,* and *Ann Arbor Times-News* filed amended articles of incorporation with the secretary of state at Lansing, Saturday Nov. 22, increasing the capitalization from $6,000,000 to $10,000,000. Home offices of the company are in the Dime Savings Bank Building, Detroit.

Several papers have been purchased by the Booths within the past few years and a number of new plants have been erected. One such plant is now contemplated to house the *Kalamazoo Gazette.* The *Flint Daily Journal* recently moved into a new, modern home.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives

Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

THE TACOMA NEWS TRIBUNE
TACOMA
Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President. Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City.
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

On and after September 6th, 1924
The New Orleans States
Will be represented in the East and West by the
JOHN M. BRANHAM COMPANY
New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia and GROWING!

The Plain Dealer
has the
Largest Circulation
of Any
Cleveland Daily Newspaper
205,569

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, Security Bldg., Chicago

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

Victor Lattanner of the *Oakland* (Cal.) *Post Enquirer* called our attention forcibly to a misstatement made in this department in connection with the action taken by the A. B. C. convention regarding club raisers. We stated that all subscriptions obtained by club raisers were considered when the fact is that only their single orders were passed on.

We gladly make this correction and are grateful to Mr. Lattanner for calling our attention to the mistake.

* * *

E. A. Van Valkenberg recently retired as editor of the *Philadelphia North American* will, we are sure, be missed greatly by the circulation department. An editor who writes as vigorously, fearlessly, and clearly as he did makes and holds circulation when features and news departments often fail. Although it is 12 years since we read North American editorials regularly, many of them—two full columns long—still lodge in our memory.

If there were more such editorial writers the job of circulating newspapers would not be so difficult.

* * *

In building circulation it is easier to get new readers than it is to hold them. One reason why new readers quit is because they do not know where to find anything in what is to them a new paper. In order to overcome this we advise them where to look for the various departments and features. The letters acknowledging receipt of subscriptions contain a guide to our paper which together with the news summary and index on page one help new readers locate the things in which they are mostly interested.

* * *

Many metropolitan newspapers, we notice, are going back to printing such small town stuff as marriage licenses, court news, deaths reported, births recorded, etc. Such information belongs in every paper and is helpful in holding readers.

* * *

The expected boom in advertising is going to bring more money into newspaper offices but will it make more circulation? We're afraid not. When a paper has more than 24 or 30 pages it repels complete reading. By the time we leaf over 20 pages we are ready to quit and probably would if we were not in the newspaper business.

Large, bulky papers are costly to distribute, they slow up delivery, and readers swear at them. At what size papers become unprofitable to publish we do not know but we do believe that the unreasonably large papers are an imposition on the readers. For the sake of the future development of the newspaper business an effort should be made by publishers to limit the number of pages.

* * *

The *Baltimore Sun* prints the names of school children and others who visit the Sun plant under the caption, "Seeing the 'Sun'." That's a smart thing to do. Evidently this paper has someone to guide visitors around the building and explain the workings of the departments. Most newspapers we know look upon callers as pests and shuttle them around from man to man until they finally either walk out or are taken in tow by the porter or office boy.

Since the circulation department is closest to the readers we believe that an office member of it should take care of all visitors. Invitations sent to all schools welcoming inspection tours by journalism, current events, civics, and other classes will gladly be accepted. If the students and teachers are tactfully and intelligently guided they will more than repay the courtesy in loyalty.

The composing room foreman can cooperate by giving each sightseer a line of type with his name for a souvenir and the editor can well afford to give the space required to print the names of the visitors just as the Sun does.

* * *

Keeping complete and accurate records is a tedious, irksome job; yet a necessary one. In common with most circulators we would much rather devote our time to promoting circulation for we get more of a kick out of doing it. But it is just as essential to know where each paper that comes off the press goes, what the losses are in waste, left-overs, returns, and how much is actually received for each thousands papers circulated.

Accurate records enable circulators to eliminate waste and increase the revenue so there will be more money to use in promotion.

The systems adopted by the A. B. C. are excellent and papers that are not members would do well to study the A. B. C. methods of keeping records.

* * *

Papers that offer prizes to carrier boys can get quick results and clean up miscellaneous prizes in stock by making a Christmas Surprise Offer now.

The circulars should describe the prizes without stating specifically what articles will be given for the two, three, or five subscriptions required. In this way the element of curiosity is injected into the offer and an opportunity is afforded for disposing of odd lots of prizes.

To please the boys most the prizes should be sent to them before Christmas.

* * *

A most significant article on newspaper circulation was printed in Editor & Publisher, Nov. 15. The author, R. S. Kellogg, with the aid of an outline map of the United States, showed the percentage of papers circulated in proportion to population, the percentage of illiterates, and the urban inhabitants in each state. In New York State there is one paper sold for every two persons and one paper for more than 28 persons in Mississippi.

Absolute deductions from such statistics obviously cannot be made but it does look as though the papers of the Empire State are near the saturation point and that the Mississippi papers have a long way to go. In several other states there is a paper sold for every two and three persons so that the problem of what to do for more business when almost all possible papers have been sold will soon be confronting many circulators.

With but few exceptions papers are so much alike that few persons find it necessary to buy more than one.

It seems to us, therefore, that in order to grow faster than the population papers will have to become more distinctive. Then people will find it worth while to buy several. And so the problem of standardization which many students of papers deplore will probably be solved when, to get more readers, editors will be forced to make their products individual.

We hope Mr. Kellogg will continue to use his analytical brain on the newspaper business and give us more analyses.

DAILY 106 YEARS OLD

Little Rock, Arkansas Gazette Celebrates Birthday

The *Little Rock Arkansas Gazette* celebrated the 106th anniversary of its founding on Nov. 20.

The oldest newspaper west of the Mississippi, and the first to be founded in Arkansas, the Gazette was established in 1819 by William E. Woodruff. It was a full decade before the Territory of Arkansas saw the founding of a second newspaper.

When in 1863, Little Rock fell into hands of the Federal army, the Gazette suspended publication, although the Northern forces in charge of the press printed various papers of their own. Publication as a daily was resumed in 1865 and has continued without interruption ever since.

J. N. Heiskell is the present editor.

AMON G. CARTER HONORED

Names Enrolled First on Exchan Club's "Book of Golden Deeds"

Civic work of Amon G. Carter, pre dent and publisher of the *Fort Wo* (Tex.) *Star-Telegram,* was commem rated in a testimonial dinner given him, Nov. 15, by 150 young business men of the city, members of the Exchange Club, inaugurating a custom of honoring each year some outstanding citizen of Fort Worth.



Amon G. Carter

Carter was selected for the premier honor, because of his many activities. His name was incribed first in the clu "Book of Golden Deeds."

Leaders in business, finance and c life spoke of the work of Mr. Carter a praised him for his numerous activiti in behalf of the state and city.

Mr. Carter responded, giving the cre for whatever success he had attained the co-operation of others and to t civic pride of Fort Worth.

35,434

Net paid (1923) Average.
An increase of
47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

a woman in the jungle

Stories of exploration are always fascinating, even more so when the explorer is a charming woman. Here is the best series yet—

UNKNOWN TRIBES—UNCHARTED SEAS

By Lady Richmond Brown

Extraordinary adventures told with unusual skill.

10 Sunday articles
Immediate release

Readers' Syndicate, Inc.
799 Broadway New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

again
ON THE
San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

WHAT OUR READERS SAY

Radio a Newspaper Ally

EDITOR & PUBLISHER: It is the ess of the modern newspaper to dis- ate information to the public and in isseminating process to be accurate speedy.

is also the duty of the modern news- to use those agencies which enable give the most accurate news reports o give them the widest possible cir- ion with the greatest dispatch.

dio broadcasting is termed the ally ournalism and not the agency which supersede the newspaper or cause it sume the second place in the dissem- on of news. The newspaper with its fications will always be the primary e of news gathering and of news mination. Radio broadcasting has he facilities nor the talent for this nor does it have the audience to h much newspaper material is wel- .

clearly understand what part radio dcasting plays in connection with alism, let us analyze a parallel case effect of operatic phonograph rec- upon the attendance at operas.

ars ago, when it was first decided to duce operatic or other good music honograph records, it was thought, cularly by the impressarios that the c attendance at concerts would de- e and that receipts would fall off rdingly. It was their opinion that e public could buy a record of the famous artist in the world for one r, it would not attend the public ap- ance of that artist, with seats selling bove the price of the record.

his conclusion which at first seems onable, however, proved entirely g. The result of the sale of opera- honograph records was primarily to ase interest in music. More people l better music and thus more people ed to appreciate the artists. With people interested in music, the con- had a larger field from which to its audiences and, consequently, en- l more patronage than it ever had re. The phonograph, instead of de- ing attendance increased it very ma- lly.

those who fear that the broadcast- f news reports will hurt the circula- of a newspaper, the above illustra- applies. The wizard voices of the re broadcasting each night programs h are stimulating the minds of the c and filling them with an intense e to know and to understand the questions of the day. So it becomes duty of the newspapers to satisfy stimulated curiosity. Radio greatly ging the field of the newspaper has it increased obligations.

a recent address commemorating the th anniversary of KDKA, the West- use Company's pioneer broadcast- tation at East Pittsburgh, Pa., A. E. n, president of the Pittsburgh Post- Publishing Co., speaking from the Pittsburgh Post Studio aptly summed up the radio-newspaper situation as follows: "From new demands and obligations imposed upon the newspapers, stimulated by radio broadcasting, American journalism must not flinch. It must regard its obligation to present the news and the problems of the day without fear or favor, but it also must have due regard for the millions of unseen friends who listen in to the radio messages nightly."

J. C. McQUISTON,
Program Director, Westinghouse Electric Stations KDKA, KYW, WBZ, and KFKX.

Ted Robinson Wrote One

Des Moines, Iowa,
Nov. 4, 1924.

To EDITOR & PUBLISHER: "The Copy Reader" verse published in your magazine Oct. 25, is *not* "the first in human history ever to have got a rise out of the copy desk." I haven't the first at hand, but Ted Robinson, column conductor, *Cleveland Plain Dealer,* can furnish it to you. It's mighty good and well worth reprinting in your columns. The theme of it is that the copy reader is entitled to an equal place on Parnassus with the poet. By all means, be sure to get it.

An erstwhile member of the craft.
Jos. A. HACHA.

Census of Ad Signs Taken

Manufacturers of signs and advertising novelties reported products valued at $67,223,676, according to data collected at the biennial census of manufacturers just announced by the Department of Commerce in Washington, D. C. The value represents an increase of 26.2 per cent as compared with 1921, the last preceding census year.

first!

—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results

The Indianapolis NEWS

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 West 45th St. New York — 900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

Improved Highways

Asset to Merchandising

Indiana is perhaps the best equipped of all states to meet all merchandising plans. Every National advertiser knows that an advertising campaign cannot bring in results from a territory that is not conducive to close co-operation between manufacturer and retailer. *Indiana* is the ideal territory in which to institute an advertising campaign.

Indiana's central location gives an advertising campaign a far reaching influence.

Indiana's unexcelled and unequalled transportation facilities bring your message and your product not only to all corners of the state but far beyond its boundaries.

Indiana's first place in the matter of improved highways is indicative of the fact that the people are bringing the world to its doors.

The 583,342 automobiles within the state show that the progressive Hoosiers can go after what they want. It is up to you, Mr. National Advertiser, to make them want what you have to offer. This can best be done, in fact, can be done, only through the medium of the following list of dailies, that so effectively reach and convey their message to all corners of the state.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,106	.025
*Evansville Courier and Journal	(M) 27,839 (E) 11,230	39,069	.09
*Evansville Courier and Journal	(S)	32,840	.08
*Fort Wayne Journal-Gazette	(M)	31,502	.07
*Fort Wayne Journal-Gazette	(S)	34,520	.07
*Fort Wayne News-Sentinel	(E)	41,938	.09
*Gary Evening Post-Tribune	(E)	14,196	.055
Hammond Times	(E)	15,436	.05
*Huntington Press	(M&S)	3,797	.025
*Indianapolis News	(E)	128,400	.25
*Lafayette Journal & Courier	(M) 7,605 (E) 12,900	20,505	.06
†††La Porte Herald-Argus	(E)	6,000	.025
*Newcastle Courier	(E)	6,000	.025
*South Bend News-Times	(M) 10,138 (E) 12,902	23,040	.06
*South Bend News-Times	(S)	21,293	.06
†South Bend Tribune	(S) 19,388 (E)	20,627	.06
*Terre Houte Tribune	(E&S)	22,830	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

"Them Was the Good Ol' Days!"

The Boys Responsible for Turning Out Snappy Front Pages Would Have Had No Kick on the Run of News if Leased Wire Reports Had Been Available in the Mythological Days.

By CHET JOHNSON

BULLETIN—SPARTA, Greece,—(LEAD WAR THREATS)—Incensed by the elopement of his wife, Queen Helen, with Paris, a former guest in their home, King Menelaus, of Sparta, is mobilizing his troops and war with Troy appears imminent. Intense excitement prevails here. A formal declaration of war is expected momentarily.

—705am—

(BULLETIN)—CRETE—(LEAD FLIGHT PLANS)—Daedalus, famous architect and sculptor and inventor of the axe, level, gimlet, wedge and combination can opener and potato peeler, and his son, Icarus, announced early today that everything was in readiness for their attempted flight, the first aviation effort in history.

—710am—

CORRECTION
EDITORS: In bulletin lead war threats make it read: "Incensed by RUMORS OF THE ELOPEMENT of his wife, Queen Helen, etc.," as sent.
The Mythological Press.

—713am—

ABOARD ADMIRAL JASON'S FLAGSHIP, THE ARGO — (LEAD GOLDEN FLEECE)—Nearing the end of its eventful voyage from Ioclus, the Argo was this morning within sight of the Island of Colchis, where Admiral Jason and his hardy crew hope to find the Golden Fleece. Upon the possession by Admiral Jason of the Fleece, hinges his claim to the throne of Ioclus, now ruled by his half-brother, Pelias.

Preparations are now under way aboard the Argo to land an armed force.

—720am—

BULLETIN
SPARTA (ADD BULLETIN WAR THREATS)—At a meeting in the palace this morning, King Menelaus frankly announced discovery of proof of the elopement of Queen Helen and the handsome Trojan.

"This does not surprise me," he told his advisers, "My wife's interest in my guest was apparent from the day I brought him to the palace. The first time Queen Helen saw him, she cried: 'So this is Paris!' And from that moment I have been suspicious."

—726am—

BULLETIN
CRETE—(NEW LEAD FLIGHT)—After an hour spent in tuning up their wings, Daedalus and Icarus took off from the Crete field. Only a few spectators were on hand to cheer the intrepid aviators.

—731am—

MOUNT CAUCUSUS—(MAIL CORRESPONDENCE) — "How's your liver?" This facetious question brings no mirthful response from Prometheus, former prominent resident of Mount Olympus. Prometheus recently incurred the wrath of Jupiter by making clay models of men and bringing them to life by means of fire stolen from heaven. Jupiter ordered him chained to this mountain as punishment. Each day vultures swoop down and eat Prometheus' liver. And each night the liver grows again.

When passersby call to Prometheus: "How's your liver?" the usual response is: "Go to hell!"

—741am—

CORRECTION
EDITORS: In mail correspondence from Mount Caucasus, eliminate word "HELL" in last sentence and make it read: " .....usual response is: 'GO TO ————!'"

The M. P.

—744am—

HESPERIDES,—(LEAD HERCULES)—Hercules, world's champion strong man, will today take up his eleventh celebrated job: obtaining the Golden Apples of the Hesperides. Anticipating Hercules' plans, Bosco, the sleepless dragon that guards the sacred fruit trees, awakened early today and took up his position directly beneath the famous apple trees.

—748am—

BULLETIN
SPARTA (LEAD ALL WAR)—The Trojan ambassador was handed his passports at 7:17 this morning.

—750am—

WEST CRETE—(ADD FLIGHT)—Daedalus and Icarus passed over this city, nine miles west of the start of their flight, at 7:19 a. m. They were flying at an altitude of about 2500 feet and making a speed estimated at 35 miles an hour.

—754am—

Bulletin
TROY—(FOLLOW SPARTA, WAR) — Queen Helen, of Sparta, and her lover KILL IT KILL IT KILL IT
BULLETIN
TROY—(FOLLOW SPARTA, WAR)—Queen Helen and her platonic friend, Paris, arrived here today from Sparta. They read dispatches, telling of war preparations, calmly.

"Of course, I'm sorry," said the queen, "but I love Paris; even war shall never part us."

"There is something else back of all this war talk," said Paris. "Old Menelaus is merely using the friendship of Helen and me as an excuse. The real cause of this war dates back several years to the time I was appointed judge of the Mount Ida Bathing Beauty contest. Juno and Minerva were angered when I gave the first prize to Venus. They are the ones ribbing this whole thing."

—805am—

KILL KILL
EDITORS: In Troy bulletin just sent kill reference to Juno and Minerva, gods of Olympus. DISRESPECTFUL TO GODS and VIOLATION OF ESPIONAGE ACT.

The M. P.

—813am—

MOUNT OLYMPUS—(LEAD HANDICAP)—Pegasus, with Bellerophon up, is favored 9 to 1 in betting on the Pegasus-Chimaera handicap to be run Epsom Ups today. Chimaera, a lion-headed two-year-old, will run unmounted.

—819am—

BULLETIN
MOUNT OLYMPUS—(WAR)—Mars left early this morning for Sparta to lend all possible assistance in the successful launching of the Trojan War.

—825am—

NIGHT NEWS SUMMARY

Bacchus announces he will vigorously oppose attempts to make world dry.

* * *

Double life of popular god was exposed when Psyche discovered that h mysterious night-time husband was Cupid, son of Venus.

* * *

Proserpine, beautiful daughter of Jupiter and Ceres, kidnapped by Pluto, Ma of Hades for the last six terms.

* * *

Narcissus, known as "the world's prettiest man," starves to death while adm ing own reflection in stream.

* * *

Perseus announces he will marry Andromeda, pretty girl who rescued him fr sea monster recently.

—836am—

BULLETIN
CRETE—(NEW LEAD FLYERS)—A message from a fishing vessel sta that Daedalus and Icarus were sighted 56 miles west of Crete at 8:31 this morni They were flying slowly, the message stated, at an altitude of about 1,800 fe Icarus appeared to be having trouble.

—842am—

BULLETIN
ISLAND OF COLCHIS—(LEAD ALL GOLDEN FLEECE)—King Aet famous Golden Fleece fell this morning into the hands of Admiral Jason and h band of adventurers. Contending that Juno aided the attacking force, King Ae will appeal to Mount Olympus for return of the Fleece.

—846am—

EOS BULLETIN EOS EOS
EPSOM UPS (HANDICAP).
At the quarter: The Chimaera, by three lengths.

—848am—

CORRECTION
EDITORS: In Hercules bulletin sent at 748am make it read ". . . . obtaini the famous Apples of the Hesperides, SAID BY MANY TO BE OF PU GOLD, etc.," not "GOLDEN APPLES" as sent.

The M. P.

—852am—

EOS BULLETIN EOS EOS
EPSOM UPS—(HANDICAP).
At the half: The Chimaera by half a length.

—854am—

BULLETIN
TROY—(NEW LEAD WAR)—Mars arrived here at 8:03 a. m., and at on went into conference with military leaders. Later, as he left the conference, Ma said to newspapermen: "Boys, take it from me, this is going to be one of the nic little wars I've ever staged on such short notice."

—900am—

FLASH
HERCULES GETS THE APPLES.

—904am—

EOS BULLETIN EOS
EPSOM UPS—(HANDICAP).
At the three-quarters: The Chimaera by an eyebrow.

—905am—

FLASH
PEGASUS WINS.

—906am—

BULLETIN
EPSOM UPS—(LEAD ALL HANDICAPS)—Prince Bellerophon, on h winged and fleet-footed Pegasus, today won the Grand Handicap, overtaking t lion-headed Chimaera in the last quarter after a mad race through the skies. T Prince promptly killed the Chimaera.

—911am—

FLASH
ICARUS FALLS TO DEATH.

—912am—

BULLETIN
CRETE—(LEAD ALL FLIGHT)—Icarus, son of Daedalus, fell to his dea in the sea 87 miles west of here this morning while he and his father were attemp ing the first air flight.

The tragedy occurred when Icarus' wings collapsed. The young flyer we into a nose dive and plunged 1,500 feet into the sea. Daedalus, after circling ov the spot several times and seeing there was nothing he could do, continued on h flight to Sicily.

THIRTY

(NEXT WEEK—MOTHER GOOSE BY WIRE)

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By C. D. BATCHELOR

Who Draws the Monkeys and Elephants in the Human Zoo



E artist who draws the Ledger yndicate's successful human inter- rtoon. The Human Zoo, is an adept in the art of being interviewed.



D. BATCHELOR

What our representative got out of this humorous genius follows, verbatim:

"Is this a caricature of yourself, Mr. Batchelor?"

"Unfortunately, it is not a caricature."

"Have you anything to say about your past?"

s, I have. But nothing that I can this late date can affect the result. born in the late eighties and am pproaching the roaring forties."

hy be facetious? Why not say uing of—well—importance?"

"Men rarely say the important thing for publication. The important things are usually said between the blue points and the demi-tasse, or under a full moon in the sun parlor."

"Have you any advice to those about to take up art work?"

"Only the advice of Mr. Punch to those about to marry, 'Don't.'"

"Were you ever poor?"

"'Ever' is the word."

"I suppose, Mr. Batchelor, that your parents early discovered that they had an unusual child on their hands."

"Yes, but 150 other parents in Osage City, Kan., had the same experience that year."

"Now, Mr. Batchelor," (the reporter looks searchingly at the artist) "where do you get your ideas?"

"Well, some of them, like Topsy, just grow; and some of them like the flivver, are built from the chassis up. Fortunately 'The Human Zoo,' admits of a wide range of subjects; but of course those on which there is not a general agreement are taboo."

rectory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

AILY SERVICE, TIMELY TOPICS
Reid Editorial Service,
Harrisburg, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
East Wilmot St., Philadelphia, Pa.

WORLD'S FAMOUS AUTHORS
led selection, serials, novelettes, shorts.
e for Authors, 33 W. 42d St., N. Y.

General Features

SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
s Caricatures — Home Features — Daily
mn—Comic Jingles—Other Specialties
ture, 110 West 40th Street, New York
or Complete Catalog with Service Rates

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Syndicate Features

Advertiser desires to get in touch with the producers of established syndicate features which have made good in a few newspapers, and might be sold to many by an experienced sales force. Commission basis only. Address: "SALESMAN," care EDITOR & PUBLISHER.

10% Increase in Wealth

IOWA, a section of the country that has always been richly endowed, has, within the past few months far exceeded her own expectations. Added to her great revenue from live stock and industrial pursuits, is a new wealth of

564 Million Dollars

This great increase in wealth is due to a phenomenal crop during 1924. The value of the crop far exceeded that of 1923, giving *Iowa* an almost unparalleled increase in buying power over last year.

The coming year promises, for the wise and wide-awake National Advertiser, a great harvest of results in Iowa. Millions of dollars are waiting, in Iowa, to be converted into every conceivable variety of necessity and luxury.

Make sure that your local dealer is adequately supplied with your product to meet the great demand that will be felt in this coming record breaking year. Then do your most intensive advertising in this territory where every family takes and reads a Daily Newspaper. The Iowan prefers his daily newspaper to any other form of publication—in fact it has become a vital and indispensable factor in his daily life.

These newspapers can give you quick contact with this huge market

		Circulation	Rate for 5,000 lines
*Burlington Gazette	(E)	10,164	.04
*Cedar Rapids Gazette	(E)	21,481	.07
*Davenport Democrat & Leader	(E)	14,564	.06
*Davenport Democrat & Leader	(S)	17,895	.06
†Davenport Times	(E)	24,676	.07
*Iowa City Press-Citizen	(E)	6,387	.035
*Mason City Globe Gazette	(E)	12,622	.04
*Muscatine Journal	(E)	7,762	.035
*Ottumwa Courier	(E)	12,852	.05
*Waterloo Evening Courier	(E)	17,071	.06

* A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

PUBLICITY SCORED BY COAST ADVERTISER

Standard Oil Man Attacks "Handouts" and Papers Which Accept Them at San Francisco Newspaper Executives' Meet

Publicity received a scathing denunciation from John J. Cuddy, advertising director, Standard Oil Company of California and president of the San Francisco Advertising Club, in an address before 75 enthusiastic newspaper executives from the Pacific Coast and Intermountain territories gathered in San Francisco, Nov. 20, at the second annual convention held under the auspices of the A.N.P.A. Bureau of Advertising. Cuddy deplored both the practice of issuing publicity by the advertiser and acceptance by the newspaper. He opened the eyes of newspaper men to what the big newspaper advertiser looks for in the selection of media.



T. L. Emory

There should be no link between the advertising and editorial departments according to Cuddy, who stated advertisers want clean newspapers with character and only that merchandising service which gives real information intelligently about possibilities of the market and the trade situation.

"The representative is the field glass of the advertiser", said Cuddy, stating that a publisher's representative is one of the most useful men in the entire field of advertising.

The program for meeting was prepared entirely by Thomas L. Emory, Pacific Coast manager of the Bureau of Advertising and who received a rousing vote of appreciation of his work. William J. Hoffman, advertising manager of the *Portland Oregonian* presided as chairman.

The meeting was featured by the presence of Friend Richardson, Governor of California, president of the California Press Association and publisher of the *Berkeley Gazette*, and George L. Baker, thrice elected mayor of Portland, who opened the meeting with the declaration that the sanity of the United States Press was proved conclusively by the last presidential election. Baker asked newspapermen for even closer co-operation to make the Pacific Coast one unit.

Ramsey Oppenheim, publisher of *Western Advertising* sketched the astonishing growth of coast newspapers and advertising, citing the jump from 30 advertising agencies with 450 clients in 1919 to 120 agencies with 1,950 clients in 1923. Oppenheim also stressed the importance of the bureau and publisher's representatives, and predicted huge increases in coast newspaper advertising.

Speed was the theme of an address by Doctor B. M. Rastall, manager of Californians, Inc., who hailed the newspaper as the modern university.

R. F. Haeglin, district sales manager of the Kellogg Sales Company, spoke on profitable cultivation of the Pacific Coast through newspaper advertising.

Following the adjournament for luncheon as guests of bureau, Thomas L. Emory opened a closed afternoon session with a searching analysis of advertising, citing specific examples of the Bureau's work. Emory prayed for increase in the future vision of newspaper publishers in dealing with their problems.

The remainder of the session was given over to a discussion from the floor covering merchandising service, shopping news, and local advertising problems. By unanimous vote San Francisco was chosen as the place of next year's convention, to be called in early October.

To Fete British Ambassador

The Association of Foreign Press Correspondents, New York, will give a luncheon in honor of the British Ambassador, Sir Esme Howard at the Lawyers Club, Dec. 9. P. W. Wilson, special correspondent for Great Britain, is president of the association, and Sydney J. Clark, of the *London Daily Telegraph* is secretary and treasurer.

MUST STUDY LINOTYPE

University of Washington Journalism Students Will Learn to Operate

The University of Washington School of Journalism will be the first journalism school in the United States to require all its graduates—men and women—to acquaint themselves with the linotype machine. A Model 14 is being installed, and familiarity with the machine will be one of the requisites for graduation, although no scholastic credit will be given for the course.

The course in linotype operation was necessitated by the increasing demands by publishers of country weeklies and small town dailies that their staff members know how to operate the machine. Printers' strikes and sudden resignations by operators are more and more forcing publishers to require members of their staffs to know linotype operation.

Many graduates of the school have gone into the country field. Practically all of them have been forced to go into their shops and learn how to operate the machines, thereby spending time which would have been used more profitably in soliciting advertising, writing features stories which bring increased circulation.

"MA" FERGUSON INVITED

Texas Governor May Speak at A. A. C. W. Houston Convention

Mrs. M. A. Ferguson, Governor-elect of Texas, has been invited to address the international A. A. C. W. convention to be held at Houston, Tex., May 10 to 14.

The invitation to Mrs. Ferguson was tendered by Bernice Blackwood, executive secretary of the Advertising Specialty Association and chairman of the Federation of Women's Advertising Clubs of the World.

"You Haven't Seen Anything Until You've Seen Texas" has been tentatively chosen as the A. A. C. W. convention slogan.

ADVERTISING WON VOTES

Newspaper Campaign Helped Re Oregon Income Tax Law

Newspaper advertising is given c for effecting the repeal of the Or state income tax in the recent elec C. C. Chapman, manager of the camp for repeal, who singlehanded directe phases of the campaign, says it was of the most remarkable demonstration the effectiveness of newspaper adve ing he has ever seen.

Concerning the advertising camp Mr. Chapman said it was the first such a campaign had consisted mainl newspaper advertising which frankly forth all the facts of the case.

"My theory was that 'an informed lic will vote right,' and upon that th I expended nearly $15,000 in newsp advertising to get information before public," Chapman stated. "The th was amply vindicated by the return believe that newspaper advertising i far the most economical and efficac method of reaching the public."

Mr. Chapman, a former adverti man, is publisher of the *Oregon V* a political weekly.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

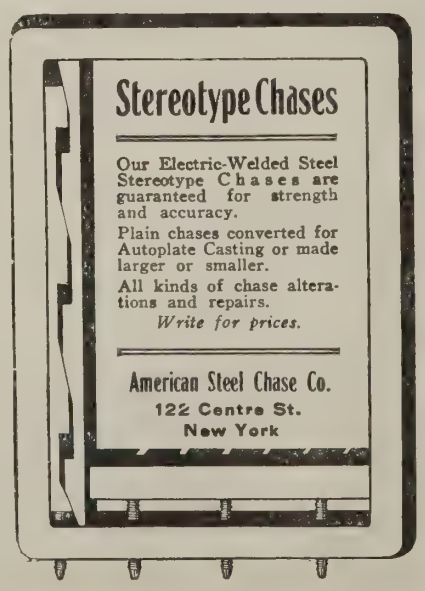
Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.



We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Web Presses for Sale:
Hoe 12-page web press; Hoe 16-page web p Goss 16-page Junior straight line; Potter page with color; Hoe 20-page web press; 32-page right angle quad; Goss half-tone color press for comics, etc.; Scott five- press. All above presses with stereotype e ment. Campbell Multipress 8-page, from forms (no stereotyping). All good outfits all but one at very low prices. For details dress Baker Sales Company, 200 Fifth Ave New York City.

Cline-Westinghouse Double Motor-Driv with full automatic push button control
USED BY THE
ST. LOUIS STAR
St. Louis, Mo.
We refer you to them for thei opinion

CLINE ELECTRIC MANF'G. CO CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

If it's a Hoe, It's the Best



R. HOE & CO.
504-520 GRAND STREET, NEW YORK CITY
7 South Dearborn Street CHICAGO, ILL.
7 Water Street BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

er word per insertion, cash with order, or advertisements under the classifica- "Situations Wanted."

per line per insertion, cash with order, if white space is used at top and bot- advertisement.

er word per insertion, cash with order, or advertisements under any other cation.

per line per insertion, cash with order, if white space is used at top and bot- advertisement.

STUATIONS WANTED

ising Man.
enced solicitor, ad writer, familiar with ng layouts, etc., desires position on daily per in South. References. Address Scare Eidtor & Publisher.

ising Manager.
lass display and classified man seeks Salary, sixty-five; now earning more. 970, Editor & Publisher.

is Manager.
ngaged, will consider offer from pub- desiring to turn over entire mangement ness: 20 years' actual experience in all ments. C-510. Editor & Publisher.

tion Manager,
ountry, or both. Box B-992, Editor & er.

tion Manager
had experience on large Eastern and n papers, wishes to make change. Best rence furnished, now employed. C-507, & Publisher.

ion Manager,
years' experience on morning, afternoon, and combination papers, desires perma- aveling position. Well educated, pleas- rsonality, good salesman, age thirty. resent employer for past six years. Best rences from well known newspaper men. s Box B-998, Editor & Publisher.

esk.
f 27 who has been serving eighteen as city editor of Virginia daily, city of desires responsible place with news- rn larger city. He is experienced in mak- signments and in turning in clean, fast e copy. Salary requirements $60 per Address Character, B-981 Editor & er.

an.
ree years in Boston. Rapid, accurate, able editorial assistant, aged 31; best ces. Wants desk job on high-grade daily. f city immaterial. Available when Alger S. Beane, P. O. Box 2364, Mass.

lave.
tands makeup, can write editorials, require lash to induce action, seeks l west berth. Address C-513, Johnson, ditor & Publisher.

o
married man with seven years' experience , telegraph, city desks, editorial and fea- riter, paragrapher, reporter, backed by ity education, travel and linguistic at- nts, now on morning paper, seeks change ving daily. Available January 1, pos- efore. B-988 Editor & Publisher.

p
man, 30, desires position as reporter or n small paper. Eight years' experience. opies of paper. References. Box C-506, & Publisher.

S YOUR MECHANICAL DEPARTMENT CROWDED?

Have you any unused equipment taking up valuable space? There is no need for this machinery to become an obstacle to efficiency in your plant.

A classified ad in EDITOR & PUBLISHER will sell it or you quickly and cheaply.

Situations Wanted

Editor, Reporter.
Good Times Are Here! Have you a vacant seat in the Prosperity Special? Now the election is over newspaper man with 14 years' experience in general reporting and editing wishes position on evening daily. Can cover run from sports and police to churches, city hall, and conventions. Also help on desk. College graduate, varsity letter man. 32nd degree Mason. Married. Best references. Write to Box B 969. Editor & Publisher.

Editorial Writer,
with foundation of wide news training, would like change from present association with large and highly reputable publishers. Executive. Competent to direct. Address Box B-973, Editor & Publisher.

Feature Writer.
With all-around newspaper training desires connection. Background includes three years on The Springfield (Mass.) Republican. University trained and World war veteran. References and examples of work on request. Address Box B-986, care Editor & Publisher.

Mechanical Superintendent.
Now employed, desires to make change. Qualified from 20 years' actual experience to supervise all departments. Will consider proposition of salary plus percentage of savings effected. C-509, Editor & Publisher.

Newspaper Man.
Experienced, seeks position afternoon paper. Desires editorial writing or desk, but will consider reporting. C. C. Leach, 1328 Benton Ave., Springfield, Missouri.

Newspaper Man, 36,
Thoroughly competent, aggressive and reliable, now in responsible position on morning paper, desires responsible desk connection on afternoon daily. Experience covers every position in news end. College man, habits good, with no failures in record. Detailed information and references gladly submitted. Address C-512, Editor & Publisher.

Paragrapher.
Brown Thinks His Case Is Funny. Carl Brown, of the Atchison Daily Globe, thinks his case is funny. Brown thinks he is one of the world's greatest paragraphers, and yet nobody has ever offered him a job, and he admits it here and now. Brown's Snort Column in the Atchison Daily Globe is taking very well, or a lot of people have been fibbing to Brown. Brown also writes the Atchison Globe Sights, widely quoted. He also daily writes countless pert little paragraphs for the news columns of The Globe. And yet nobody has ever offered him a job. Isn't that funny? Brown is hoping that somebody will read this advertisement, and investigate him and his work on The Atchison Globe, and offer him a proposition or tell him frankly why his work is so rotten nobody has ever offered him a job. Brown believes if some big newspaper or syndicate would adopt him, they could make something out of him. Address your letter to Carl Brown, Atchison Daily Globe, Atchison, Kansas.

HELP WANTED

Advertising Manager.
Evening newspaper. Immediate territory of 200,000. Manufacturing city. Must be strong developer. Good copy writer. Street man. Give full details in reply. Address Box C-501, Editor & Publisher.

Advertising Solicitor.
Daily newspaper of 20,000 circulation in Central Pennsylvania city. Is in need of solicitor competent to write copy, make lay-outs and develop new accounts. Good opportunity for young man who really likes newspaper work. Address Box B-999, care Editor & Publisher.

Advertising Solicitor.
One of the largest and best known daily newspapers in the United States has opening for experienced advertising solicitor who has record of successful results in the last several years. This position is permanent with liberal salary, also opportunity for advancement. Applicant should give at least five references regarding character and ability, also forward photograph of himself. No need to answer this advertisement unless you can produce a large volume of new business. Box C-508, Editor & Publisher.

Afternoon And Night Desk Man.
Close editor. Good head line writer. Hours noon to 10 p. m. Evening newspaper. City of 145,000. Must understand rewriting and news digest. No snap. First letter tells the story. Address Box C-503, Editor & Publisher.

Wanted.
Ambitious young man with advertising selling experience and ability on a big mail order paper. Fine opportunity for a hustler. State age, experience, references and salary expected. Address, Box C-516, Editor & Publisher.

Help Wanted

Classified Advertising Man.
Afternoon paper. City of 150,000. New owner. Street man. Hard soliciting. No theoretical schemes. Chance for man who wants trial and develop into salary as he produces. Address Box C-504, Editor & Publisher.

Circulation Manager.
Evening newspaper. Small circulation now. New owner. City of 150,000. One who understands circulation promotion. Plenty of hard work. Tell full story in first letter. Address Box C-500. Editor & Publisher.

Circulation Manager.
Two circulation managers with ambition to get ahead who have reached the limit of possible promotion in present location. Must be over 30 years of age with five years experience in hiring and training canvassers and be willing to locate permanently in large cities anywhere between Atlantic and Pacific. Further expansion of already large circulation organization creating several desirable positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

Day Desk Editor.
Evening newspaper. Fully competent for both local and Associated Press news. Good head line writer. Plenty of hard work. City of 140,000. Give full record. Minimum salary expected. Address Box C-502, Editor & Publisher.

Salesman.
Feature or other salesman now traveling wanted to sell newspaper features on a commission of 20 to 50 per cent of his gross sales. B-984, Editor & Publisher.

Staff Artist.
Experienced in cartooning and layouts. Location Washington, D. C. Write confidential age, experience and salary expected. Box C-514, Editor & Publisher.

Wanted.
Hustling young artist capable of producing drawings for display advertising of this company, doing cartoon work for company magazine and art work necessary for the conduct of publicity department. One acquainted with chalk plate process preferred. Include samples of drawing and expected wages in reply. Publicity Department. Monongahela West Penn Public Service Company, Fairmont, W. Va.

Woman Reporter.
Experienced, to take charge of woman's page on evening daily in city of 125,000 near Philadelphia. Excellent opportunity for constructive work. Permanent. Write confidentially giving age, experience, references and salary to start. Box B-983 Editor & Publisher.

BUSINESS OPPORTUNITIES

In the South.
First class weekly. Fine city, 7,000. Will bear closest investigation. Price reasonable. Address C511, care Editor & Publisher.

For Sale.
Daily newspaper in Ohio city of 15,000 population. Only paper in city. Address C-505, R. F. C., care Editor & Publisher.

New Paris Sunday Paper

Dimanche Illustré, of Paris, the Sunday edition of the illustrated paper *Excelsior,* is soon to have a rival, *L'Etoile,* which is slated to appear early in December. It is already being advertised in a novel way, men with star shaped boards parading the streets of Paris calling on Parisians not to forget to buy the new paper—L'Etoile (Star) when it appears.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

FOR $12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory $28,000, annual business $35,000. Sale price is $25,000. Owner is engaged in other business which demands his entire time. Mention our No. 319.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BL'D'G., SPRINGFIELD, MASS.

BOY PROMOTION STUNT PROVED IN TEST

K. T. Boardman, Santa Barbara (Cal.) Press, Suggests "Best Scheme" for Boosting Circulation on Small City Dailies

King T. Boardman, circulation manager of the *Santa Barbara* (Cal.) *Press,* claims to have developed the best "boy promotion scheme" for boosting circulation on small city dailies ever tried.

He outlines his scheme as follows:

"First, have independent carriers.

"Divide your routes into classes; first class, those with over 200 papers; second class, those with 150 to 200; third class, those with 100 to 150; and you can have a class for those under 100 if you want.

"This will not require the smaller route to compete with the larger, and the larger will not be at a disadvantage with the smaller on account of having a larger list and consequently fewer people to call upon that do not take the paper.

"Give $25, first prize; $15, second, and $10 for the third in each class. For the largest average increase in the three months, give them credit for all subs that come through the office or any other way, this will encourage them; note that I say, average increase, not merely new subs.

"To get the average, as you know, is to add the number of papers that the carrier has drawn for three months and divide by the number of days.

"I have worked this twice a year on an evening paper with good success. During that time I never had to have a solicitor, and if I did they could not do anything as the boy had been there first and got a promise if not the subscription; I have worked the same on morning papers, but did not have as good results, which convinces me that the evening paper has the advantage with the boys, if it *is* a newspaper."

Louis A. Golding Dies

Louis A. Goldberg, manager of the Philadelphia office of the *New York Jewish Daily Forward,* died recently in a Philadelphia hospital. He first came to Philadelphia to take charge of the Forward office in 1914.

Killed in Plane Crash

George Walker, 43, a newspaper man of Jerseyville, Ill.; H. G. Tilley, 22, and Ole Hagen, 25, were killed recently when an advertising airplane in which they were riding crashed to the ground at Greenfield, Ill.

DOLLAR $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

BANKS will make Christmas Club disbursements Dec. 4-6. Payments, this year, it is indicated, will exceed those of past years by thousands of dollars.



H. L. Rawll, president of the Christmas Club, a corporation organized to centralize the printing and disbursement problems of the many thousands of banks throughout the country that have organized Christmas clubs, states that theyear was marked by a strong tendencytoward scientific savings. But now the money saved is to be spent on Christmas gifts.

Merchants of your city will want to get their share.

A double truck, featuring your own local banks' disbursements of Christmas savings, paid for by co-operative efforts of small gift shops, might go well.

DURING this busy season, you don't worry much about filling the daily quota of space with advertising, because it almost fills itself. But now is a time you could well do a little advertising for yourself! Run a few ads telling people to give themselves a year's subscription to your paper for Christmas. Ask them to send your paper for a year to relatives or friends who have moved away! You can make a few dollars in subscriptions if you advertise!—R. John Gibler, St. Louis, Mo.

A great many newspapers, especially in the smaller cities, neglect the billiard parlors. A contract for one or a series of ads setting forth the pleasure found in a game of billiards could easily be obtained to be paid by five or more parlors, a sort of co-operative advertising affair. Try it. It will add to your advertising. —G. Smedal, Jr., Minneapolis, Minn.

At this time of the year when the winter schedule of parties and socials is beginning, the *Lowell* (Mass.) *Courier-Citizen and Evening Leader* secured a page of advertisements from hair-dressing parlors and beauty shops. An attractive 8 column streamer head was used, plus a box of copy pointing out to milady the benefits of having her hair shampooed every three weeks and marcelled weekly.—Arthur N. Stackpole, Lowell.

The advertising manager of an eastern Canadian newspaper arranged three pages of special advertising to be sold only to those business and professional and manufacturing firms or individuals that were in existence for 30 years or more. The idea was obtained by perusing the section in the paper devoted to condensed news of items that were published in the newspaper 30 years previously. It was found that sufficient advertising could be sold to fill the three special pages, for insertions, thrice consecutively.—W. McNulty, St. John, Can.

How about a "Wire your house" campaign? There are still innumerable dwellings not equipped for the use of electricity. The electrical contractors, house wiremen, supply houses, etc. as well as your local light company would be interested.—B. A. T.

Club women are a majority among the readers of the Women's Pages in most newspapers. Recently, I have been trying what is proving to be a good plan. Each week I look over the various programs of the clubs and choose one or two of the papers which have been read at these meetings and which I think might be the most interesting. These I publish in the Sunday edition. It gives the club women an opportunity of knowin what is being done in clubs other than their own; and incidently, adds a feather to the cap ow the onew hose paper is published.—Lillian Blackstone, *Fort Wayne* (Ind.) *Journal-Gazette.*

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THERE ought to be a good cross word puzzle story in your town. What do various representative residents of your city think of the craze? Is it educational? Is it true that the vocabulary is really improved or are the unusual words merely obsolete, unnecessary and impracticable? How much money is spent for cross word puzzle books? How much time is used collectively in solving puzzles? Who are the prominent persons engaged in solving the puzzles in your newspaper? What methods do various persons use in working out their solutions? There are many angles from which a story could be built up.—H. M. H., Providence, R. I.

"Eighty and Active" is the standing two-column box head under which the *Louisville Times* runs a photograph and a brief sketch of men who are past fourscore and still are active in business. The feature has proved popular and the Times has found nearly a score of them in the city of Louisville in the month it has been running the feature.—S. G. Thompson, *Louisville* (Ky.) *Times.*

With winter coming on a story on what winter sports will be available would be interesting to a large number of readers. Will there be outdoor ice skating rinks, slides, skiing, etc.? Your part department head and school authorities could give you the necessary information.—George Smedal, Jr., Minneapolis.

With more automobiles in use than ever before in history and the season of slush, snow, ice and cold weather coming on rapidly, get your traffic chief to give you a story outlining "don'ts" and "do" for the benefit of your autoist readers. Also, get your prominent auto dealers to tell you concisely the best manner in which to keep your car "up and going" during the hard season just now coming in.—M. R. H.

"Your Best Route" is a helpful feature that the readers of one middlewestern daily make good use of in obtaining routes, distances and highway conditions for contemplated motor trips. Your motor association will be glad to cooperate with you in supplying this sort of information and the feature used daily will prove a welcome service to motorists, many of whom will find a little sc book of the clippings valuable when s information is desired.—Robert L. Bea Fort Wayne, Ind.

Under a two column box head "Di ing Off the Records," the *Wabash* (In *Plain Dealer* is running a daily series interesting stories taken from the cou records as far back as 1835.—B. P. Fort Wayne, Ind.

A "swaps" column calls the attent of many readers to the classified adv tising section of the *Portland Oregon* The "swaps" column is advertised o news page. Here are two typical adv tisements in the "swaps" column:

"Will exchange graphonola for ra set."

"Wanted, 12-guage Winchester pu gun. Will trade tires."—Marga Kressmann, Eugene, Ore.

CHRISTMAS SHORT STORIES

Full Page Mats or Setting Copy

Melville Davisson Post
Sophie Kerr
Katherine Holland Brown
Sylvia Chatfield Bates

Wire Quick

These stories are part of the Metropolitan Weekly Short Fiction Services, but are available separately.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.

150 NASSAU ST., NEW YORK CITY

Thomas W. Briggs Company

Memphis, - Tenn.

Originators of the Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

NEA NEA

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO



All-Star Features

Comics
Magazine Pages
Editorials
Special Articles
Fiction

Send now for

THE GREEN CATALOG

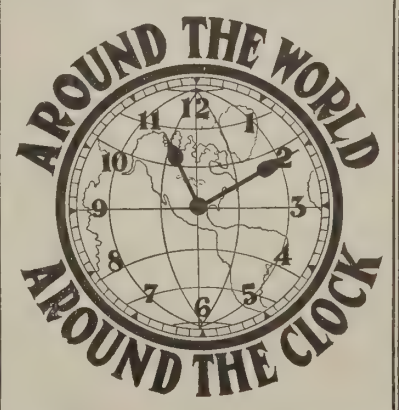
of

KING FEATURES SYNDICATE, INC.

M. Koenigsberg, President

NEW YORK CITY

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

RECTOR'S RENOWNED RECIPES

by

GEORGE RECTOR

son of the famous restaurateur

These are the dishes that made "Rector's" illustrious on two continents.

The Chicken Sauté invented to celebrate the premiere of "Peter Pan."

The Lobster Cocktail prepared specially for the Infanta Eulalie of Spain.

Write for Samples.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

The First Thanksgiving Was Celebrated in NEW ENGLAND

The people that first settled the territory now known as New England, felt that they had much to be thankful for, and decided to set aside a day each year for the purpose of Thanksgiving. The three hundred and third Thanksgiving has just been celebrated in New England, where the people found that they had more than ever to be thankful for.

New England is enjoying a greater prosperity than ever before. Her industrial pursuits are pouring in great revenue. This can be more clearly shown by the following latest figures:

Total Income	$1,908,134,000
Total Wealth	24,407,466,000
Per Capita Wealth	3,306
Building and Loan Assets	262,466,578
Manufacturing Capital	5,758,137,000
Bank Deposits	4,720,927,000

Where there is so much wealth there is a proportionate buying power that is well worth going after by National Advertisers. The Daily Newspapers listed herewith reach all classes of New Englanders.

		Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356				
*Attleboro Sun	(E)	5,628	.0275	.0175
*Boston Globe	(M&E)	274,892	.50	.50
*Boston Globe	(S)	322,030	.55	.55
*Boston Post	(M)	371,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
*Fall River Herald	(E)	15,553	.05	.05
*Fitchburg Sentinel	(E)	11,383	.055	.045
*Haverhill Gazette	(E)	15,400	.055	.04
†Lynn Item	(E)	16,345	.06	.04
††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
*North Adams Transcript	(E)	9,491	.04	.035
†Pittsfield Eagle	(E)	17,138	.04	.035
*Salem News	(E)	20,784	.08	.07
*Taunton Gazette	(E)	8,479	.04	.03
*Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
*Worcester Sunday Telegram	(S)	49,849	.18	.15
MAINE—Population, 768,014				
†Bangor Daily Commercial	(E)	14,750	.055	.05
*Portland Press Herald	(M&S)	31,788(A)	.09	.08
*Portland Express	(E)	27,251	.10	.07
*Portland Telegram (Sunday Edition Express)	(S)	29,992	.10	.07
†Waterville Sentinel	(M)	6,134	.035	.025
NEW HAMPSHIRE—Population, 443,683				
*Concord Monitor-Patriot	(E)	5,104	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
*Manchester Union Leader	(M&E)	27,864	.09	.07
RHODE ISLAND—Population, 604,397				
†Newport Daily News	(E)	6,249	.0336	.0296
†Pawtucket Times	(E)	25,555	.07	.07
†Providence Bulletin	(E)	64,524	.17 (B)	.23
*Providence Journal	(M)	36,686	.10 (B)	.23
*Providence Journal	(S)	61,575	.15	.15
*Providence News	(E)	26,845	.07	.07
†Providence Tribune	(E)	23,603	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
†Woonsocket Call	(E)	13,666	.05	.05
VERMONT—Population, 352,428				
*Barre Times	(E)	6,944	.03	.025
†Bennington Banner	(E)	3,067	.0125	.0125
*Burlington Free Press	(M)	12,983	.05	.05
*Rutland Herald	(M)	10,765	.04	.04
**St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015
CONNECTICUT—Population, 1,380,631				
*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
**Hartford Courant	(S)	50,247	.11	.11
†Hartford Times	(E)	48,875	.12	.12
*Meriden Record	(M)	7,348	.045	.03
*Middletown Press	(E)	8,050	.0325	.025
†New Haven Register	(E&S)	42,171	.12	.11
†New London Day	(E)	12,079	.06	.045
††Norwich Bulletin	(M)	12,494	.07	.05
*Norwalk Hour	(E)	5,842	.04	.04
†South Norwalk Sentinel	(E)	4,280	.025	.025
*Stamford Advocate	(E)	9,305	.05	.04
*Waterbury Republican American	(M&E)	22,836	.08	.08
*Waterbury Republican	(S)	15,043	.08	.08

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
† Government Statement, Sept. 30, 1924.
* A. B. C. Statement, Sept. 30, 1924.
(A) Circulation daily edition only.
(B) Combination rate Daily Journal and Eve. Bulletin.

The New York Telegram and EVENING MAIL

Concentrated High Class Circulation

219,488

219,488 people of means—potential purchasers of your products—buy The Telegram-Mail daily. Approximately 98% are within the New York trading district or 50-mile radius from City Hall.

A B C Figures for October 1, 1924

The New York Telegram and EVENING MAIL

DAN A. CARROLL
Eastern Representative
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Revised Space-Buyers' Chart and Market Survey

CITY OF LONDON, ENGLAND

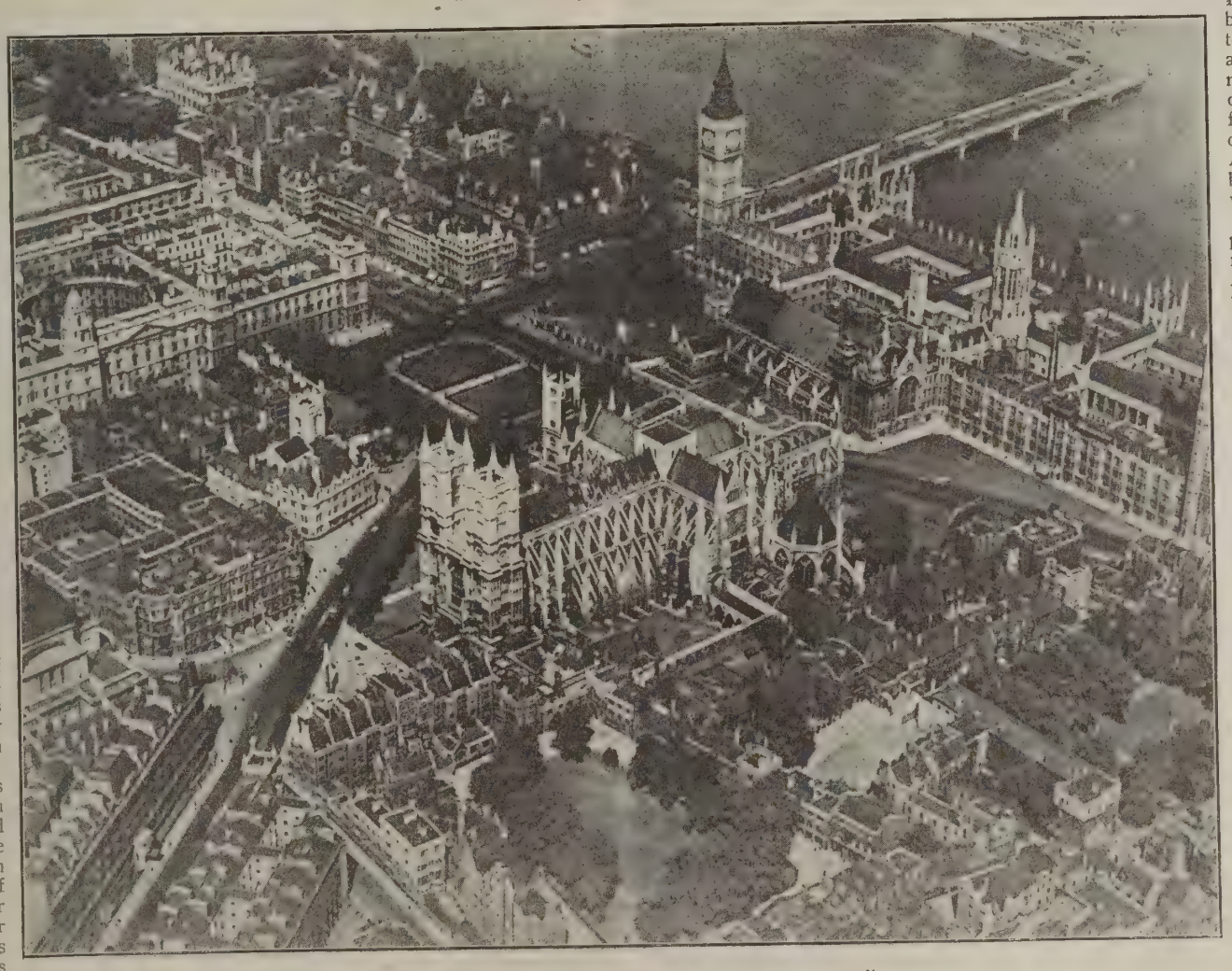
Including New Survey of Edinburgh, Scotland

Second Section — NEW YORK, SATURDAY, NOVEMBER 29, 1924 — Pages I to XVI

LONDON—CITY OF INCALCULABLE WEALTH

A Word and Figure Study of the British Metropolis—City of Wonders and Magnet of the World's Best —An Unbounded Market for Products of Sound Value

By HERBERT C. RIDOUT
(*London Editor*, Editor & Publisher)



Remarkable bird's-eye view of the center of the world's metropolis.

LONDON—city of wonders! Lodestone of the world. And for the manufacturer of sound products a market of vast and specific potentialties—a market in itself, and yet one from which a successful merchandising campaign radiates irresistibly to every corner of the British Isles; for to achieve success in London is to achieve fame throughout Great Britain.

London has exercised the power of its magic in the creation of the great British Empire Exhibition at Wembley. This mammoth exposition had, up to the end of September, attracted more than 15,000,000 visitors from all parts of the world—an attendance that has transcended any previous exhibition records.

But London has a lure, of its own that flashes and fascinates all the year round. From whatever section of the globe a visitor comes, sooner or later in the years to come he is drawn back under its spell for a further experience of its witchery. It matters not upon what pretext that first visit is made. It may be on pleasure bent—a desire to inspect its architectural beauties, its archaeological treasures—a financial deal—a business transaction—a domestic occurrence. Back, always back, comes the visitor to London. It is not merely the "call of the city" as is heard by the "hayseed" hundreds of miles upcountry. London has a call all its own that sounds above all the other siren voices of the world.

Everything gravitates to London in due season. The British Metropolis is the standard, the crucible of the world's productions, whether they be the work of man's brain or hands, or the produce of a bountiful Nature. When the best of anything has been tried and proved, then it is good enough for London.

For London differs from every other capital city of the world. The heart of the British Empire, it is the symbol of an ideal for millions of globe-scattered subjects of George the Fifth. It is more. It contains within its borders the headquarters of the financial, commercial and artistic interests of that Empire—a repository of wealth, science and art, without parallel. Its place in the world is such that no business enterprise in any quarter of the globe can be said to have attained high success without adequate representation in the City of London.

Perhaps to Americans the most convincing feature about London's commercial importance is the fact that so many American houses—financiers, manufacturers and producers—are centered upon that city as a point for the exercise of their European or British developments. The British market, radiating from London, is a veritable treasure island for American manufacturers and the best of their products occupy a high esteem with the British consumer. Their advertising activities are self-evident, the newspaper and periodical publications affording much evidence, and the retail shops still more, of the reliance placed by the British public upon office appliances, domestic appliances, fountain pens, canned meats, fruits, dentifrices, vegetables, safety razors, automobiles and accessories, fish, breakfast foods, toilet preparations and musical instruments, candies and drugs—to name a few of the products originating in America that have become household words in Britain.

For the British public exhibits no reluctance to adopt American productions that in themselves contribute to their convenience, comfort or efficiency; innate is an admiration for American enterprise that in merchandising often means a victory.

London is actually an area of more than 400 square miles, comprising an inner ring of 117 square miles that embodies the one square mile of the City of London, the City of Westminster, and 27 Metropolitan Boroughs, known as the County of London. The outer ring contains county boroughs and urban districts with a population of seven millions.

The City of London proper is but an area of 678 acres with a rateable value of £6,406,656 (1923) and a population of 13,709; the Administrative County of London (excluding the City) covers an area of 74,172 acres with a rateable value of £42,820,041 and a population of 4,470,814.

The richest of the London areas is that of Westminster, created the City of Westminister, by the Royal Charter in 1900. It includes within its borders some of the finest buildings in London, among them the Houses of Parliament, Westminster Abbey, the Westminster (Roman Catholic) Cathedral, the Law Courts, Buckingham Palace, St. James' Palace and the principal Government buildings—the Admiralty, War Office, Treasury, Home, Foreign and India Offices, etc. It

also includes the fashionable residential districts of Mayfair and Belgravia. It has a rateable value of £8,110,655 for an area of 2,503 acres and a population of 141,578.

The length of streets in the City and Administrative County of London in 1919-20 were:

City of London	48 miles
County of London	2,169 miles
Total	2,217 miles

The cost of maintenance, borne by the Metropolitan Borough Councils and the City Corporation, in the same year, including repairs, repairing, cleaning and watering was:

City of London	£227,354	0.	0.
County of London	£3,084,129	0.	0.
	£3,311,483	0.	0.

An enumeration of the vehicular traffic (horse and motor vehicles) passing certain points in London between 8 a. m. and 8 p. m. on a fine day in July, 1923, showed the following results:

Hyde Park	Automobiles	Horse	Total, all kinds
Corner	45,579	3,896	56,039
Trafalgar Square	35,324	2,677	42,042
Piccadilly Circus	34,537	3,246	41,270
Marble Arch.	29,585	2,215	35,594

London has no skyscrapers, its buildings being rarely higher than ten floors. But what the architecture lacks in height it possesses in beauty and dignity, many fine buildings of historic interest in particular, being dotted throughout the city and West-end. The finest modern business thoroughfare is probably Kingsway, a wide road linking up Holborn and the Strand with a circular sweep; Aldwych, Kingsway is now completed, and forms one of the finest avenues in the world. Bush House, on the lines of the famous Brooklyn edifice, and as its name suggests, the home of the Bush Terminal Company, stands on the Aldwych site facing the whole length of Kingsway. A fine avenue, broad and spacious, is the Victoria embankment, running along the River Thames from Blackfriars to Westminster, from which a fine vista of the river, with such buildings as St. Paul's Cathedral, the Houses of Parliament and the County Hall (the seat of the London County Council) standing out against the skyline. The residential thoroughfares of highest rentals and estate values are Park Lane (running on the east side of Hyde Park) and Berkeley Square, with the intermediate streets. The West-end is the home of London society; the East-end the poorer districts.

The Parks and open spaces of London are popular places of resort. the larger parks of the Administrative County covering a total of some 1,672 acres. Regents Park is the largest of them all (472 acres) and houses the Zoological Gardens and the Botanic Gardens. But Hyde Park and Kensington Gardens (separated only by a railed fence) cover a large area (630 acres) and are the fashionable parades of society—the Hyde Park "church parade" and Rotten Row being the Sunday rendezvous of many smart London folk.

St. James's Park is small but has a semi-official character, running as it does between Whitehall with its Government buildings, and Buckingham Palace. The Green Park is another small park adjoining St. James's Park and these four parks are so placed that it is possible to walk across London from Westminster, through St. James's and Green Parks, cross the thoroughfare at Piccadilly and through Hyde Park and Kensington Gardens either to High Street Kensington, or Notting Hill Gate—a leafy stroll of some four miles. There are numerous other parks, Battersea Park (200 acres) in South London, Victoria Park (217 acres) in North London, Finsbury Park (115 acres) and 142 further open spaces, where boating, sports, music and in some cases dancing, are favorite summer pursuits. The largest central open space is Trafalgar Square, famous for its Nelson Monument, its statues and its playing fountains.

Twelve art galleries and 22 museums contribute to the art and historic interest of London. The Royal Academy (Piccadilly) is an annual summer exhibition of pictures and sculpture by living artists and a winter exhibition of old masters and deceased British artists. The National Gallery and National Portrait Gallery, both in Trafalgar Square, are the national repositories of old masters and historical portraits respectively, the Tate Gallery (Westminster) being the modern British section of the former. In 1921, there were 569,181 free admissions registered at the National Gallery, including 9,963 students. The Guildhall Art Gallery, in the City, with its adjunct the Guildhall Art Gallery, are maintained by the City Corporation and relate to historic London treasures. There are numerous other smaller art galleries, the latter being in the Bond street and Leicester Square neighborhoods.

The museums are headed by the British Museum, with priceless collections of ancient sculpture, print, eastern, early British and mediaeval antiquities, Mss., etc. The British Museum shares with the Victoria and Albert Museum the highest standard of popularity; in 1921 the attendances at the British Museum were 1,096,333. Other institutions of this kind are the Natural History Museum at South Kensington; Victoria and Albert Museum (with departments covering every branch of industrial and decorative art), 1921 attendance, 1,154,704; Science Museum (with collections of scientific apparatus, machinery, naval models and engines, and scientific library; Imperial War Museum (an exhibition record of the Great War); London Museum (St. James's) devoted to London antiquities; and the Imperial Institute, South Kensington, where are housed collections representing the produce of every part of the British Empire, a technical department with laboratories for conduct of research and investigations, and information bureau and library for furnishing reports upon matters appertaining to the institute's work.

Among the public buildings, St. Paul's Cathedral and Westminster Abbey stand out as historic examples of pure architecture; the Guild Hall, the home of the City Corporation, where great City functions take place, the Houses of Parliament, with "Big Ben"—the giant clock tower, the chimes from which can be heard for many miles on clear days; the Monument at London Bridge, (Commemorating the Great Fire of London in 1666); the Law Courts, in the Strand; the Tower of London, built in the 10th Century, and the unwilling home of many famous personages who offended the powers that were. The Tower is now a popular show place housing the Crown Jewels and staffed by the picturesque "Beefeaters."

Music, drama, vaudeville, and motion pictures are well served in London and though the vaudeville (once a large feature of amusement) is now only represented by three or four central music-halls and suburban houses, its revival on a wider scale is in progress. Music finds a home at the Royal Albert Hall (seating capacity 9,000) and the Queen's Hall, at both of which Saturday and Sunday concerts are a feature from September to March, while in the latter Promenade Concerts are a nightly attraction, from September to December. The Royal Opera House and the "Old Vic" represent international Grand Opera and Grand Opera in English respectively. The latter playing Shakespeare from October to May in addition. Smaller concert and recital halls are regularly filled throughout the season, having their location in Bond street and Wigmore street. The National Sunday League promotes secular concerts in several London and Suburban theatres each Sunday.

There are 43 theatres in the entertainment section of London, all, with one or two exceptions, situated in the area between Piccadilly Circus, New Oxford street and the Strand. Of these about a dozen are invariably retained for the legitimate drama and comedies, the remainder being devoted either to musical plays or reviews, reverting occasionally to "straight" plays.

Motion pictures (severally described as kinemas, picture theatres, cinemas, etc.) exercise a vast hold upon the London public, the largest in the central area being the Stoll Picture Theatre in Kingsway (originally built as the London opera house by Oscar Hammerstein). There are no empty motion-picture houses in London, except in certain districts on Sundays, and 75 per cent of the programs shown are made up of American films.

Trade exhibitions in London attract large public attendances, the greatest being perhaps the Motor Exhibition, annually held at Olympia, Kensington. Industrial exhibitions in the interests of brewering, building, shipping, electrical trades, grocery, tailors, furniture, boots and shoes, dairy produce, cattle, drugs and surgical appliances, confectionery, etc., are held each year either at Olympia, the Royal Agricultural Hall, or the Royal Horticultural Hall, serving the purpose of introducing new season, goods, improvements in production or registering developments. A public exhibition that enjoys great popularity is the "Ideal Home Exhibition," usually held at Olympia in May each year.

Sport is a distant feature of London life—the masses devoting themselves to cricket, tennis and boating in the summer, and football in winter—if not as players, then as spectators—the cricket clubs and football teams attracting many thousands of paid admission visitors in their respective seasons.

Free public libraries are to be found in every Metropolitan borough, the printed matters there includes daily newspapers, weekly periodicals, and magazines, trade papers, works of reference, and a library of scientific and other books and fiction. Lambeth and Wandsworth each has eight such libraries within its precincts, their issue of books to borrowers totalling 769,068 and 1,178,462 respectively during 1922-3.

Under the National Health Insurance Acts, employed persons are compulsorily insured against illness under a scheme of contributions collected each week by the State jointly from employes and employers. In the County of London there were 1,629 medical practitioners and 1,600 persons entitled to medical service u this scheme in 1922.

The Police Force of London incl 1,162 officers and men in the City Po and 19,255 in the Metropolitan Po figures relating to 1922. The Lon Fire Brigade has a staff of 2,117 offi and men, with 63 land stations, 3 floa stations, a river repairing depot, 1 street fire alarms, 60 miles of hose 205 automobile engines and other v icles. In 1922 the Brigade made 112 journeys and its appliances covered 2 292 miles.

The lighting services of London gas and electricity. In 1922 there w 1,099,818 private consumers of

The surface tramways are represented by the following figures for 1922:

	Track Mileage	Cars in Use	Total Car Mileage	Passengers Carried	Passeng Recei
London County Council Tramways	155.20	1,421	59,532,087	688,151,316	£5,085,
Other electric tramways	210.81	.....	28,368,132	321,296,824	2,628,

*Passenger receipts (only) of L. E. R. Group Tramways are 1918 figures.

The underground Electric Railways show the following returns for 1920:

L. E. R. Group Railways:	Total Train Mileage	Passengers Carri
Central London Rly.	9,437,850	44,658,174
City & So. London	5,584,848	24,817,469
Metropolitan District	25,220,422	126,846,973
London Electric Rly.	29,034,034	128,922,477

The London General Omnibus Co. shows the following returns for 1920:

	Total Car Mileage	Passengers Carried	Passeng Receip
London General Omnibus Co. (and embracing the Metropolitan, South Metropolitan, Gearless. British Automobile, and Thos. Tilling, Ltd.	128,613,336	1,092,890,974	£7,448,(

throughout the Metropolitan area. T electric lighting undertakings reported total of 371,784 consumers for the ye 1921-22.

Mail order shopping is on the increas a feature of the London stores being t deposit system of trading. One ret store despatched 6,000,000 parcels duri 1920, a second store 3,000,000 parcels the same year.

The General Post Office in 1923 de patched from London 42,618,000 parce and received in London for distributi 23 681,000 parcels. There are 992 po offices open in London, and the value postal orders issued and cashed in 192 amounted to £19,335,224. and £50,028,20 respectively.

The number of current London licens for motor cars and motorcycles, privatel owned (and not including commerci vehicles) at March 1, 1924, was 345,95 with 72,424 automobile hackney ca riages. This, however, does not ac curately represent the number of auto mobiles in use as under the quarterl license system many owners do not re new for the winter months; thus a August 31, 1923, the London number o private vehicle licenses stood at 383,52 Motor taxation in Great Britain produce in 1923 the sum of £12,757,632, represent ing 1,141,400 automobiles.

Buyers of Newspaper Space

To do business accurately, intelligently, economically, you must have at your elbow the two indispensable books of reference which are exclusively furnished to the regular subscribers of Editor & Publisher:

The International Year Book

listing newspapers, circulation and rate data, executive personnel, and the thousand and one facts which come into the experience of every advertising and newspaper man. Editor & Publisher International Year Book for 1925, is now in course of preparation.

Editor & Publisher Space Buyers' Guide

the first compilation of retail outlets in the cities and towns where daily newspapers are published in the United States and Canada. An invaluable reference book for Sales Executives in every department of trade and all advertising men. This huge work is now in press.

Editor & Publisher

Per Year, $4, including the Year Book and the Space Buyers' Guide. Send subscription now to avoid missing these great issues. Suite 1117 World Building, New York.

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 1

LONDON, ENGLAND

Population

	1901.	1911.	1921.
Administrative County of London (including the City of London)	4,536,267	4,521,685	4,484,523
City of London	26,923	19,657	13,709
Outer Ring	2,045,135	2,729,673	2,995,678
Greater London	6,581,401	7,251,358	7,480,201

Detailed Census figures 1911-1921 (June 19-20) *attached*, taken from Government Return.

The 1921 Census of England, Scotland and Wales, taken on June 19th, 1921, shows that in the Administrative County of London and the immediately surrounding areas conveniently designated the "Outer Ring" (which together comprise what is usually known as Greater London, and coincide with the total area covered by the City of London and Metropolitan Police Districts), 7,480,201 persons were enumerated, representing about one quarter of the population of all urban areas, about one-fifth of the total population of England and Wales, and almost double that of the whole of Scotland.

In the Administrative County of London alone, a decrease in population is recorded, representing a numerical loss of 37,162 persons, or between two and three times the corresponding loss which occurred in 1901-1911. Having regard to the total numbers, this decrease is inconsiderable and signifies little else than that, in the process of decentralization of the resident population which must usually accompany the development of an important commercial or industrial centre and which has been gradually taking place during several decades in the London area, the County boundary for the past 20 years has been just inside the line within which the normal increase and the outward movement, due to decentralization, approximately neutralize one another.

It is of interest to examine briefly the densities of the various Boroughs as measured in terms of resident population per acre. With the exception of the City itself, with its resident population of only 20 per acre, the density is greatest in the central Boroughs, being at a maximum of 163 per acre in Southwark, 158 per acre in Shoreditch and 154 in Bethnal Green. This extreme diminishes with a progression outwards until in the areas farthest from the centre, particularly in the South East and South West directions, the densities become less than 30 per acre, the lowest being Woolwich, Lewisham and Greenwich with densities of 16, 24 and 26 respectively.

Both Shoreditch and Bethnal Green are contiguous to the City of London, the residents being of the lower classes.

GREATER LONDON, POPULATION, 1911-1921

District	Area in Statute Acres (Land and Inland Water)	Population 1911	Population 1921	Increase (+) or Decrease (—) Per Cent in the Intercensal Period 1911-21
Greater London	443,449		7,480,201	+ 3.2
Administrative County of London and City of London	74,850	4,521,685	4,484,523	+ 0.8
Battersea, Met. B.	2,163	167,743	167,739	— 0.0
Bermondsey, Met. B.	1,503	125,903	119,452	— 5.1
Bethnal Green, Met. B.	760	128,183	117,238	— 8.5
Camberwell, Met. B.	4,480	261,328	267,198	+ 2.2
Chelsea, Met. B.	660	66,385	63,697	— 4.0
Deptford, Met. B.	1,564	109,496	112,534	+ 2.8
Finsbury, Met. B.	587	87,923	75,995	— 13.6
Fulham, Met. B.	1,706	153,284	157,938	+ 3.0
Greenwich, Met. B.	3,859	95,968	100,450	+ 4.7
Hackney, Met. B.	3,287	222,533	222,142	— 0.2
Hammersmith, Met. B.	2,287	121,521	130,295	+ 7.2
Hampstead, Met. B.	2,265	85,495	86,153	+ 0.8
Holborn, Met. B.	405	49,357	43,192	— 12.5
Islington, Met. B.	3,092	327,403	330,737	+ 1.0
Kensington, Met. B.	2,290	172,317	175,859	+ 2.1
Lambeth, Met. B.	4,083	298,058	302,868	+ 1.6
Lewisham, Met. B.	7,015	160,834	174,194	+ 8.3
London, City of	678	19,657	13,706	— 30.3
Paddington, Met. B.	1,357	142,551	144,261	+ 1.2
Poplar, Met. B.	2,331	162,442	162,578	+ 0.1
St. Marylebone, Met. B.	1,473	118,160	104,173	— 11.8
St. Pancras, Met. B.	2,694	218,387	211,366	— 3.2
Shoreditch, Met. B.	658	111,390	104,248	— 6.4
Southwark, Met. B.	1,131	191,907	184,404	— 3.9
Stepney, Met. B.	1,767	279,804	249,657	— 10.8
Stoke Newington, Met. B.	863	50,659	52,172	+ 3.0
Wandsworth, Met. B.	9,107	311,360	328,307	+ 5.4
Westminster, City of; Met. B.	2,503	160,261	141,578	— 11.7
Woolwich, Met. B.	8,282	121,376	140,389	+ 15.7

Met. B. means Metropolitan Borough.

"The Daily Chronicle" Six months daily net sale

A Plain Statement of Cause and Effect

ON March 17th last, **"The Daily Chronicle"** made what was, perhaps, the most dramatic change ever made in the make-up of a great daily newspaper—a change that was welcomed alike by readers and advertisers.

To the reader it offered amongst other features, a 7-column page instead of a 6-column; a serial story; and a whole page of pictures. To the advertiser it offered Front Page positions, and other special opportunities, including an entirely new advertising position opposite the main news page.

We have pleasure in giving **"The Daily Chronicle"** Net Daily Sales for the six months ending June 30th, 1924.

In addition to showing the most rapid and consistent progress of any newspaper in the country, these figures bear eloquent testimony to the increasing hold which the Bigger and Better **"Daily Chronicle"** is having upon the responsible reader—the class of reader that really matters so far as the advertiser is concerned, and the class to which he will wish to appeal.

Chartered Accountants' Certificate.

London, 8th August, 1924.

We have examined the books of **"The Daily Chronicle"** *and certify that, after deducting all unsold, voucher, complimentary and free copies whatsoever, the average net daily sale thereof for each of the undernoted periods was as follows:—*

January 1 to March 15, 1924	811,439
*March 17 to March 31, 1924	830,830
April 1 to April 30, 1924	872,186
May 1 to May 31, 1924	922,772
June 1 to June 30, 1924	950,508

*Date of first issue of enlarged and improved **"Daily Chronicle."**

(*Signed*) DAVIES, DUNN & CO., *Chartered Accountants*, 32 Old Jewry, London, E.C.

The Daily Chronicle

Horace Imber, Advertisement Director

Salisbury Square, London, E.C.4

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 2

LONDON, ENGLAND

Population—*(Continued)*

SEXES.—One of the direct legacies of the War demonstrated by the Census returns of 1921 is the increased preponderance of females over males, the excess (over the whole of England and Wales) amounting to 1,720,802 as compared with 1,179,276 in 1911. In both cases, of course, the male population excludes the members of the Army, Navy and Air Force and the Mercantile Marine, who were out of the country on the census night.

The preponderance corresponds to a ratio of 1,095 females to 1,000 males—or 1,101 to 1,000 in England and 1,010 to 1,000 in Wales.

	Population				Variation in Intercensal Period (Persons)	
	1911		1921			
	Males	Females	Males	Females	Decrease	Per Cent 1911 to 1921
LONDON (including the City of London)	2,126,341	2,395,344	2,071,579	2,412,944	37,162	— 0.8

Comparison with the population of other large cities in the United Kingdom:

	1901	1911	1921
London (City and Administrative County)	4,536,267	4,521,685	4,484,523
Glasgow	.....	784,496	1,034,069
Birmingham	759,063	840,202	919,438
Liverpool	711,276	753,353	803,118
Manchester	644,961	714,385	730,551
Sheffield	411,188	460,183	490,724
Leeds	436,072	454,155	458,320

Location

London is located on both banks of the River Thames at the head of the estuary and about fifty miles from the sea.

The Administrative County of London (including the City of London), covers an area of over 117 square miles, extending from Highgate and Hampstead on the north to Sydenham on the south, and from Woolwich on the east to Hammersmith and Putney on the west, all inclusive.

Greater London (which includes the Administrative County and City of London) covers an area of over 690 square miles, extending from Watford and Cheshunt on the north to Epsom on the south, and Hampton and Harrow on the west to Romford and Erith on the east.

London is the terminus of nine great railway systems, formerly known as the London & North Western Ry., Midland Ry., Great Northern Ry., Great Western Ry., South Western Ry., London, Brighton & South Coast Ry., Great Central Ry., Great Eastern Ry., South Eastern & Chatham Ry., as well as several subsidiary lines under the control of the above. These railroad systems have now been merged into four groups, viz.: London, Midland & Scotish (which embraces the L. N. W. Ry., & Midland systems); London and North Eastern Ry. (which embraces the Great Northern, Great Central and Great Eastern systems); the Southern Railway (which embraces the South Western, London, Brighton & South Coast, and South Eastern & Chatham); and the Great Western. All the original terminals are employed, but the pooling of interests has resulted in closer-knit if less competitive services. Of these railroads, four serve the middle and north of England and two of them through to Scotland, three serve the south and west county and two communicate with Wales and Ireland, one runs through the east coast counties and serves Continental ports and one the southeastern counties and other Continental ports. The railway system covers the whole of England, Scotland and Wales and connects with the Irish railways.

Within the Metropolitan district is an efficient underground electric railway system, combining the Metropolitan Railway, the District Railway, the City and South London Ry., the Central London Ry., the Piccadilly and Hammersmith Ry., the Baker Street and Waterloo, the G. N. and City Ry., and the Waterloo and City Ry., all of which intercommunicate and provide not only rapid communication between every point in London itself but link up suburban districts as far apart as Watford, Uxbridge, East Ham, Richmond and Wimbledon.

Every district is linked up with an admirable service of electric tramways and motor omnibuses, the former, from points north of the line represented by Bank—Shepherds Bush radiating east to Stratford, north to Waltham Cross and Enfield, and west to Hounslow and Hampton Court, and south from the River Thames in each direction, Croydon, Wimbledon and Greenwich.

"Must Include —The Times"

An American View

From "Anglo-American Trade," the organ of the American Chamber of Commerce in London.

"IN the 'quality' class The Times stands pre-eminent. A significant fact in this respect is that The Times alone in this class publishes its daily net sales, which now stand at 190,000 copies. This figure should be multiplied by four to give the approximate total of daily readers.

"The Times carries more advertisements than any other great paper. In an advertising comparison recently published by the Newspaper World, The Times headed the list of the leading British newspapers with 23,816 square inches of space occupied by advertisements in one complete week in July.

"It follows that all forms of appeal made by American advertisers to the British public must include in their advertising programmes The Times. which takes first place in this group of British newspapers."

The Times

GREAT BRITAIN'S LEADING JOURNAL SINCE 1785

The Times stands out as the greatest power in British advertising—the one medium you *must* use to reach the cultured and monied classes of Britain.

That home advertisers know it is evidenced by the fact that The Times carries more advertisements than any other daily paper published in this country.

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THE ADVERTISEMENT MANAGER

Printing House Square

London, E. C. 4

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Eleven Parts—Part 3

LONDON, ENGLAND

Banks

The Bankers Clearing House includes 101 Banks and Branches in the Town Clearing (as against 52 in 1910) and 480 Banks and Branch Banks in the Metropolitan Clearing (as against 310 in 1917).

1920 was a record year of the Bankers' Clearing House:

	1923	1922		
Grand Total	£36,627,592,000	£37,161,461,000	Decrease	£533,869,000
Town Clearing Total	32,270,373,000	32,780,635,000	Decrease	510,262,000
Metropolitan Clearing Total	1,546,565,000	1,574,661,000	Decrease	28,096,000
Country Cheque Clearing Total	2,810,654,000	2,806,165,000	Increase	4,489,000

The Town Clearing represents the transactions of the banks of the City of London. The Metropolitan Clearing, on the authority of the Chairman of the Bankers Clearing House, may be regarded as an index to the retail trade of the Metropolis, and similarly, the County Clearing may be taken as a reflex of the general trade of the country.

The resources of the ten great London Banks at June, 1924, are:

Bank of Liverpool & Martins Bank, Ltd.	£69,776,000
Barclay's Bank, Ltd.	327,607,000
Coutts & Co.	18,187,000
Glyn, Mills & Co.	34,090,000
Lloyds Bank, Ltd.	375,030,000
Midland Bank, Ltd.	414,121,000
National Provincial Bank, Ltd.	281,491,000
National Bank, Ltd.	45,557,000
Westminster Bank, Ltd.	298,172,000
Williams Deacon's Bank, Ltd.	37,917,000
	£1,901,942,000

The average daily clearings of the Bankers Clearing House are:

1900	£29,186,200	1922	£121,840,800
1910	47,904,800	1923	119,308,100

The Trustee Savings Banks have funds deposited with the Government amounting in November, 1919, to about £86,788,517, and over £25,396,700 in Government Stock, held for 2,220,780 depositors.

Churches

(County of London and Metropolitan area, 1924)

Cathedrals, Church of England	2
Abbeys, " " "	1
Royal Chapels, " " "	2
Parish Churches, " " "	622
Baptists	85
Baptists (Seventh Day)	1
Brethren	19
Cathedral (Catholic)	1
Parish (Catholic)	73
Catholic Apostolic	7
Christian Science	5
Church of Scotland	3
Churches of Christ	2
Congregational	83
Dutch Reformed	1
French Protestant	2
Greek Orthodox	1
Jews	56
Lutheran	10
Moravian	2
New Jerusalem Church	5
Presbyterian Church of England	26
Primitive Methodists	20
Russian Orthodox	1
Salvation Army Halls	26
Society of Friends	10
Swiss Protestant	1
Unitarian	15
United Methodist Church	21
Welsh Calvinist	7
Wesleyan Methodists	80
Other denominations	63

City Classed as

Capital city of the British Empire, and the greatest financial and industrial centre of the British Isles and the Greatest Port.

The industries of London, and the concentrated character of its population, render it the most important single market in the United Kingdom and Ireland. This is shown by the widespread character of its shopping districts, its number and variety of newspaper and periodical publications.

In addition to its resident population, more people pass through London as visitors than through any other city in the world.



"PUNCH"



"The Foremost Humorous Journal of the World"

"THERE is no medium to equal 'PUNCH' for creating sales in high-class trade at home and in the Dominions. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades."

WM. S. CRAWFORD,
Governing Director, W. S. Crawford, Ltd., Advertising Service Agents, London, Eng.

Advance Booking is Always Essential

Rates and full particulars of space available from
MARION JEAN LYON
Advertisement Manager, "PUNCH"
10 Bouverie Street
London, E.C.4, Eng.

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 4

LONDON, ENGLAND

The Port of London

The Port of London consists of the Docks, which are situated between Tower Bridge and Tilbury, 26 miles seawards, and the River Thames from Teddington to Warden Point, a distance of 68½ miles, and the whole of this area is under the jurisdiction, control and management of the Port of London Authority. This Body, constituted for the purpose by Parliament, in 1908, is composed of a Chairman, a Vice-Chairman, Ten Members appointed by certain Public Departments, Seventeen Members elected by Payers of Dues and other port interests and one elected by the Wharfingers of the Port.

The Authority has carried out an extensive programme of improvements involving an expenditure of over £10,000,000 and further developments are in progress which will easily ensure the continued supremacy of London as the first port in the Empire carrying, as it does today, about one-third of the entire trade of the United Kingdom.

The docks serving the port with their respective acreage are:

St. Katharine's Dock	23 acres	
London Docks (Eastern Dock and Shadwell Basin)	102 acres	
Surrey Commercial Docks	380 acres	
West India Docks	241 acres	
Millwall Docks	231 acres	(the principal grain docks)
East India Docks	68 acres	(Cape and American traffic)
Royal Victoria Dock	276 acres	
Tilbury Docks	634 acres	
Royal Albert and King George V Docks	826 acres	

The total area of the Dock Estate is 3,288½ acres, of which 731 acres are water.

While no industry specially predominates in the traffic passing through the Port of London, the allocation of the docks to various forms of imports shows that the goods received include marine shells, spices, tea, marble, ivory, rubber, wine, wool, tinned goods, timber grain, Canadian produce, rum, sugar, frozen meat, tobacco.

Industries located on the banks of the port include manufacturing interests concerned in provisions, margarine, soap, candles, matches, tanneries, iron-works, cables, oil storage, paper mills and glass.

17 bridges span the Thames, between the mouth and Kew Bridge, and 5 tunnels. Tower Bridge is the nearest to the mouth.

Nine trunk lines radiate from London to all over the Kingdom.

In 1921 the total tonnage entering at and clearing from the Port of London is, compared with other British ports, as follows:

		Total Vessels	Total Tonnage
Port of London, Entered	Foreign	9,900	13,488,259
	Coastwise	8,090	3,880,856
Port of London, Cleared	Foreign	8,460	11,114,792
	Coastwise	9,708	5,605,876
Liverpool, Entered	Foreign	3,465	9,821,773
	Coastwise	8,358	2,465,418
Liverpool, Cleared	Foreign	3,233	9,169,690
	Coastwise	8,877	3,066,430
Southampton, Entered	Foreign	2,189	4,480,469
	Coastwise	8,129	1,062,302
Southampton, Cleared	Foreign	2,214	4,446,778
	Coastwise	8,050	986,733
Cardiff, Entered	Foreign	2,731	3,925,463
	Coastwise	6,228	3,025,060
Cardiff, Cleared	Foreign	3,661	5,557,478
	Coastwise	5,436	1,393,274
Newcastle, Entered	Foreign	3,541	3,891,602
	Coastwise	4,157	2,978,601
Newcastle, Cleared	Foreign	4,095	4,808,481
	Coastwise	4,654	2,215,293
Hull, Entered	Foreign	4,275	3,506,772
	Coastwise	1,715	533,580
Hull, Cleared	Foreign	3,939	3,063,846
	Coastwise	1,623	843,634
Plymouth, Entered	Foreign	1,052	2,974,915
	Coastwise	1,380	475,213
Plymouth, Cleared	Foreign	997	2,923,226
	Coastwise	1,410	512,924

The value of the Domestic Exports passing through the Port of London in 1922 was:

Produce of United Kingdom	£129,445,941
Foreign Exports	61,409,461
Total	£190,855,402



PAUL E. DERRICK

Managing Director of the Paul E. Derrick Advertising Agency, Ltd., is an American born, who has had 30 years of experience as an Advertising Agent in Great Britain. This experience is applied through the medium of an organization wherein every man holds down his job because he is the one man in Great Britain best able to hold it down. Exactly how that organization functions as a business-building machine is explained in the Derrick Booklet. It will be mailed on request.

Policy, Plumstones and Paradox

SOME OF THE DERRICK CLIENTS

Among those who have been with Derrick's throughout their advertising history are the proprietors of:

Quaker Oats ..... 30 years
Johnnie Walker..... 16 years
Tootal Guaranteed Cotton Fabrics ..... 15 years
Dexter Weatherproofs.. 14 years
Homepride Self-Raising Flour ..... 14 years
Ross's Ginger Ale..... 14 years
Oneida Community Plate ..... 11 years
Bols Gin & Liqueurs.. 10 years

More recently the full Derrick Service has been co-opted by Messrs.:

Bass, Ratcliff & Gretton, Ltd. (Brewers).
W. & A. Bates, Ltd. (Clyde & Motor Cycle Tyres).
Blundell, Spence & Co., Ltd. (Paint & Varnish).
Alex. Cairns & Sons, Ltd. ("Goldfish" Marmalade).
Cockburn & Co., Ltd. (Manufacturing Chemists).
Crosse & Blackwell, Ltd. (Food Products).
Cudahy Packing Co. ("Old Dutch" Cleanser)
Cutler, Palmer & Co. (Wine Merchants, India and the East).
Evans Sons Lescher & Webb, Ltd. (Montserrat Lime Juice).
Evans' Pastilles, Liverpool (Virus). Pro-phy-lac-tic Brush Co. (Pro-phy-lac-tic Tooth Brush).
Fox Bros. & Co., Ltd. (Puttees and Woollen Fabrics).

Money, say the economists, does not begin to exist until it is spent Paradox, perhaps, yet equally true is the fact that you don't begi to make use of statistics until you have finished with them.

There's something hypnotic about figures. One feels kind of, shal we say, Olympic to be able to tell the other fellow off-hand that the population of Newcastle, England, is 1,743,199. In fact, once the statistics virus gets going, it almost sounds like heresy to hear that the two-hundredth one is probably being born while you are talking about it.

Statistics need interpretation. When it comes to a show-down, that man runs a risk of getting left who hitches his wagon to an adding machine. European plebiscites notwithstanding, plain counting of heads is of about as much use as trying to dam the Hudson by piling plum-stones.

PAUL E. DERRICK A
110 SAINT MARTINS LANE (Tr

Telephone: Gerrard 8900. *Telegrams:* "Pauldrick, Westrand, London." *Cables:* "Pauldrick, London." *Codes:* Western Union and Bentley's.

This Agency offers its full to American Advertisers

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Eleven Parts—Part 5

LONDON, ENGLAND

Port of London—*(Continued)*

Value of Imports through the Port in 1922 was £373,478,370.

The total Trade of the Port of London and other large ports of the country in 1921 was:

	Imports	Exports (British and Irish)	Exports (Foreign and Colonial)
London	£415,076,058	£131,339,165	£60,441,663
Liverpool	241,370,065	262,669,432	23,973,337
Manchester	51,872,821	33,592,546	1,050,068
Hull	60,459,205	29,248,260	2,215,370
Glasgow	33,238,007	60,528,473	935,209
Southampton	30,633,879	27,887,605	8,291,818
Bristol	36,231,628	4,608,309	488,335

Schools

		Number	*Pupils*
ELEMENTARY			
Elementary		968	741,684
Special			
For blind and partially blind children		18	1,132
For deaf and partially deaf children		10	796
For mentally defective children		87	7,996
For physically defective children		41	3,995
Open air schools and day sanatoria		7	914
Industrial		8	537
HIGHER			
Secondary schools (aided and maintained)		135	47,791
Day Technical School for Boys	Maintained by the London County Council	9	1,236
Domestic Economy Schools		3	81
Junior Day Technical School (Girls)		6	757
Art Day Schools		9	4,303
Other Technical Trade and Art Schools (day and evening)		21	5,358
Evening Institutes maintained by the Council for teaching commercial, junior commercial, junior technical, technical women's subjects, literary and other miscellaneous subjects		202	119,207
Polytechnics	Aided by the Council	10	32,749
Technical Institutes, etc		17	9,464
Imperial College of Science and Technology		1	371
Royal College of Science		1	341

Colleges

London University College, King's College, King's College for Women, East London College, Royal Holloway College, Bedford College for Women (Regent's Park), Birkbeck College, Westfield (Hampstead) College, London Day Training College, School of Oriental Studies, Imperial College of Science and English, Royal College of Science and School of Mines, City and Guilds English College, Southeastern Agricultural College, London School of Economics and Political Science, Theological Colleges at Hampstead; Regents Park: King's College; Richmond, Highbury.

Drama and Music

Royal Academy of Dramatic Art, Royal Academy of Music, Royal College of Music, Guildhall School of Music, Incorporated London Academy of Music, London College of Music, Tonic-Solfa College, Trinity College of Music, Royal College of Organists, Victoria College of Music.

Medical Schools

St. Bartholomew's Hospital College, London Hospital College, Guy's Hospital, St. Thomas's Hospital, St. George's Hospital Medical School, Middlesex Hospital, St. Mary's Hospital, Charing Cross Hospital Medical School, Westminster Hospital, University College Hospital, King's College Hospital, Lister Institute, London (Royal Free Hospital) School of Medicine for Women, London School of Tropical Medicine, Royal Army Medical College, Royal Dental Hospital, Naval Medical School, West London Post-Graduate College, London School of Clinical Medicine, University College Hospital Dental School.

Selling the Britisher via Derricks'

Getting down to basics, the British Market for an American Manufacturer is not the number of people in Great Britain, but the potential power of some of that number to absorb his product at a profitable price. To find that number—and to reach them—statistics is merely a place to jump off from. Maps, figures, research—these are only the foundation upon which to erect. Knowledge of British habits of thought, knowledge of British likes and dislikes, knowledge of British prejudices, aspirations, *personality* and the thousand differentiations between my lord and his chauffeur into which all these things resolve, must be applied before there can be any satisfactory outcome.

Such knowledge Derrick's bring to any marketing problem submitted to them. That this knowledge is constructively applied is made manifest in the list of the Derrick Clients and the term of years over which Derrick's have served some of them.

RTISING AGENCY, Ltd.

1Sq.) LONDON, W.C.2, ENGLAND

rAssociation of British Advertising Agents and Audit Bureau: Sustaining Member A. A. C. of W.

sng Service either directly
ough American Agencies

SOME MORE DERRICK CLIENTS

Freeman, Hardy & Willis, Ltd. (Manufacturers owning 500 Retail Shoe Stores).
J. S. Fry & Sons, Ltd. (Fry's Pure, Soluble Breakfast Cocoa).
Goochs, Ltd. (Retail Attire).
Grierson, Oldham & Co., Ltd. ("Big Tree" Wines).
Horlick's Malted Milk Co.
James Keiller & Son, Ltd. (Dundee "White Pot" Marmalade).
Kraft-MacLaren Cheese Co., Ltd. (Kraft Cheese).
E. Lazenby & Son, Ltd. ("Chef" Sauce, etc.).
Lincoln Bennett & Co., Ltd. (Hats).
London Brick Co. & Forders, Ltd. (Fletton Bricks).
McLintock & Sons, Ltd. (Down Quilts).
The National Building & Engineering Brick Federation.
The Pepsodent Company (Dentifrice).
The Sherry Shippers Association.
James Shoolbred & Co., Ltd. (Drapery, Provisions, Furnishings).
Short & Mason, Ltd. (Instrument Makers).
Thrupp & Maberly, Ltd. (Coach Builders).
Tobacco Products Corporation, Ltd. (Melachrino Cigarettes).

THE DERRICK SERVICES

Broadly, the Derrick Service Organization divides into Four Departments.

Merchandising Counsel & Market Research which analyses the market, suggests the policy and visualizes the campaign.

Press Advertising Service which includes the Copy, Art and Process Engraving, Estimating and Contracting Services.

Outdoor Publicity Service, which includes Bill Posting, Street-car, Bus, Tube and Railway Advertising, and Painted and Electric Signs, etc.

Printing Service which includes Copy-writing, Designing, Layout and Art Work, and handles Catalogues, Booklets, Folders, House Organs, Showcards, Posters, Enamel Plates -everything that can be printed.

Derrick's are equipped to render these Services throughout the British Empire.

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 6

LONDON, ENGLAND

Principal Industries

These are the latest figures available, the statistics of Principal Industries based upon the census of 1921 not having been completed for publication:

		Average Number of Employees
Agricultural (Farms, woods and gardens)	Men	7,766
	Women	168
Mines and Quarries	Men	3,373
	Women	235
Machinery, etc.:		
Iron and steel manufacture		609
Iron Founders		2,451
Blacksmiths		8,120
Erectors and Fitters		10,865
Unclassified Workmen		23,355
Electrical Apparatus		17,466
Tools, dies, arms, etc.	Men	2,8 5
	Women	6,589
Ships and boats		3,235
Vehicles (including automobiles and cycles)		19,223
Jewelry (including precious metals, watches, instruments and games)		24,142
Housebuilding (including builders, carpenters, masons, painters, laborers, etc.)		126,980
Wood (including furniture, fittings, decorations, etc.)		5 ,329
Bricks (including cement, pottery and glass)		5,956
Chemicals and drugs		13,587
Chemicals (including oil, grease, resin, etc.)		7,679
Skins and Leather		19,160
Saddlery and Harness		2,333
Hair and Feathers		7,830
Paper, Books and Stationery:		
Paperboxes and Stationery	(largely women)	20,557
Printing and Lithography		40,888
Bookbinding		13,580
Publishing, Book Selling and Newspaper Selling		16,524
Unclassified		4,282
Textile manufacturing (including canvas sails and bleaching)		14,251
Dress (including tailoring, millinery, shirtmaking, etc.)	Men	70,237
	Women	153,551
Tobacco manufacture		8,462

It is regrettable that the available statistics for Great Britain are in no sense comparable with those of the United States. This difficulty precludes our being able to furnish any reliable data concerning the value of products of various industries centred in London, or even to state (otherwise than the above employment figures suggest), the industries in their order of precedence. No official statistics of that kind or form are obtainable, and without them it is not possible to make comparisons on a firm basis or, indeed, to adequately suggest the vital and immense part London plays in industry and commerce.

Theatres

Places of public entertainment operate under one or more of four licenses, viz., (1) Stage Plays, (2) Music and Dancing, (3) Music Only, (4) Cinematograph. The term "theatre" means a place licensed for stage plays in which the public performance of stage plays regularly takes place. "Music Hall" or "Theatre of Varieties" means a place licensed for music and dancing in which entertainments of a variety character are regularly given.

The latter are usually licensed also for stage plays and generally for cinematograph exhibitions.

Motion Picture	Open Air	M. P. & Vaud.	Vaudeville	Burlesque	Production	Concerts	Music and Dancing
426	...	...	35	...	48	8	645

Grand Opera is given at the Royal Opera House in Covent Garden, W. C., and Grand Opera in English at the Royal Victoria Hall (The "Old Vic"), Waterloo Road, S. E. 1.

Trade exhibitions and carnivals are held in special buildings, of which the largest is Olympia, Kensington; others being the Royal Agricultural Hall, Islington; the Holland Park Rink, Shepherds Bush; Central Hall, Westminster; and the Royal Horticultural Hall, Westminster.

Acknowledgements

The facts and figures tabulated in all parts of EDITOR & PUBLISHER's Space Buyers Chart of London (England) was secured from the following sources: The Right Hon. Lord Riddell; London Statistics, 1919; Census Reports, 1911, and Preliminary Census Reports, 1921; Port of London Authority and the Docks and Harbor Boards of Liverpool, Glasgow, Manchester, Cardiff, Bristol, Hull; Bankers' Clearing House; London Electric Railways (Underground Group); Metropolitan Railway; London County Council (Tramways Dept.); the Postmaster General; and official publications.

1,759,881

Daily Mail

LONDON, ENGLAND

NET SALES IN 1924

London, 7th July, 1924

We certify that the average net daily sale of "The Daily Mail" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	1,720,157	April	1,730,125
February	1,723,669	May	1,742,806
March	1,722,151	June	1,759,881

(Signed) LEVER, HONEYMAN & CO.,
Chartered Accountants

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants

London Office:—Carmelite House, London, England.
New York Office:—280 Broadway, New York City, N. Y.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Eleven Parts—Part 7

LONDON, ENGLAND

Suburban and Farm Residents

District	Area in Statute Areas Land and Inland Water	POPULATION 1911	POPULATION 1911	Increase (+) or Decrease (—) per cent in the inter-censal period 1911–21
OUTER RING	368,599	2,729,673	2,995,678	+ 9.7
SURREY: Urban Districts.				
Barnes	2,519	30,377	34,299	+ 12.9
Beddington and Wallington	3,040	14,322	16,308	+ 13.9
Carshalton	2,926	11,634	14,021	+ 20.5
Coulsdon and Purley	8,572	18,872	21,491	+ 13.9
Croydon, C.B.	9,012	169,551	190,684	+ 12.5
East and West Molesey	1,517	6,492	7,280	+ 12.1
Epsom	4,423	19,156	18,804	— 1.8
Esher and Dittons (part of)	3,885	9,909	11,426	+ 15.3
Ham	1,869	1,435	1,510	+ 5.2
Kingston on Thames, M.B.	1,131	37,975	37,479	+ 4.0
Merton and Morden	3,237	14,140	17,332	+ 24.0
Mitcham	2,935	29,606	35,119	+ 18.6
Richmond, M.B.	2,491	33,221	35,639	+ 7.3
Surbiton	3,049	17,717	19,547	+ 10.3
Sutton	1,835	21,270	21,063	— 1.0
The Maldens and Coombe	3,221	12,137	14,495	+ 19.4
Wimbledon, M.B.	3,221	54,966	61,418	+ 11.7
SURREY: Rural Districts.				
Epsom (part of)	14,857	19,092	22,072	+ 15.6
Godstone (part of)	6,359	4,494	4,705	+ 4.7
KENT: Urban Districts.				
Beckenham	3,889	31,692	33,345	+ 5.2
Bexley	4,942	15,895	21,457	+ 35.0
Bromley, M.B.	4,697	33,646	35,052	+ 4.2
Chislehurst	2,791	8,666	8,981	+ 3.6
Crayford	2,455	6,234	11,926	+ 91.3
Erith	3,859	27,750	31,558	+ 13.7
Penge	770	22,330	26,284	+ 17.7
Sidcup	2,043	8,493	8,939	+ 5.3
KENT: Rural District.				
Bromley (part of)	17,835	17,621	20,749	+ 17.8
MIDDLESEX: Urban Districts.				
Adton	2,305	57,497	61,299	+ 6.6
Brentford	1,091	16,496	17,032	+ 3.2
Chiswick	1,250	38,772	40,938	+ 5.6
Ealing, M.B.	2,946	61,222	67,755	+ 10.7
Edmonton	3,894	64,797	66,807	+ 3.1
Enfield	12,602	56,338	60,738	+ 7.8
Feltham	1,790	5,135	6,326	+ 23.2
Finchley	3,384	39,419	46,716	+ 18.5
Friern Barnet	1,304	14,924	17,375	+ 16.4
Greenford	3,042	1,064	1,461	+ 37.3
Hampton	2,045	9,220	10,675	+ 15.8
Hampton Wick	1,306	2,417	3,265	+ 35.1
Hanwell	1,066	19,129	20,481	+ 7.1
Harrow on the Hill	2,028	17,074	19,469	+ 14.0
Hayes	3,311	4,261	6,303	+ 47.9
Hendon	8,382	38,806	56,013	+ 44.3
MIDDLESEX: Urban Districts—*Continued.*				
Heston and Isleworth	6,851	43,313	46,664	+ 7.7
Hornsey, M.B.	2,875	84,592	87,659	+ 3.6
Kingsbury	1,829	821	1,856	+126.1
Ruislip Northwood	6,585	6,217	9,112	+ 46.6
Southhall Norwood	2,575	26,323	30,287	+ 15.1
Southgate	3,596	33,612	39,122	+ 16.4
Staines	1,907	6,755	7,326	+ 8.5
Sunbury on Thames	2,658	4,607	5,350	+ 16.1
Teddington	1,214	17,847	21,213	+ 18.9
Tottenham	3,014	137,418	146,711	+ 6.8
Twickenham	2,421	29,367	34,790	+ 18.5
Uxbridge	868	10,374	12,919	+ 24.5
Wealdstone	1,061	11,923	13,433	+ 12.7
Wembley	4,564	10,696	16,187	+ 51.3
Willesden	4,385	154,214	165,674	+ 7.4
Wood Green	1,626	49,369	50,707	+ 2.7
Yiewsley	894	4,315	4,843	+ 12.2
MIDDLESEX: Rural Districts.				
Hendon	11,319	14,160	17,656	+ 24.7
South Mimms	6,104	2,805	3,134	+ 11.7
Staines	17,975	21,926	25,063	+ 14.3
Uxbridge	12,625	9,240	10,643	+ 15.2
HERTFORDSHIRE: Urban Districts.				
Barnet	3,114	11,335	11,772	+ 3.9
Bushey	3,031	6,978	8,088	+ 15.9
Cheshunt	8,479	12,954	13,628	+ 5.2
East Barnet Valley	2,644	12,381	13,514	+ 9.2
Watford (part of)	138	2,633	2,615	— 0.7
HERTFORDSHIRE: Rural Districts.				
Barnet	9,216	4,074	4,495	+ 10.3
Hatfield (part of)	3,305	656	694	+ 5.8
Watford (part of)	6,114	3,894	4,349	+ 11.7
ESSEX: Urban Districts.				
Barking Town	3,805	31,317	35,523	+ 13.4
Buckhurst Hill	873	4,886	5,008	+ 2.5
Chingford	2,808	8,184	9,482	+ 15.9
East Ham, C.B.	3,324	133,487	143,246	+ 7.3
Ilford	8,496	78,188	85,194	+ 9.0
Leyton	2,594	124,735	128,430	+ 3.0
Loughton	3,961	5,433	5,749	+ 5.8
Waltham Holy Cross	11,017	6,795	6,847	+ 0.8
Walthamstow	4,343	124,580	129,395	+ 3.9
Wanstead	1,679	13,830	15,298	+ 10.6
West Ham, C.B.	4,683	289,030	300,860	+ 4.1
Woodford	2,161	18,496	21,236	+ 14.8
ESSEX: Rural Districts.				
Epping (part of)	4,136	2,742	2,943	+ 7.3
Romford (part of)	6,556	7,907	9,127	+ 15.4

C.B. means County Borough.

The Evening News

LONDON, ENGLAND

London Office:
Carmelite House, London, England

New York Office:
280 Broadway, New York City, N. Y.

London, 7th July, 1924

We certify that the average net daily sale of "The Evening News" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	645,497	April	784,220
February	642,439	May	820,669
March	721,556	June	870,981

(Signed) LEVER, HONEYMAN & CO.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants.

Weekly Dispatch

LONDON, ENGLAND

London Office:
Carmelite House, London, England

New York Office:
280 Broadway, New York City, N. Y.

London, 7th July, 1924

We certify that the average net weekly sale of "The Weekly Dispatch" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	722,206	April	729,822
February	713,049	May	726,245
March	724,199	June	740,980

(Signed) LEVER, HONEYMAN & CO.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Eleven Parts—Part 8

LONDON, ENGLAND

Residential Features and Building Facts

The City of London proper is mainly devoted to offices, shops and warehouses, but there is a small proportion of apartment houses and dwellings, mostly of a working-class character.

Adjacent to the City are the districts of Shoreditch, Hackney, Bethnal Green, Poplar, Stepney, Islington and Finsbury. Because of their proximity there is a very heavy manufacturing element in these localities, many apartment houses and a few private residences.

The following table will show the number of dwellings and classification of same:

	A	B	C	D	E	F
City of London	523	282	58	271	1,288	2,784
Battersea	28,017	3,275	1,250	140	68	24,321
Bermondsey	13,104	4,496	183	221	87	14,967
Bethnal Green	10,975	6,445	322	220	74	13,649
Camberwell	32,387	5,123	551	274	103	36,559
Chelsea	6,115	1,503	276	82	41	7,499
Deptford	14,768	1,966	75	121	40	16,102
Finsbury	5,574	5,727	206	225	232	7,630
Fulham	17,324	3,199	716	82	53	19,895
Greenwich	12,963	1,518	235	140	44	14,722
Hackney	27,437	4,021	519	201	76	31,090
Hammersmith	13,368	2,574	932	116	67	16,121
Hampstead	10,062	881	467	53	29	11,976
Holborn	1,690	1,696	625	194	364	3,754
Islington	31,484	10,592	407	324	129	36,778
Kensington	15,912	4,501	675	265	152	21,399
Lambeth	34,305	6,192	907	398	160	39,634
Lewisham	25,463	855	828	98	44	28,723
Paddington	13,104	3,535	373	165	98	16,686
Poplar	18,466	4,747	89	305	131	21,107
St. Marylebone	7,850	3,731	643	233	125	11,987
St. Pancras	17,822	8,875	326	344	130	22,246
Shoreditch	9,470	6,494	110	246	96	11,535
Southwark	14,497	7,712	715	306	194	18,310
Stepney	23,299	14,548	531	589	247	29,172
Stoke Newington	6,691	690	57	34	19	7,471
Wandsworth	41,901	2,567	2,171	168	119	48,432
Westminster	11,522	2,893	1,146	518	695	17,540
Woolwich	19,131	1,000	207	169	52	21,176

A. Ordinary Dwelling Houses.
B. Tenements with more than two occupants per room.
C. Blocks of Flats.
D. Hotels, Inns and Public-houses.
E. Offices, Warehouses, etc.
F. Total Number of all Sorts of Buildings.

The foregoing figures afford an accurate indication of the character and purchasing powers of the residents in the City of London and the 28 Metropolitan Boroughs, when taken in connection with populations of those districts for the same year, 1911, given on another page.

For example, the number of buildings of all kinds in Shoreditch is 11,535, of which 9,470 are ordinary dwelling houses; but of these latter there are no less than 6,494 tenements with more than two occupants per room, a striking suggestion of the congested nature of the district and of the class of resident. In the other extreme comes Westminster with 17,540 buildings of all kinds, 11,522 dwelling houses, but only 2,893 tenements with more than two occupants per room. Taken with the population of Westminster for 1911, these bear out the statement that this borough is one of high-class character.

In the City of London is reflected another phase. With 2,784 buildings of all kinds, there are but 523 ordinary dwelling houses and of these 282 are tenements with more than two occupants per room; but there are 1,288 buildings used as offices, warehouses, etc., this confirming the commercial aspect of that district.

These figures, it should be noted, are based on the Census Returns of 1911; but may be taken as fairly representative of conditions in 1921. This is because the war automatically suspended all building operations, and after the cessation of the war, financial and other conditions were so stringent that the suspension has continued almost to this time, with the result that there has been comparatively little change or movement in building or character of residential districts.

There is now in evidence a recovery of building activities and in the suburbs and Greater London many schemes are in progress which already show material changes in these conditions and will largely increase the residential facilities of outlying suburbs in the course of the next few years.

Wholesalers

	Total
Grocers—Wholesale	111
Meats—Importers and Salesmen	188
Fruits (Fruit Merchants)	155
Dry Goods (Drapers—Wholesale)	31
Druggists—Wholesale	316
Confectionery	189
Clothing—Wholesale and Manufacturing	364
Tobacco (Tobacco Merchants—Wholesale)	123
Hardware (Ironmongers—Wholesale)	184
Jewelers	338
Millinery	212
Stationery (Wholesale and Manufacturing)	712
Boots and Shoes	315
Cloaks and Suits (Mantle and Cloak Warehouses)	130
Motor Car Accessories—Wholesale	57

ONE PENNY

ONE PENNY

THE
DAILY GRAPHIC

(Founded 1890)

THE "Daily Graphic" was The Pioneer of British Illustrated Dailies. It is a paper of culture and refinement whose readers have faith in its opinions and confidence in its advertisements, appealing specially to busy men and women of the middle and upper classes.

THE "Daily Graphic" prints all the news worth reading and all the pictures worth seeing. Its regular features include: *Fashions for Women* by Lady Angela Forbes; "*Wonderful London Yesterday*," the most brilliant gossip page in contemporary journalism; *Music* by Ernest Newman; *Books* by S. P. Mais and James Agate; *Cartoons* by "Matt" and Jack Walker; *Poll, Jack & Valentine* for the children, etc., etc., etc.

THE "Daily Graphic" is preeminently the paper for the Home as it appeals to *every* member of the household. It is the only national daily that wields the strong influence of pictured news among the better class multitude. To advertise in the "Daily Graphic" is *to be "at home" to those who spend most.*

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EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 9

LONDON, ENGLAND

Special Information

The population of London, 1921 census, represents about one quarter of the population of all urban areas and about one-fifth of the total population of England and Wales.

The density of the population of London may be gauged from the comparison of its figures (7,480,281) with those of the whole of Scotland (4,882,288).

The County of London embraces the whole of the Metropolitan Parliamentary Divisions, 28 Metropolitan Boroughs and the City of London. The area comprised within London is 74,850 statute acres, of which 678 acres are in the City of London.

The City is the financial and business section of London, having within its borders the head offices of the greatest English banks, financial and insurance companies, and merchants. It has a Rateable Value of £6,406,656.

The Assessable Value of the County of London in 1923-24 was £49,318,115.

During the past decade there has been a vast development in department store organization in London, and shopping facilities unknown twenty years ago are now enjoyed by residents throughout the whole of London and a fifteen mile radius. Deliveries made by two representative London stores in 1923 show the extent of their operations:

		No. of Parcels
(A)	Deliveries per own vans	4,500,000
	Mail Order Deliveries	1,250,000
(B)	Deliveries per own vans	2,000,000
	By Local Delivery Services	250,000
	Mail Order Deliveries	500,000

In the case of one great London store, the total sales in 1923 were 100 per cent more than in 1922.

The increase in motor-car usage, though not perhaps at the same proportion to population as in the U. S. A. is very high, London contributing in motor taxation at the rate of approximately one-sixth of the entire country (excluding Ireland).

Motor-cars registered in London at November 30, 1923, as represented by taxation figures were as follows:

	Number	Total Taxation
Motor-cars, motor-cycles (privately owned, including commercial vehicles)	198,979	£1,962,818

The General Post Office of London is the largest post office in the United Kingdom. The London postal area does not coincide with any local government area, being fixed from time to time with regard to convenience for post office services. Nor do the eight postal districts into which the area is divided coincide with any local government divisions. The total area of the London postal district is about 234 square miles.

The following figures illustrate the activities of the General Post Office in the London area; they relate to the year 1923.

Post Offices open	992
Telegrams despatched	21,427,500
Parcels received for distribution	23,681,000
Parcels despatched	42,618,000
Number of Postal and Money Orders issued	19,394,366
Value of Postal and Money Orders issued	£19,335,224
Number of Postal and Money Orders cashed	43,312,221
Value of Postal and Money Orders cashed	£50,028,206

The telephone service of Great Britain is controlled by the General Post Office. The use of the telephone is less common than in the U. S., a telephone being the exception rather than the rule in private houses. The following are telephone service statistics for 1922-23, covering an area of 735 square miles:

Length of wire (miles)	1,396,272
Exchange stations	358,213
Private stations	18,789
Originating calls	348,600,000
Incoming calls	362,750,000

for Advertising in

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Correspondence invited.

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EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 10

LONDON, ENGLAND

Food Supplies

The following figures relating to food supplies and their values, brought into London from overseas, are from the Government Blue Books. The total imports of all kinds brought into London represent in value 34 per cent, for 1920, and 38 per cent, for 1921, of the total imports of the United Kingdom.

	1920		1922	
	Quantities Cwts.	Value £	Quantities Cwts.	Value £
Butter	649,336	9,330,115	1,781,101	21,257,519
Cheese	1,719,471	12,685,804	1,921,005	12,038,526
Cocoa (raw)	587,674	3,869,392	229,956	718,704
Cocoa (preparations)	169,350	2,614,529	105,623	1,370,910
Coffee	608,812	3,838,406	446,566	1,894,194
Corn, grain, etc.	22,456,016	29,677,942	18,963,325	17,169,853
Rice, rice meal	1,849,818	4,064,664	5,254,869	4,896,503
Wheatmeal and flour	4,412,300	7,416,168	4,773,601	5,405,349
Eggs (gt. hundreds)	1,403,981	4,285,636	1,918,931	4,133,384
FRUIT—				
Currants	518,371	2,089,168	485,940	1,579,919
Raisins	303,344	1,629,128	389,039	1,982,847
Apples	1,155,739	2,354,305	1,155,253	2,291,923
Lemons, limes and citrons	241,045	377,070	401,328	550,840
Nuts	582,875	2,626,474	687,181	2,129,817
Oranges	1,418,326	2,788,292	1,698,732	2,518,828
Plums and prunes (including dried apricots, etc.)	275,019	1,387,477	224,564	803,972
Margarine	55,688	340,347	116,715	595,389
MEAT—				
Beef (fresh and frozen)	5,136,917	23,405,155	7,020,277	24,585,002
Mutton (fresh and frozen)	3,688,165	15,536,060	5,146,206	21,711,268
Bacon	997,350	8,813,026	792,904	6,273,287
Hams	105,664	962,544	166,267	1,229,117
Pork	236,446	1,742,105	201,375	1,166,717
Rabbits	373,091	1,106,193	187,509	419,000
Poultry and game	.....	423,715	.....	149,679
Miscellaneous	661,656	4,587,157	436,445	2,684,110
Milk (condensed—unsweetened)	219,265	1,604,842	401,822	2,305,409
Milk (condensed—sweetened)	791,219	4,743,480	931,283	4,565,331
Oleo Margarine	11,124	1,190,949	13,638	789,318
Sugar (refined)	763,201	2,633,836	2,034,040	3,163,903
Sugar (unrefined)	10,582,888	28,696,077	7,776,265	10,392,461
Tea (lbs.)	376,375,817	23,485,455	413,040,665	21,351,949
VEGETABLES—				
Onions (bushels)	1,472,727	599,082	2,088,629	660,536
Potatoes	1,149,997	870,683	590,679	421,305
Tomatoes	364,412	864,991	639,940	1,304,570
Vegetables (canned or bottled)	275,470	663,397	230,940	436,341

The following figures indicate the movement of certain phases of London food supplies:

	1921	1922
Quantity of fish passing through Billingsgate Market (tons)	195,996	187,954
Quantity of food produce (meat, poultry and provisions) passing through the London Central Markets:		
Beef and veal (tons)	220,768	251,921
Mutton and lamb (tons)	143,844	142,038
Pork (tons)	31,968	39,283
Poultry and game (tons)	13,647	16,453
Rabbits (tons)	3,984	4,730
Butter, cheese and margarine (tons)	3,436	3,916
Eggs (tons)	4,350	4,455
Supplies of live stock at the Metropolitan Meat Markets (number):		
Cattle	82,859	74,305
Sheep	156,123	128,480
Calves and pigs	29,731	28,907

Trading Area

For the purpose of obtaining accurate information in regard to the trading areas of London, the London Editor of EDITOR & PUBLISHER secured the co-operation of the advertising managers of three of the largest department stores in Central London, and upon the information supplied, a daily and weekly zone was drawn. A very careful check was placed upon all reports. This formed the basis of the map shown on pages IV and V of this Survey. The two areas shown on the map represent the daily trading zone and the weekly trading zone. The daily zone is the territory from which retail establishments throughout the City and Central London receive their daily support. The weekly zone is the territory from which buyers are accustomed to travel to the city, for business and pleasure, at least once a week, and over which the great stores maintain a delivery service of at least once a week.

It is suggested that the map on pages IV and V should be taken in conjunction with an ordinary map of the London district for comparison of distances, etc.

Monthly Magazines

LONDON MAGAZINE
MY MAGAZINE
PREMIER MAGAZINE
THE MERRY MAGAZINE

Monthly Fashion Papers

FASHIONS FOR ALL
CHILDREN'S DRESS
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VIOLET MAGAZINE
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PICTORIAL MAGAZINE
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SUNDAY COMPANION
WOMAN'S PICTORIAL
WOMAN'S WEEKLY
WOMAN'S WORLD

and other weekly publications too numerous to be listed here.

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THOSE publications of the Amalgamated Press which are open to the advertiser achieve a combined net sale of between 5,000,000 and 6,000,000 copies per issue. They cover the British Isles to their remotest corners and appeal to every class and section of the public. They constitute the greatest self-contained publicity machine in this or any other country.

All enquiries should be addressed to
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The AMALGAMATED PRESS Ltd.

THE FLEETWAY HOUSE, FARRINGDON ST., LONDON, E.C.4.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Eleven Parts—Part 11

LONDON, ENGLAND

Retail Outlet for Advertised Products

American Designation	*British Designation*	
Automobiles	Motor Cars Agencies and Dealers	312
	Motor Cars Accessories and Motorcycles	465
	Motor Tires, Mfg. and Dealers	365
Bakers	Bakers	1,672
Cloaks and Suits	Mantle and Cloak	421
Clothiers	Men's and Boys' Clothiers	595
Confectioners	Confectioners	4,241
Delicatessen Stores	Ham and Tongue Dealers	173
Dressmakers	Dressmakers	1,768
Druggists	Chemists and Druggists	1,576
Dry Goods	Drapers	2,636
Department Stores		22
Electrical Stores	Electricians	601
Fruit Stores	Fruiterers (Fruit and Vegetables)	1,950
Florists	Florists	331
Furniture Stores	House Furnishers	511
Furriers	Furriers	266
Garages	Motor Garages	520
Grocers	Grocers and Tea Dealers	7,320
Hardware	Ironmongers	750
Hats and Caps	Hatters	242
Jewelry	Jewelry	848
Ladies' Tailors	Ladies' Tailors	1,275
Meat Markets	Butchers	1,871
Men's Furnishings	Men's Outfitters, Hosiers and Glovers	1,258
Milliners	Milliners	1,258
Opticians	Opticians	280
Photographers	Photographers	644
Piano Stores	Piano Makers and Dealers	374
Restaurants	Coffee House, Dining and Refreshment Rooms	5,395
Shoe Dealers	Boot and Shoe Dealers	6,440
Sporting Goods	Athletic Outfitters	63
Stationers	Stationers	2,320
Cigar Stores	Tobacconists	5,969
Beer and Spirit Stores	Beer Houses	1,776
	Public Houses	5,492

Retail Sections

London is the largest centre of the wholesale and retail trades in the United Kingdom, and is remarkable for the immense number of small one-shop businesses as compared with the larger stores of American cities. Further, each district has well-defined local shopping areas, and, in addition, Central London is characterized by the number of thoroughfares that have become identified with certain trades in which the principal houses engaged are to be found.

Fleet Street—Newspapers, etc.
Great Portland St. and Longacre—Automobiles.
Oxford St. and High St., Kensington—Dry Goods and Notions.
Curtain Road, E. C.—Furniture, wholesale.
Tottenham Court Rd.—Furniture, retail.
City Road and Clerkenwell—Gramophones and Records.
Hatton Garden—Diamond Merchants.
Bethnal Green—Books and Shoes.
Charing Cross Road—Second-hand Booksellers.

The important shopping streets of the City are Cheapside and Bishopsgate; of the West End, Holborn and Oxford Street to the Marble Arch, Regent Street from Oxford Circus to Piccadilly Circus, Piccadilly to Old Bond Street and the Strand from Charing Cross to Wellington Street. Bond Street (Old and New) is the Fifth Avenue of London. Further west, the Edgware Road, for about a mile, and after another mile residential break, the shopping centre for North West London at Kilburn and Brondesbury. In the extreme west, Hammersmith Broadway, Eastward from the City, the shopping centers are Shoreditch, Mile End Road, Ilford and Stratford. Northward from the City are Islington, Highbury, Holloway, Finsbury Park, Kentish Town, and Wood Green. In the south, beyond the river, are the Elephant and Castle, Kensington, Deptford, Clapham and Brixton. In every case, the shopping is concentrated upon a common centre, usually distinguished by one or more dry goods stores situated upon a main traffic artery.

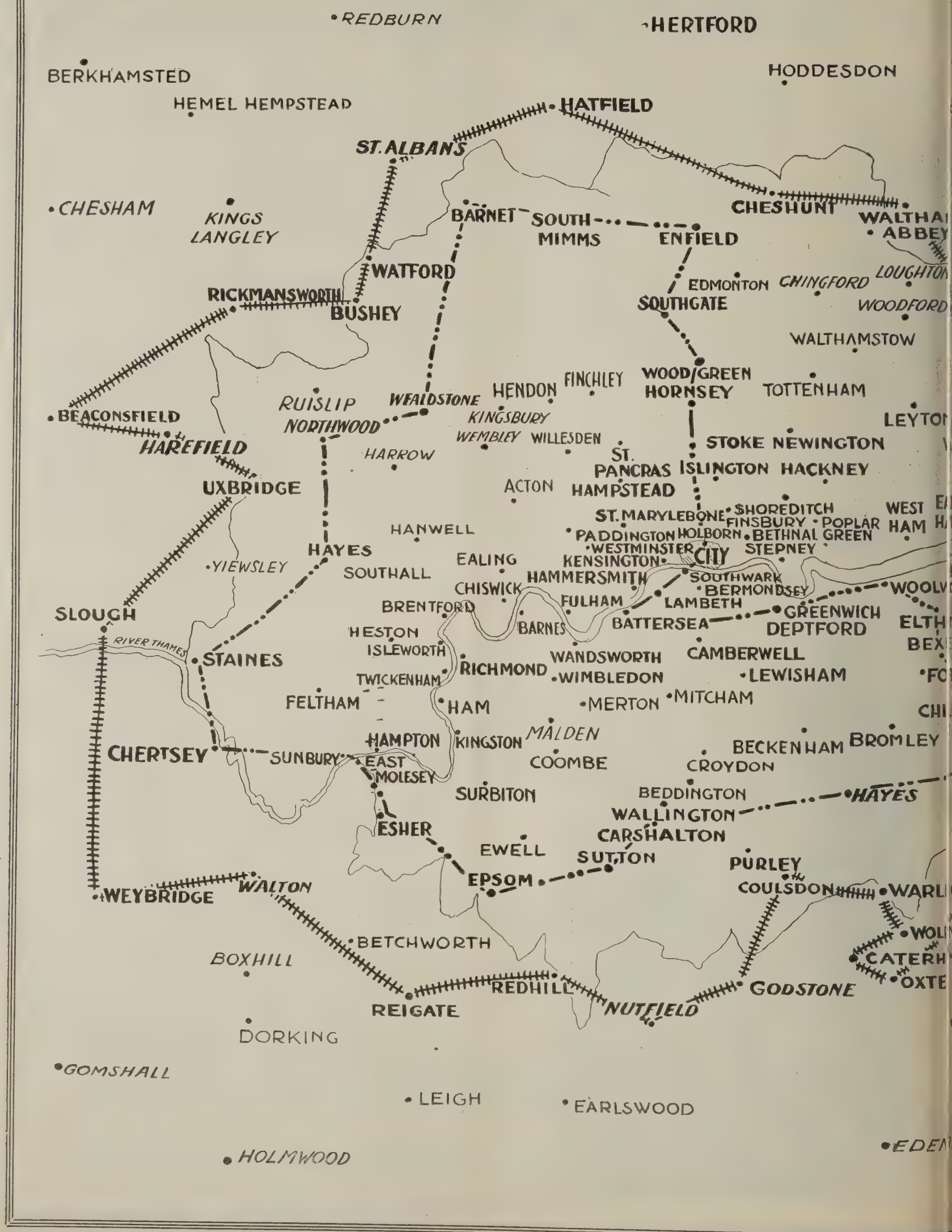


The Daily Telegraph

enjoys an unrivalled measure of public confidence and esteem, not due to a fleeting popularity, but the result of years of sound journalism and truthful representation of news.

It is this reader-confidence which gives the paper its unique value as an advertising medium. The volume of classified announcements it carries—more than that of any other morning paper in the United Kingdom—forms a sure proof of its pulling power.

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WATFORD
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BUSHEY
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SOUTHGATE
WOODFORD
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COOMBE
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WALTON
BETCHWORTH
WOLDINGHAM
BOXHILL
CATERHAM
REDHILL
GODSTONE
OXTED
REIGATE
NUTFIELD
DORKING
GOMSHALL
LEIGH
EARLSWOOD
HOLMWOOD
EDENBRIDGE

TRADING AREAS
of
LONDON, ENGLAND

IN outlining the trading areas of London, great care and study was necessary before deciding upon the boundary lines.

Taking as a foundation the extreme radius of Greater London, it was necessary to investigate the transportation facilities, the residential character of the various localities, the distributing facilities of the larger London stores and many other details before arriving at the trading areas indicated on the accompanying map.

It will be noticed for example that between the City and Barking on the east, on the north bank of the Thames, there is no indication of a daily trading area. That is because the districts are not of a residential population availing themselves of central London stores to any degree such as is the case with other parts of London. These districts, however, are served by a parcels delivery system conducted by a firm of carriers, Carter, Paterson & Co., Ltd., who collect from central districts and deliver to the consignees the following day. Similar facilities are provided by the London "tube" services, and both means of delivery are employed to reach the districts extending beyond the heavier line shown on the map.

The accompanying map affords the space buyer and national advertiser an opportunity to compare the areas, distances, and other details with any standard map of this territory. The larger and more important towns and districts are shown in larger and heavier type.

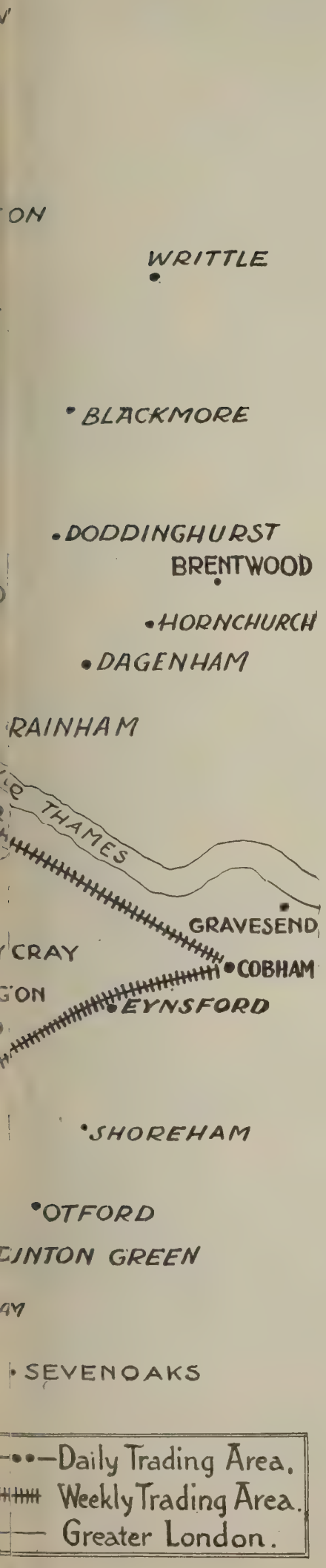
The daily trading area indicated by a double-dot-and-dash line is the territory from which the retailers of central London secure the bulk of their support.

The heavier line indicates the approximate boundaries from which the London retail centers attract a once-a-week business. Traveling facilities are such that people living in this second area are able and inclined to make a weekly trip for shopping and business purposes.

This area, too, practically coincides with that throughout which the larger retail stores and wholesale houses maintain a once-a-week delivery system by their own motor vans, in addition to exceilent carrying facilities afforded by the suburban systems of the main line railways having their termini in London.

Inside the daily trading area is a smaller district, bounded by the points represented by the City, Westminster, Kensington, Fulham, Hammersmith, Willesden, Hampstead and Paddington, served by some of the retail stores with twice daily deliveries.

It is quite impossible on a map of this size to indicate a third outer area as indicating a periodical trading zone, since such a map would include a fifty or seventy mile radius, while a fourth or seasonal shopping zone would necessitate a map showing the entire British Empire and many other points of the compass in which retail trade is done from the Metropolis. The map has, therefore, been restricted to an area that may be considered the vital territory upon which an advertising campaign based upon London would concentrate, though most of London daily newspapers and all of the Sunday newspapers and periodicals circulate within a radius of from fifty to three hundred miles of London.



NEWSPAPERS PUBLISHED IN LONDON, ENGLAND

(In Alphabetical Sequence.)

Dailies

Christian Science Monitor (London Edition) ..... 2d.	Daily News ..... 1d.	Jewish Evening News..... 1d.
Daily Chronicle..... 1d.	Daily Sketch ..... 1d.	Jewish Express ..... 1d.
Daily Express ..... 1d.	Daily Telegraph ..... 2d.	Jewish Times ..... 1½d.
Daily Graphic ..... 1d.	Evening News ..... 1d.	Morning Advertiser..... 2d.
Daily Herald ..... 2d.	Evening Standard..... 1d.	Sporting Life ..... 2d.
Daily Mail ..... 1d.	Financial News ..... 2d.	Sportsman ..... 2d.
Daily Mirror ..... 1d.	Financial Times ..... 2d.	Star ..... 1d.
	Financier ..... 1d.	Times ..... 3d.
		Westminster Gazette..... 1d.

Sunday Papers

Illustrated Sunday Herald..... 2d.	People ..... 2d.	Sunday Pictorial ..... 2d.
Sunday News ..... 2d.	Referee ..... 2d.	Sunday Times ..... 2d.
News of the World..... 2d.	Reynolds's Newspaper..... 2d.	Weekly Despatch ..... 2d.
Observer ..... 2d.	Sunday Express..... 2d.	

Weekly Newspapers

City Press ..... 2d.	Jewish Chronicle ..... 4d.	Sporting Times ..... 3d.
Clarion ..... 2d.	Overseas Mail ..... 1d.	Times Weekly Edition..... 6d.

National Weeklies

Answers ..... 2d.	John Bull ..... 2d.	Sketch 1/-
Bystander 1/-	John o' London's Weekly..... 2d.	The Sphere 1/-
Graphic 1/-	London Mail ..... 2d.	The Tatler 1/-
Ideas ..... 2d.	Passing Show ..... 2d.	Tit-Bits ..... 2d.
Illustrated London News..... 1/-	Pearson's Weekly ..... 2d.	Truth ..... 9d.
Illustrated Sporting and Dramatic News 1/-	Punch ..... 6d.	T. P.'s & Cassell's Weekly..... 2d.
	Radio Times ..... 2d.	World's Pictorial News..... 2d.

EDITOR & PUBLISHER
SPACE BUYERS CHART

EDINBURGH, SCOTLAND

City Classed as Capital of Scotland

Population

1911 Census 320,318
1921 Census 420,281

Banks

Savings .... 2 Deposits ..£9,134,000
National ... 8 Deposits £247,226,905

Schools

Secondary and Technical	...170	Pupils....	69,718
Colleges	6	Students..	9,217
University	1	Students..	4,101

Theatres

Legitimate, 3; moving pictures, 27; music halls, 1; miscellaneous (dance and other entertainments), 5.

Location

Situated on the southern shore of the Firth of Forth, East of Scotland.

Principal Industries

Printing, brewing, and the manufacture of rubber goods, distilling, baking and biscuit making, engineering.

Special Information

Edinburgh, as the capital city of Scotland, is the leading centre of business thought as well as social activities. It has a famous University and Medical Schools—it is a centre of education, literature, and art. It is the seat of the Law Courts of Scotland. It is a highly popular tourist and holiday resort. Its natural beauty and handsome buildings, its historical and literary associations, the ancient Palace of Holyrood, attract many thousands of visitors every year.

Churches

Presbyterian, 150; Episcopalian, 25; Roman Catholic, 7; Baptists, 11; other denominations, 30.

Wholesale Houses

Groceries	45	Shoes	9
Meats	8	Dry Goods	6
Fruits	21	Hardware	6

Trading Area (Radius in which Edinburgh houses deliver by Motor)

Town of Dundee on North, 45 miles distant; Galashiels on South, 33 miles distant; Glasgow on West, 48 miles distant; N. Berwick on East, 22 miles distant.

Newspapers

Evening—Dispatch, News. Morning—Scotsman.

Retail Tradesmen's Shops

Motor Garages....	90	Druggists	110	Furniture	75	Ladies' Tailors ...	50	Music	41
Bakers	123	Drapers	160	Furriers	25	Men's Wear	75	Restaurants	40
Cigar Stores.....	180	Department Stores	12	Grocers	160	Merchant Tailors .	55	Shoe Dealers	160
Clothiers	250	Electrical	75	do. licensed	260	Milliners	80	Sporting Goods ...	40
Confectioners	250	Florists	44	Hardware	40	Opticians	35	Stationers	140
Dress makers	86	Fruiterers	150	Jewelry	100	Photographers	50		

THE SCOTSMAN

Established 1817

Scotland's National Newspaper

From the centre of Scotland's national life, "The Scotsman" circulates to the limits of its native country, and across the border far into England. The only morning paper published in Edinburgh, it appeals direct to the Administrative, Legal, Banking, Insurance and Business interests concentrated in the Capital. Of certain classes of advertisements it has almost a monopoly; for all others it secures wide publicity in a country distinguished for business enterprise and prosperity.

North Bridge :: :: EDINBURGH

London: 63, Fleet Street, E.C. 4. Manchester: 24, Market Place. Glasgow: 24 George Square.

JOURNALISM LIBRARY
Not to be taken from this room

THIS ISSUE—WHAT THE POSTAL REPORT MEANS TO PUBLISHERS

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

1884 1924

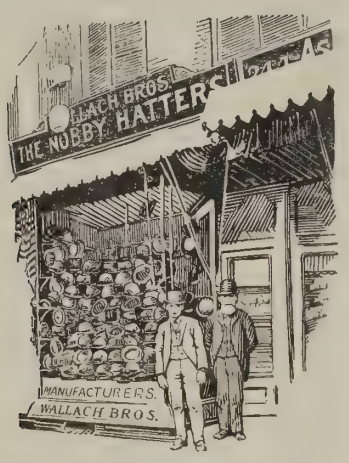
SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1926, at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 28 | NEW YORK, DECEMBER 6, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

TELL IT TO *SWEENEY!*

—*Wallach Brothers do*



Wallach Brothers' original store of 1887

IN 1887, two young men opened a store at 244 Bowery on the lower East Side of Manhattan. Their shingle acclaimed them "The Nobby Hatters, Wallach Bros." Three years later they extended their store to 240 and 238 Bowery. The Bowery of that day was pretty much the Broadway of today, visited, copied, talked of and quoted. In time came growing pains and one by one the establishment of other stores and the abandoning of the original. The firm now has four stores in New York, and will shortly open another on Fifth Avenue near Forty-second Street, crowded crossroads of the Sweeneys—a location that is the apex of ambition for every retailer with means enough to get there and brains enough to stay there.

This progression of the Wallach brothers in four decades from the Bowery to Fifth Avenue is not so remarkable an instance of business expansion as a parallel of the social and economic advance of their customers—the Sweeneys, the average man, the masses.

It must be remembered that this firm was no flashing planet on the business horizon, no monument to new found wants or discovered desires. The Wallach brothers were no Ford, no Edison, no Rockefeller, no Northcliffe, not even a Chaplin or Wrigley, with indispensable inventions, imperative essentials, with new satisfactions for insatiable appetites. They were dependent wholly upon the fortunes and fashions, the whims and wants of the consumer; subject also to mistakes and uncertain sources of supply. Indeed their merchandise at most is only semi-staple, depreciating with time and not absolutely necessary to anybody; a breakfast can be eaten only once, but a hat with persistence can be pushed through three seasons. So the affairs of Wallach Brothers are, as the economists say, an index of the status of the Sweeneys.

* * *

THE Nobby Hatters of 1887 opened their place of business at 6:30 A.M. and kept it open until the following A.M. They featured a nifty line of derbies, which were much worn that season by Boweryites as well as the then Prince of Wales. The hats were attractively priced at $1.90, $2.40, and for heavy spenders $2.90—top price. Ten cents were refunded to customers who came from beyond walking distance on the cable cars.

The fashionable Mr. Sweeney of 1887 favored, beside the derby or silk hat, a cutaway or Prince Albert coat, patent leather shoes, black silk shirt sometimes embroidered on the bosom with polka dots, and a black bow tie. A good suit cost eight dollars, suspenders free. Mr. Sweeney enjoyed a shave, with shine thrown in, for ten cents; a hack ride at two bits an hour; a show from a box seat at $0.75 without war tax or scalper's split; a big beer at $0.05; and the best room in any hotel for two dollars. Happy days, eh? But remember, too, that anybody who earned fifty dollars a week was pointed out to admiring strangers!



1884—1924
The fashionable Mr. Sweeney

Today Wallach Brothers sell the Sweeneys Manhattan shirts at $2.50 to $12.50; Hart Schaffner & Marx clothing at $35 to $85; Stetson Hats at $7 to $15; Berkley neckwear at $2.50 to $5, Florsheim shoes at $9, $10 and $11; and other nationally advertised standard priced merchandise. In 1887, their annual business was about ten thousand dollars. In 1923, it was more than a thousand times as much—an increase due not so much to more customers as better customers. And incidentally, Wallach Bros. are telling it to Sweeney in *The News*.

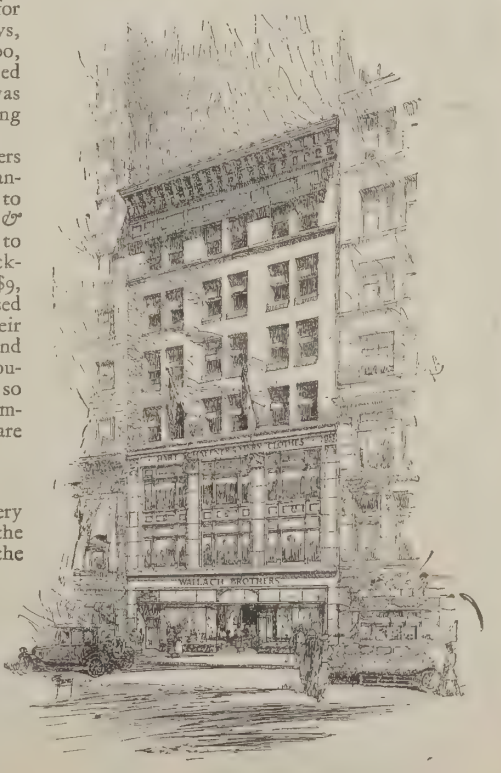
* * *

HOW are the Sweeneys on the Bowery buying today, the masses on the much maligned East Side where the Wallach brothers made their start? An investigation disclosed the fact that 240 Bowery, the location of Wallach Brothers thirty-four years ago, now holds Stark Brothers, clothiers, who carry suits and overcoats at $25 to $70, with average clothing sales of $45; they also feature dinner coats at $52.50 and up. Down at 210 Bowery is McCann's Hat Store, stocking Stetsons at $3.45 to $10.00. And nearby at 4 Delancey Street is Philip Kronfeldt, haberdasher, whose stock includes Manhattan and other shirts at $4.00 to $23.50, Hickok Belts, Fashionknit ties, Phoenix, Holeproof and Interwoven hosiery, underwear as high as $20, and large stocks of silk mufflers, linen handkerchiefs.

* * *

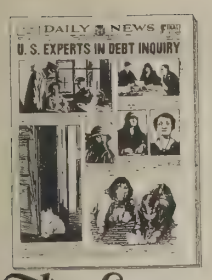
SO THE buying power of the Sweeneys is not localized, but universal; the poorest residence districts of New York are among the best markets. These markets may be yours as well as Wallach Brothers'—more business here to the square mile, to the dollar of effort, to the working day than anywhere else in the world.

If you do business here, you need *The News*, a medium big enough to sell this market—the Largest Daily Circulation in America, 97% concentrated in New York City proper. If you think of advertising in terms of sales, you must logically buy *The News* first in New York. Get the facts!



The new Fifth Avenue store

Most of the Sweeney series have been issued in folder form. A request on your business letterhead will bring the series.



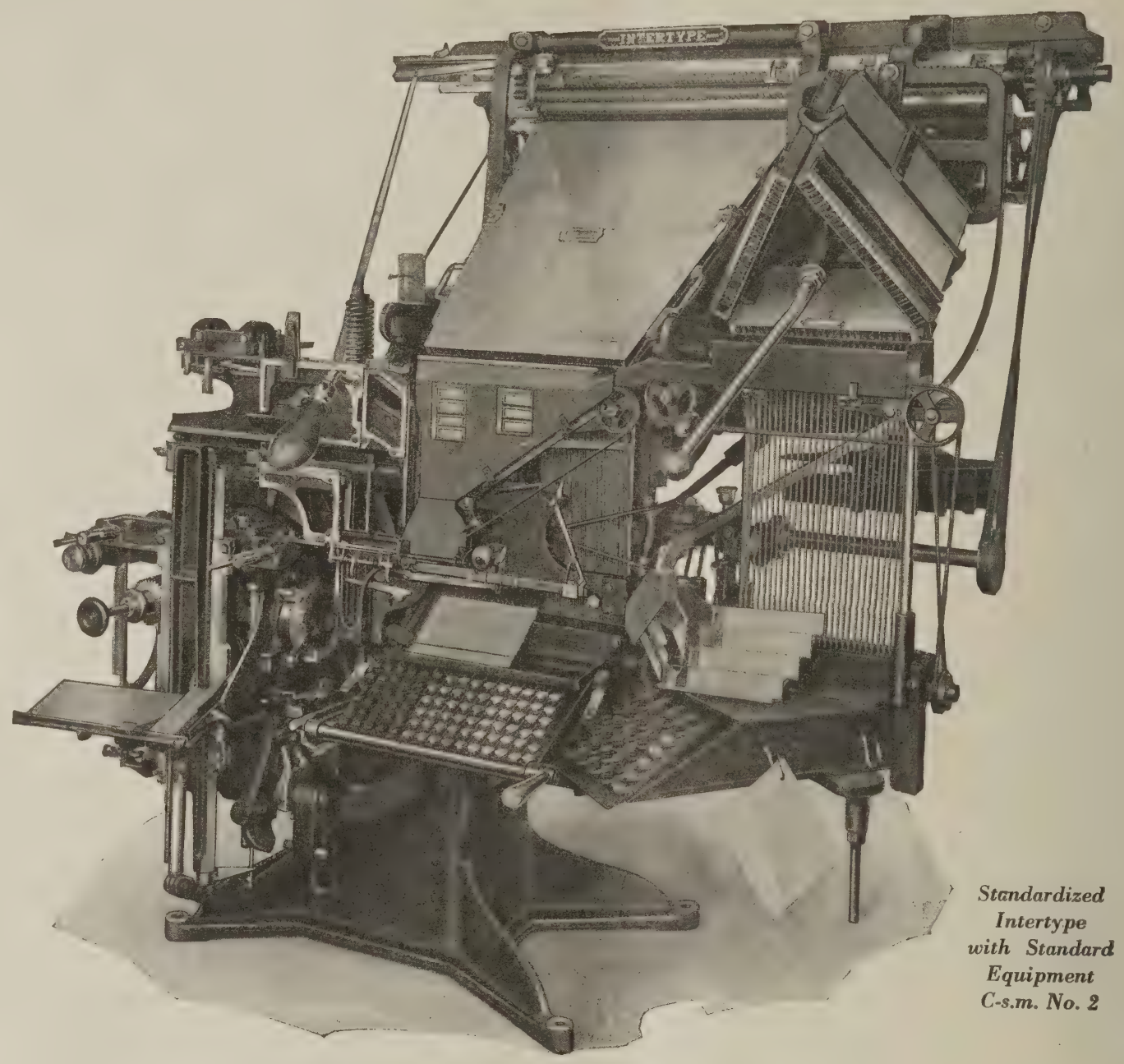
The Largest Daily Circulation in America

Daily Average
786,398
Sunday Average
807,279

A. B. C. Report for six months ending September 30, 1924.

THE NEWS
New York's Picture Newspaper
25 Park Place, New York—7 S. Dearborn Street, Chicago

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



Standardized Intertype with Standard Equipment C-s.m. No. 2

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A simpler machine must cost less to maintain. Parts which do not exist cannot wear out.

Every dollar spent in unnecessary parts, every production hour lost waiting for preventable repairs, must come out of your profits.

There are dollars in mechanical details. Intertype simplifications and improvements help put more type on the bank—and more cash in the bank.

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R & PUBLISHER

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Charter Member Audit Bureau of Circulations.

Chapero

NEW YORK, DECEMBER 6, 1924 No. 28

¶ It's ate Fight to Follow Postal Report iting Big Deficit to Second Class

eavy Losses Charged to Newspapers and Magazines—Allocation of Costs Questioned — ort Carries No Recommendation and Is Open to Investigation in Committee Meeting— General New Defends Accuracy of Report.

By J. BART CAMPBELL

ASTER GENERAL HARRY NEW sent to Congress this week rt on the cost of handling the l classes of mail which, insofar as ncerned second class matter, amazed spaper and magazine publishers and said, according to close observers, to e created the biggest rumpus that the toffice department has witnessed in rs.

he first important fact in the report is t the department lost nearly $40,000,- in 1923, its revenues totalling $534,- 171.78, against expenditures of 4,218,873.96.

econd-class mail, according to the re- t, paid into the Government $31,214,- .47, and cost $105,927,294.14, the ttling alleged deficit being $74,712,- .67.

arcel post returned revenues, ac- ding to the report, of $120,649,662.42 l this class of postal service is repre- ted as having cost the department 7,556,416.24, a loss of only $6,916,- .82.

he remarkable alleged deficit charged second class mail is the bone of con- tion.

ow were those figures arrived at? hat items of postal expense were rged against second-class matter, what ainst parcel post and other divisions? t is known that the matter was carried the White House, that the Postmaster neral stood firmly behind the postal icials who made up the figures and that h insisted upon sending the report to ngress, although the allocations of cost re being hotly disputed.

There is a persistent report in Wash- gton that General New and President olidge are not in agreement on the re- rt as it was submitted to Congress. is carefully pointed out at the White use that the report is not an adminis- tion document, but a congressional re- rt made as a result of a Senate resolu- n. As EDITOR & PUBLISHER indi- ted last week the responsibility for ting on the report or making any mmendation with it as a basis will st with the Senate.

General New by no means indicates at there is any division of view among ministration officials as to the proper location of postal charges in the report.

That a fight will be made in the Senate, ere is not the slightest doubt. Hearings fore the Senate Postoffice Committee e expected to air the whole matter of ether the charges made against second ass matter, showing it to lose the gov- nment $74,712,868.67 in a single year, ere properly ascertained, or whether her classes of mail matter, particularly rcel post, were favored in their show- g by arbitrary allocation of cost charges.

General New and his subordinate offi- als are expected to stand firmly for their port, aided by two firms of certified blic accountants who were called in to eck the report and approve it.

Postmaster General New's report hows daily and weekly newspapers are harged $68,301,054.55, or 64.48 per cent of the total expenditures for second class. Daily newspapers are assigned 43.69 per cent of the total expense, as the cost of handling this class of mail was estimated at $46,273,540.09. The weekly newspapers are charged with $22,027,514.46, or 20.79 per cent of the total cost of second class matter.

The report asserts publications listed as scientific, agricultural, religious, fraternal, or trade journals, cost the Government $20,464,473.50, or 19.49 per cent of the total second class expenditures. The so-called popular magazines are included under a heading "all other publications" and the department states these periodicals are charged with $13,449,813.96, or 12.70 per cent of the total cost of second class mailings.

Another sub-class of second class publications, known in the report as "transient," are assigned $3,611,706.19, or 3.41 per cent of the total second class costs. "Transient" is a term assigned to publications not made up at the offices of publishers, but which are given to the post office department for delivery.

The Postmaster General states the deficit on fourth class, or parcel post, amounts to $6,916,753.82. Sometime ago the then Postmaster General Hubert Work, sent a communication to the Inter-State Commerce Commission stating parcel post had grown from 4 per cent in 1911, to approximately 65 per cent of the total volume of the mails.

The report assigns second class matter $34,375,097.11 as its share of rural delivery charges. The daily newspapers are charged $18,019,508.42, and the weekly newspapers $10,904,179.69. Scientific, religious, trade journals, etc., cost the Government $3,658,472.49 in the rural mails, and the "transient" papers $215,969.89. "All other publications" $1,576,965.62, according to the report.

The daily newspapers are assessed $8,425,454.93 out of a total of $9,823,048.17 chargeable to second class under the item "Railway Post Office."

Mr. Joseph Stewart, who signed the report as executive assistant to the Post Master General, states "This amount is apportioned to the sub-classes of second class on ratios of volumes of the respective sub-classes of second class, distributed during the statistical period in railway post office space."

In the general post office overhead the daily newspapers are charged $9,447,754.49 out of a total of $34,252,175.33. The weekly newspapers are assessed $8,455,954.04; scientific, agricultural, trade, etc., publications, $9,862,502.89; "all other publications" $4,383,060.05; "transient" publications, $2,102,902.92.

An analysis of the expenditures under "transportation" shows the daily newspapers are charged $14,182,699.21 out of a total of $27,021,743.59. The weekly newspapers are assessed $1,731,145.34; scientific, agricultural, trade, etc., publications, $4,694,606.28; "transient" publications $941,319.51; "all other publications" $5,471,973.25.

There is considerable speculation as to when or how Congress may act on the report which has apparently become inextricably interlocked with the moot question of when or how postal employes are to get the promised fattening of their pay envelopes.

The Washington Times this week set forth clearly the prevailing situation when it stated:

"An attempt will be made in the Senate to override the presidential veto of the postal wage bill granting salary increases amounting to $63,000,000 to 300,000 postal workers throughout the United States. Approximately 4,000 Washington men and women who work at the City Post Office and at the post office department are anxiously following this measure, the passage of which would be an acceptable Christmas gift, inasmuch as the increases average $240 a year."

Senator Walter Edge, of New Jersey, Chairman of the Joint House and Senate Post Office Committees which drafted the salary bill, made it plain that he will try to stave off immediate overriding of the President's veto, but also made it plain he will favor overrid-

READY NEXT WEEK!

Advertising Men and National Merchandisers Please Take Notice

EVERY advertising man and sales manager of nationally advertised merchandise will use, whether he owns it or borrows it, the edition of EDITOR & PUBLISHER which will come from the press next week.

It will contain the huge Space Buyers' Guide, upward of 300 solid pages of condensed and classified business facts descriptive of the cities and towns of the United States and Canada where daily newspapers are published.

Nothing like it exists. It is the reference book that advertising and sales managers have been demanding during a decade. It is a complete, comprehensive, authoritative survey of 1,200 American communities, population and *character* of population, social statistics, financial resources, principal industries, manufacturing establishments, residential features, retail shopping districts, trading areas, wholesale houses, number of retail outlets for nationally advertised products in 37 lines of trade, and a wealth of special information to guide any advertiser to an intelligent selection of fields.

Nowhere else can you find these facts in one compilation. Our statistics and facts have been obtained through the co-operation of newspapermen in 1,200 cities and towns, chambers of commerce, boards of trade, banking institutions, the Government Census and countless other sources. This effort represents the co-operation of at least 2,500 people. During recent weeks fully 25,000 letters have been exchanged to make this edition possible.

What are you going to do with this book to make money for your advertising clients? It is intended to make advertising pay higher dividends than ever before. No longer will the space buyer work in the dark when he is dealing with the character of any American trading centre.

Do you want to sell merchandise to an industrial population?

Are your goods appropriate for miners, farmers, factory workers, tenement dwellers, one and two-story family house holders, English speaking people, colored people, folks who heat their houses with gas, folks who drive over dirt roads? Does it mean anything to you that a town in Georgia has 18 wholesale grocery establishments, two wholesale hardware stores, 15 passenger automobile agencies, 52 cigar stores, 11 retail jewelry stores, that there are very few apartment houses there, that there are 20 per cent negroes, 7,000 school children, 13 Baptist churches and that the three national banks have total resources of $15,389,299.22? These are but suggestions as to a multiplicity of Guide uses.

At the recent convention of the Association of National Advertisers at Atlantic City it was declared that the greatest need of the business world was just the sort of statistics which this edition of EDITOR & PUBLISHER will give to its subscribers next week. It has been estimated that it would cost a million dollars to survey the country. We have done the United States and Canada at much less cost, but this book will be worth many millions of dollars to the advertising and selling industry to which it is dedicated.

If you are a regular subscriber of EDITOR & PUBLISHER the Guide will be delivered as a single number. If you are not a regular subscriber send this week $4 for the Guide and the regular editions for one year, including the International Year Book to be issued as usual in January. Act now, please! We shall not print a surplus.

ing of the veto rather than see the measure lost.

"I had several talks with President Coolidge regarding the postal pay bill" Chairman Edge said. "I know he vetoed it because it did not raise revenue to provide for the increases. I am hopeful that he will be amicable to the overriding of the veto. However, through the introduction of a separate bill which will increase postal rates to the extent of $43,000,000 per annum, this is within $20,000,000 of the amount necessary to pay the increased salaries.

"I do not agree with the plan to incorporate revenue producing provisions in the increased salary bill. We have never coupled these two items before, and I think that all salaries should be absorbed in the same manner as in the past.

"Why destroy the vetoed postal increased wage bill after it has gone nine tenths of the voyage by inserting some revenue-producing clauses which may not be accepted?"

Chairman Edge said that he is hopeful that the Senate leaders will agree not to act on the veto until after the cost ascertainment report has been forwarded to Congress by the Postmaster General. "With the cost ascertainment report in hand," Senator Edge said, "we will be able to draft a separate revenue producing bill and put it through immediately following the enactment of the one now before the Senate."

In short, it is the intention of Chairman Edge to secure the early enactment of the postal wage increase bill in a manner which will not embarrass President Coolidge. He feels that if the separate revenue producing bill is introduced before the veto is overriden that the President will let it be known that he is now reconciled to the measure which he vetoed in the dying days of the last session.

The increased wage bill for postal workers probably has had more unified support both in the House and Senate than any other bill of its kind ever before introduced. When joint hearings were held on the wage bill between 300 and 400 senators and congressmen personally appeared before the Committee at the behest of their constituents and unqualifiedly let it be known that it had their hearty support.

Postmaster General New's report has been ordered printed by the Senate which means at least two weeks in the Government printing office and no action by the Senate can come until after the Christmas Holiday.

This is the first cost ascertainment report made to Congress in a decade and is the one to which President Coolidge referred in his veto of the postal salary bill on June 7 last.

The postal salary bill which the President vetoed would add approximately $68,000,000 to the annual expenditures of the Government.

The last official ascertainment of the cost of carrying and handling the mails was made by the Post Office Department in 1909 and was carried forward by the Hughes Commission in 1911. Much of the data obtained for that ascertainment was from the special weighings of the mails of 1907 authorized by Congress. Since the findings of the Hughes Commission extensions of estimates have been made by the department from time to time, but have become unsatisfactory because of radical changes in the condition of the service, both with reference to increased expenditures and increases in the weight and volume of the mails as a whole, and of particular classes, which have radically affected their relations to each other.

Postmaster General New points out that the report is merely a fact-finding statement. It does not make any recommendations whatever with respect to postage rates. That matter is left in the hands of Congress.

Members of the postal committee of the American Newspaper Publishers Association plan to hold a special meeting with Postmaster General New in Washington, D. C., Dec. 9, EDITOR & PUBLISHER learned this week. It is understood the postal cost report which has just been lodged with the Senate will be discussed.

SUMMARY OF REMARKABLE FINDINGS IN POSTAL REPORT

THE following table shows in detail the revenues and expenditures of the Post Office Department in each branch of the service in 1923, according to a report of Postmaster General New now before Congress:

Classes	Revenues	Expenditures	Gain
Paid first class	$271,894,051.49	$191,476,335.17	$80,417,716.32
Postal Savings	5,409,504.00	708,092.95	4,701,411.05
Total gain			$85,119,127.37
			Loss
Second class	$ 31,214,425.47	$105,927,294.14	$74,712,868.67
Third class	43,844,940.77	60,136,516.25	16,291,575.48
Fourth class	120,649,662.42	127,566,416.24	6,916,753.82
Franked matter	.....	357,819.45	357,819.45
Penalty matter	.....	6,214,131.44	6,214,131.44
Free for blind	.....	27,315.29	27,315.29
Foreign	12,871,746.39		
Receipts foreign mail transit	115,419.03	17,591,003.59	4,603,838.17
Money order	11,601,425.82	21,141,936.99	9,540,511.17
Registry	8,005,579.20	18,379,593.01	10,374,013.81
Special delivery	8,175,648.33	8,297,645.67	121,997.34
Insurance	7,185,771.14	8,331,730.60	1,145,959.46
C. O. D.	4,079,143.35	5,904,580.74	1,825,437.39
Treasury savings	.....	221,809.28	221,809.28
Total	$525,047,317.41	$572,282,220.81	
Total loss			$132,354,030.77
Loss, excluding unassignable and unrelated items	.....	.....	47,234,903.40
Less unassignable revenues	7,773,776.74	.....	7,773,776.74
Net loss, excluding unrelated	.....	.....	39,461,126.66
Unrelated	1,592,077.67	1,936,653.15	344,575.52
Grand totals	$534,413,171.78	$574,218,873.96	$39,805,702.18

L. B. Palmer, A. N. P. A. manager, declined to discuss the proposed meeting, and refused to either affirm or deny that it was to be held.

J. D. Barnum, *Syracuse Post-Standard,* is postal committee chairman, and A. G. Newmyer, *New Orleans Item,* vice-chairman.

DROPPED FROM A. B. C.

Peoria Journal, Transcript and Sunday Journal Transcript Out

Members of the Audit Bureau of Circulations were surprised this week to receive notice that the Board of Directors at a meeting in New York on Nov. 21 had considered charges against the *Peoria* (Ill.) *Journal,* the *Peoria Transcript* and *Sunday Journal Transcript,* and had dropped them from membership.

It was alleged in the published announcement that the papers had been found "guilty of conduct endangering the welfare of the Audit Bureau of Circulations."

No official amplification of this extraordinary announcement could be obtained from either side, but EDITOR & PUBLISHER learned that the difficulty grew out of the employment by the newspapers of an auditor who was, whether rightfully or not, considered by A. B. C. as attached to that organization.

The incident is referred to as an "unfortunate controversy," the merits of which are not known because both A. B. C. officials and representatives of the newspapers, including the auditor in question, refuse, or have failed to reply to questions.

"NO COG SLIPPED"

Martin Praises A. P. Men for Efficient Election Service

The Associated Press this week issued a two-page broadside containing editorial comment and letters from editors, complimenting the association on the service rendered in covering the general election Nov. 4. Included is a personal tribute to all A. P. men signed by Frederick Roy Martin, general manager.

"Not a human cog slipped", Mr. Martin said. "No reporter turned prophet, no tabulator tired. The board of directors has asked me to extend to you all its congratulations upon the excellence of your work during the campaign. This the board did enthusiastically on its own initiative. To pass this praise on to you, who have so well earned it, is a great privilege and pleasure."

DU BOIS DIES OF BURNS

Beckwith Agency Man's Cigarette Sets Fire to Bed

Samuel Webster Du Bois, 49, advertising man, for the last 12 years associated with the S. C. Beckwith Agency, New York special representatives, died Nov. 29, from burns he had received in a fire in his New York home two days before.

Mr. Du Bois fell asleep with a lighted cigarette in his hand, and it set fire to his bed.

Mr. Du Bois was born Oct. 18, 1875, at Tuscaloosa, Ala., and was a member of an old Alabama family. He was graduated from the University of Alabama and Vanderbilt University.

When he first came to New York he was associated with his father in the advertising business. Then he joined the firm of Hand, Knox and Cone, special agents, where he remained many years. He left this firm to become associated with the New York office of the Cloverleaf Newspaper group, under A. K. Hammond. From this position he went to the Beckwith Agency.

"He was the sort of man who never made an enemy", said a friend in tribute this week.

TO RESTRICT BILLBOARDS

Nash Motors Says It Will Use Only Commercial Locations

Co-operation in the movement underway to restrict outdoor advertising to commercial locations was promised this week by the Nash Motors Company of Kenosha, Wis., according to Mrs. W. L. Lawton, chairman of the National Committee for Restriction of Outdoor Advertising.

"We are in favor of the movement for preventing the defacement of scenes and civic beauty with advertising material," the Nash company wrote Mrs. Lawton.

"The policy of the Nash Motors Company is to employ outdoor advertising in commercial districts only. Insofar as is practical we intend to co-operate fully with the aims of the National Committee for restriction of Outdoor Advertising."

The International Harvester Company, another recent recruit wrote Mrs. Lawton they were in "full sympathy" with the work.

New Wyoming Weekly

A new weekly paper, the *Pavillion* (Wyo.) *Press,* has been started by newspaper men of Dubois and Riverton, Wyo.

A. P. CITES N. Y. SU FOR RADIO VIOLATIO

Frank Munsey Asked to Appear Bel Board of Directors Jan. 28 On Charge of Broadcasting Election Returns

Frank A. Munsey, member of the A ciated Press for the *New York Sun,* this week cited to appear before the A board of directors Jan. 28 to answer charge of violating the association's laws in broadcasting election news No

It is understood similar citations w issued to other alleged violators, but Associated Press declined to make na of the newspapers public.

The New York Sun on election ni broadcast returns from station WE New York, in a hook-up with the *Ba more Evening Sun, Detroit News, Bos Post, Pittsburgh Press,* and *Buff Evening News.* This hook-up was en neered by the United Press Associatio

"We had no Associated Press conn tions at the broadcasting station", was comment of Keats Speed, managing edi of the New York Sun, on the citation.

The A. P. citation charges the N York Sun with violating Article VII, s tion 5 and Article VIII section 7 of organization's by-laws.

These sections follow:

Article VII, section 5: "A mem shall publish the news of the Associa Press only in the newspaper, language, and the place specified in certificate of membership, and he sh not permit any other use to be made the news furnished by the Corporat to him or to the newspaper which represents."

Article VIII, section 7: "No mem shall furnish, or permit any one furnish, to any one not a member of t Corporation, the news which he is quired by the By-Laws to supply to t Corporation."

The citation addressed to Mr. Muns reads as follows:

"You are hereby cited to appear bef the board of directors of the Associat Press at general headquarters, New Yo Jan. 28, 1925 at 11 A.M., to answer the charge of violating Article VII, S tion 5 and Article VIII, section 7 of t by-laws in broadcasting election news t night of Nov. 4".

The WEAF hook-up, in which t Sun participated, reached 6,000,000 ra listeners, according to estimates. Vila, sporting editor of the Sun, w on the program.

Other Associated Press members w broadcast election returns, gained fr the United Press or other sources, cluded: the *Chicago Tribune,* the *Chica Daily News,* the *Chicago Herald Exa ner;* the *Chicago Evening Post;* the *N York American,* the *Brooklyn Eagle,* t *Memphis Commercial Appeal, Portla Oregonian; Detroit Free Press, Fo Worth Star Telegram,* and the *Kans City Star.*

INVITE WALES TO HOUSTON

Mayor Oscar F. Holcombe and W. S. Patton, president Advertising Association of Houston, Monday sent a specially engraved invitation to the Prince of Wales requesting the presence of His Royal Highness at the 1925 convention of the Associated Advertising Clubs of the World in Houston in May. Reservations for the Prince have already been made by members of the Cape Town Club of South Africa, with whom he is expected to make the trip.

Mayor Holcombe will appoint a committee to accompany President Lou Holland to Washington to extend the formal invitation to President Coolidge, Secretary Hughes and Secretary Hoover to attend the convention.

PICTURES BY RADIO NEW SCIENTIFIC TRIUMPH

Radio Corporation's Invention Successfully Transmits Photographs from London to New York in 20 Minutes—"Press Rate" Makes Cost to Dailies $42 Per Picture

By C. D. WAGONER

THE transmission of photographs across the Atlantic by radio is no longer an experiment but a reality. This was publicly demonstrated last Sunday by the Radio Corporation of America in the presence of a large delegation of newspaper men and prominent scientists, who gathered in the corporation's laboratory at Broad street, New York City and for hours watched a small machine with an evolving cylinder "tick off" pictures that were being transmitted through the ether from Marconi House in London, more than 3,000 miles away.

The average time for reception of a picture, 3½ by 5 inches, was 20 minutes. Allowing 15 minutes for the time necessary in taking a picture, developing and drying a negative ready for the radio transmitter, it means a picture will arrive in New York ready for the press 35 minutes after it is taken in England.

In demonstration Sunday, a picture of the S. S. Reclamation, which went aground on the River Tees in England, supplied by a Philadelphia newspaper correspondent to the Radio Corporation's engineer in charge of the sending at London, arrived several hours before the cabled story to go with the picture was delivered in Philadelphia.

Of course this was probably due to the fact that the air was cleared for the radio picture tests whereas the cabled press story undoubtedly took its usual course in the day's trans-oceanic traffic. Nevertheless it shows that when this new process is in commercial operation the editor will be relieved of his worries of holding up a cable or foreign news story for an illustration, when one cannot be readily found in the paper's morgue.

Just how long before Europe and America will be transmitting pictures on a commercial basis depends upon the time necessary to perfect certain improvements in the radiophotogram apparatus, according to officials of the Radio Corporation. One of the engineers expressed the opinion this might be next spring. Capt. R. H. Ranger, Radio Corporation engineer, who developed the apparatus, is already at work on improved sending and receiving devices, much more simple in operation and more compact than the laboratory apparatus used in the present demonstration.

Gen. James G. Harbord, president of the Radio Corporation, said that there would be no haste to put the wirelessing of pictures on a commercial basis. The work of perfecting the apparatus would be left to the engineers and the inventors, he added.

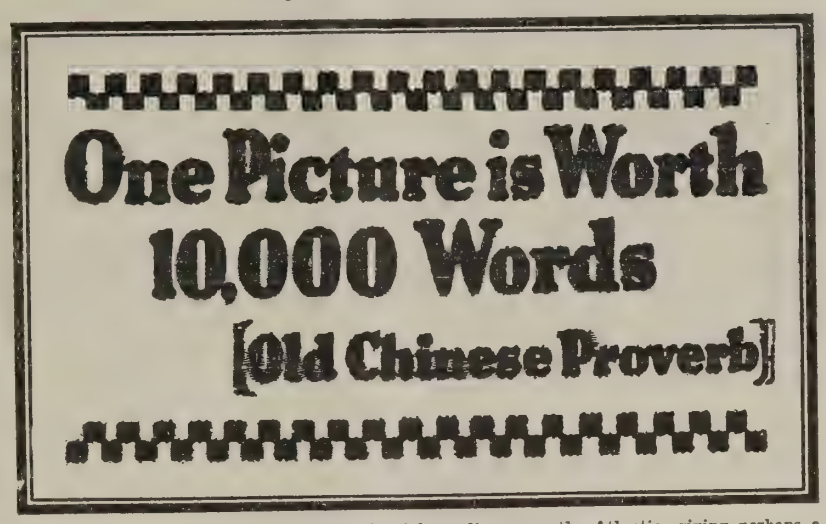
"Now that the principle has been established, we have no fear of the future development," asserted Gen. Harbord, "Doubtless, the time of sending a picture, which is now between 15 and 30 minutes, will be reduced. The quicker they are sent, the lower the price of transmission will be. It may be a few weeks or it may be months before we are ready to invite the public to send pictures."

The question of price for sending pictures is something officials of the Radio Corporation declare they have given little thought. "The cost will probably be regulated by the time required to send a picture," Gen. Harbord said.

"About 600 words can be sent during the time now required to send a picture but I expect the time for sending will be materially reduced before we are ready to enter the commercial field.

The present radio rate for messages is 20 cents a word and the press rate is 7 cents. On the 600 word basis, this would make the present cost to individuals $120 a picture and $42 to the newspapers.

In transmitting a picture, printed matter, or whatever is to be sent by this new method for spanning the ocean, an ordinary camera negative on a film is made. This is developed, dried and then placed around a glass cylinder, which revolves like an old-fashioned cylindrical phonograph record.



How a solid type impression was transmitted by radio across the Atlantic, giving perhaps a foretaste of a future common practice of wirelessing display advertising, whole pages of newspapers, signatures to valuable documents, etc.



Portrait of the Prince of Wales as received by Trans-Atlantic radio.

Inside this glass cylinder is an incandescent lamp, the light of which is focused in a minute beam on the film as the cylinder revolves. The intensity of the light ray passing through the film varies according to the light and dark portions of the film. This ever-changing beam of light, having passed from the inside of the glass cylinder through the film, is focused through a lens on the sensitive element of the photo-electric cell, or transmitting "eye," a recent development of the General Electric research engineers.

This "eye" translates the picture by transforming the light waves into electrical waves or impulses, which can be transmitted by radio much the same as a regular dot and dash message.

The translation is accomplished through the fact that the electrical resistance of the photo-electric cell changes according to the amount of light thrown upon it. Having passed through the "eye" the electric waves go through a series of vacuum tube amplifiers and are fed into a modulating device ready for transmission. At this point the electrical interpretation of the picture is ready to leave London.

Over land wires it travels 220 miles to the Carnavon, Wales, transmitting station of the Marconi Wireless Telegraph Company, which lent its facilities for the demonstration, co-operating with Donald G. Ward, Radio Corporation engineer, who took the transmitting apparatus to London.

At the Marconi station the electric impulses on the land wires operate small relays which turn on and off the high value currents flowing from the 200-kilowatt Alexanderson generator, an American product, to the antenna. This high power electrical energy, leaving the antenna in interrupted impulses similar to dots and dashes of the telegraph code, on a 14,000 meter wave length, creates the ether waves which carry the photograph through space.

The picture is received at the Riverhead (N. Y.) station of the Radio Corporation just as a radiogram is received, but instead of readable dots and dashes it is an undecipherable series of impulses. These pass through amplifiers and land wires to the Broad street laboratory. There they are unscrambled and translated back into the black and white of a picture.

In decoding the complex photo message, the receiving apparatus gives each electric impulse a definite task to perform in reassembling the picture. The picture is reproduced in duplicate, both in ink on a paper record and on a photographic film.

The paper is wrapped about a rotating cylinder and a specially constructed fountain pen bears against it as does a needle on a phonograph record. Then pen is attached to an electrically controlled lever in such a way that every pulse of electrical current, which passes through the magnet coils of the relay lever, draws the pen to the surface of the paper, making a fine dot or dash in ink.

A changing current fed through the magnet coils causes the pen to wiggle in step with the current, thus giving a stippled effect to the picture, which is reproduced vertically, line by line, in perfect synchronism with the sending apparatus. The harmony is maintained by special driving motors and other devices.

The making of the ink record, which is essentially a shorthand method of transcribing the picture, is visible in all its operations. The photographic record, made simultaneously with the ink record, is made on an ordinary camera film inside a specially constructed camera, a beam of light playing upon the film in place of the pen upon the paper. The film is then developed and pictures made from it.

The genesis of the present invention, General Harbord declares, is traceable to a suggestion made by Owen D. Young, chairman of the General Electric and Radio Corporation's boards and former reparations agent under the Dawes plan.

In February, 1923, shortly after Gen. Harbord had become president of the Radio Corporation, he was given a dinner by the corporation's employes. Mr. Young was the principal speaker.

"What we really want from radio in

(*Continued on Page 28*)



Captain Ranger receiving a radio picture from the sending station across the Atlantic Ocean.

ROBERT K. LEAVITT NAMED NEW A. N. A. SECRETARY-TREASURER

Former Advertising Manager of Onyx Hosiery, Inc., Picked to Succeed John Sullivan, Resigned—Outlines Association's Work

ROBERT K. LEAVITT, for the last four years advertising manager of "Onyx" Hosiery Inc., was this week appointed secretary-treasurer of the Association of National Advertisers, succeeding John Sullivan, who resigned because of ill-health after ten years of service.

Mr. Leavitt has long been active in the A. N. A. as representative of his company. He has been a director and member of the executive committee since September 1923, chairman of the membership committee during the past year, and chairman of the New York chapter since last September.

In an interview with EDITOR & PUBLISHER shortly after announcement of his appointment, Mr. Leavitt stressed the new A. N. A. policy of co-operation with groups of advertising agents and publishers.



ROBERT K. LEAVITT

"The object of our association," Mr. Leavitt declared, "is to watch and safeguard the rights and privileges of the advertisers. We stand first and last behind the man who pays the bills.

"But, as President Sumner said, 'the policy of the association is now and will continue to be one of co-operation.'"

Mr. Leavitt in the interview disclaimed he was the "mouth-piece of the association." He said he preferred to "work first and speak later." He consented, however, to review the aims and plans of the A. N. A.

Completion of an extensive circulation survey, re-organization of the headquarters office in New York, and an active membership campaign confront him when he assumes his duties as A. N. A. secretary Dec. 15.

"The association has practically completed a survey of magazine circulation," he said. "The results may be ready for publication shortly.

"We undertook this survey with a view to finding out something about the much discussed duplication in magazine circulation and also to learn as much as possible about the reading habits of certain classes of people.

"To assist our membership in unraveling this problem, we divided magazine readers into three groups, business executives, clerks and factory workers. We sent out questionnaires to a big list representing these three groups, and the tabulated replies should prove interesting.

"When we have completed this magazine survey, we intend to continue our investigations of reading habits and circulation values to other publications. We hope that by working in co-operation with publishers of the various media to uncover the true facts of circulation, beyond mere figures."

As chairman of the membership committee of the A. N. A. for the past year, Mr. Leavitt is keenly interested in the work of interesting national advertisers in the benefits to be gained from enrollment in the organization of which he has now been named secretary-treasurer. The A. N. A. membership at present numbers 309, he said, representing a considerable increase over a few months ago.

"More and more big national advertisers are beginning to realize the value of A. N. A. membership," he declared.

"To non-members, our annual and semi-annual conventions stand out as the most important features of association activities, whereas it is the daily office routine which is proving most productive.

"We are, for example, continually active in taking measures to circumvent unwise attempts to interfere with business on the part of municipal and state governments. We have and will continue to fight against the proposal to tax advertising.

"In addition to this, we have in our 14 years of operation, gathered together a most comprehensive file of advertising information of tremendous value to advertisers. This has enabled us to build up a service which puts at the finger tips of any advertiser member information on every conceivable subject concerning advertising and selling. In effect we have a veritable mine of information, which is always kept up to date and which is always available to members.

"To handle the collection and filing of this information efficiently, our headquarters office in New York is divided into three departments. They are: the General Data Department; the Publication Data Department, and the Export Data Department."

Mr. Leavitt, who lives in Pelham, N. Y., was graduated from Harvard, Class of 1917, having specialized in economics. During his college years he had a taste of journalism on the staff of the *Harvard Lampoon,* the humorous publication of the university.

During the war, he served for two and a half years in the army as first lieutenant of infantry, spending 16 months in France. He was made advertising manager of "Onyx" Hosiery Inc., in March, 1920, and has held that position continually since.

G. Lynn Sumner, the new president of the Association, in a statement to members, says: "Mr. Leavitt has accepted the appointment, which came to him as a complete surprise, and he will assume his new duties at Headquarters on Dec. 15.

"Your officers feel that for many reasons a particularly happy selection has been made. Mr. Leavitt is singularly well qualified for success in the work. He is intimately familiar with the activities of the headquarters office, and as one of our most active members knows the problems, the purposes and the ideals of the Association. He will therefore be able to assume without delay an efficient, understanding management of the Association's affairs."

TO MERGE PROPERTIES

Macfadden to Combine Newspaper and Magazine Corporation

Bernarr Macfadden, publisher of magazines and the *New York Evening Graphic,* is completing arrangements to consolidate the two different corporations which now control his magazine and newspaper interests.

Agreement has been entered into between director of Macfadden Publications, Inc., the magazine company, and of the Macfadden Newspaper Publishing Corporation, to this end. Stockholders will vote on the proposal at a meeting in New York Dec. 10. Mr. Macfadden is president of both corporations.

WANTED! A CHRISTMAS STORY

EDITOR & PUBLISHER herewith offers $50.00 as a prize for the best original Christmas story submitted on or before December 15, the following terms to govern:

To be written by the member of a daily newspaper staff.

To concern fiction characters in newspaper work.

Not to exceed 1500 words.

To be selected by the Editors of EDITOR & PUBLISHER, who reserve the right to return unselected stories or to retain any manuscript at usual space rates.

EDITORS ASK LIBEL LAW REVISION

Texas Managing Editors Recommend Consolidated Suits at Meeting in Austin—E. T. Cutter Speaks—Perkins Reelected President

The Texas Managing Editors Association closed its annual meeting in Austin Monday, with the re-election of President A. L. Perkins of the *Galveston Tribune,* and Secretary George B. Doran, of the *Dallas News.*

The editors went on record favoring amendments to the Texas libel laws to permit consolidation of libel suits growing out of the same matter, each paper retaining full right to present all testimony; and for a clearer definition of privileged proceedings of public meetings. The editors selected San Antonio for their 1925 meeting place. Austin, Waco, Dallas and Texarkana were bidders for the meeting.

Proposal for an all-Texas big-city associated press wire, supplementing present wire service, was discussed, and met general approval. The plan for additional servce is to be worked out during the next month. E. T. Cutter, superintendent of the central division, Associated Press, attended the meeting.

The editors were entertained by Austin citizens and the *Austin American-Statesman,* which published during their session the first issue of the consolidation of the two former papers.

Oklahoma Daily to Be Sold

Involuntary bankruptcy proceedings have been filed against the *Okmulgee* (Okla.) *Democrat,* by L. H. Schmidt, Samuel Leavy, Nathan Leavy and the Western Newspaper Union.

Bankruptcy has been held up pending the sale of the newspaper, which was scheduled to take place this Friday.

VANDERBILT TO LAUN TABLOID IN MIAMI

No Date Set But Machinery Has B Purchased, He States—Organiz tion Being Formed—Shorey to Pick Staff

Cornelius Vanderbilt, Jr., presiden the Vanderbilt Newspapers, Inc., publisher of the *Los Angeles Illustr Daily News* and the *San Francisco Daily Herald,* definitely announced late last week in Miami, Fla., that he would launch a daily tabloid newspaper in that city. He did not say whether it would be a morning or evening publication.



CORNELIUS VANDE BILT, JR.

The date of publication has not been set, Vanderbilt stated, but declared that chinery had been ordered. A site being obtained and men are being mo in from his other publications, he ad

The Coast publisher would not whether this was to be his third tab or whether another paper was to s in another Eastern city before Miami venture got under way.

"We are working towards the n dle," he said. "We expect in fulfill our promise to our stockholders, to h two newspapers in operation this co ing year. These two will be located the East. One of them will be at Mia We have chosen this city because of growth and remarkable progress d ing the past year.

"We feel certain a Vanderbilt torial tabloid will sell exceedingy w This is not a new proposition with We have been exerting ourselves have had our experts examine this for several months. All of them of the same opinion that we are. T will be the first small Vanderbilt pap small in circulation, but I am cert it will be most profitable."

Mr. Vanderbilt said that Freder North Shorey, supervising editor of Vanderbilt papers, would be in cha of recruiting the new staff. He s every man would be picked and chos and that he expected a most perfect ganization in every way.

Already hundreds of applications being received, he said, and all will given careful consideration. Many n will be sent from the West to head partments. As appointments are ma announcement will be forthcoming.

Offices for Vanderbilt Newspape Inc., have been opened in Miami, in Pa Beach and in Miami Beach, and branch will be opened in other nearby cit shortly. Twelve men from the Ca fornia Vanderbilt papers are in this c already, and more are arriving daily.

The announcement of the tabloid ca as a surprise to residents of Miami.

At the present time there are t daily newspapers in Miami, the *Mia Herald,* morning, published by Frank Shutts, and the *Miami News-Metropol* evening and Sunday, published James M. Cox, former governor Ohio.

Unusual Tribute to M. H. de Young

An unusual tribute was recently pa M. H. de Young, publisher of the *S Francisco Chronicle,* by John Breune owner of the John Breuner Compan large San Francisco furniture store. the center of a seven column advertis ment in the *San Francisco Examine* Nov. 23, Mr. Breuner ran a two colum box in which he praised the civic a complishments of Mr. de Young, decla ing that San Francisco was proud of i veteran publisher and his achievements.

PRESS FREEDOM UPHELD IN FIRST TAX TRIAL

Clearly a Usurpation of Power," Says Federal Judge of Congress Attempt to Dictate Manner of Income Tax Publication In Sustaining Kansas Journal-Post Demurrer — Government Appeals

CLEARLY an usurpation of power . . . a clear transgression upon First Amendment to the Constitution, ich forbids an abridgment of the free-om of the press."

These words are the crux of the gal decision handed down by Judge bert L. Reeves of the Federal Court Kansas City, Dec. 2, when he sus-ned demurrers to the indictments inst the *Kansas City Journal-Post,* ared with unlawfully printing income returns.

"In this view," continued Judge Reeves' cision, "the court is constrained to hold at the enactment is violative of the rst Amendment to the Constitution d is void in law."

Thus was favorably launched for the wspapers of the nation, their latest d most important fight for press free-m. Judge Reeves upheld their freedom d left it to the Supreme Court to deny s decision.

Other newspapers in the forefront of e battle, with test trial pending, are e *Baltimore Post,* scheduled to appear ourt Dec. 9, and the *New York erald-Tribune,* which has asked a ee's delay for preparation of its case. Different from the other indictments rned, the charges made by the Federal rand Jury in Kansas City made in-viduals and not a corporation the de-nants. Walter S. Dickey, owner and lisher, and Ralph Ellis, general manag-geditor, were made defendants. That s singular for the Journal-Post.

Again the Kansas City daily attracted tion-wide attention of newspapers and tions when on Tuesday, just one week r Mr. Dickey and Mr. Ellis were in-ted, Judge Albert L. Reeves, of the eral Court, sustained in toto demur-r filed by the defendants.

In layman language, Judge Reeves up-ld the freedom of the press and left it the Supreme Court of the land to r his decision.

Wednesday, the day following the in-dictment, Mr. Dickey and Mr. Ellis ntered pleas of not guilty to the charges. Thanksgiving day, Senator James A. eed, David M. Proctor and Maurice H. Weiger, counsel for the defendants, pre-ared the demurrers. The demurrers re filed Friday, were argued last Mon-ay and the decision obtained Tuesday.

In all the demurrers the truth of the facts contained in the in-dictments were admitted but the legal fficiency of the charges were challenged.

A few hours after the court had handed down the decision that the section of the internal revenue law construed by the Government as prohibiting newspapers from publishing income tax payments abridged the freedom of the press and "strode the bill of rights," Mr. Dickey and Mr. Ellis were besieged with tele-grams of congratulations from other newspapers and individuals.

"The decision will have a far reaching effect," Senator Reed, who made a fervid plea in support of the demurrers, said. "If it is sustained it will lay a strong foundation for the protection of the Constitution and, most important of all, the freedom of speech and the press—two of the cardinal principles of our gov-ernment."

Some of the most important sections of the decision follow:

"In the instant case the publications give the names of tax-payers and the amounts paid by them. This information has already been yielded to the public as to list of the tax-payers with the amounts paid had been made available for public inspection.

"But it may be argued that publication is prejudicial to the tax-payers. This may be true, and if the Congress has attempted to suppress all publications, its act probably could have been made effective, but in this case the Congress attempted to regulate the manner of the publication of the lists. This was clearly usurpation of power.

"Moreover, if the enactment is susceptible of the construction given it by counsel for the government, the act would be a clear transgression upon the first amendment to the Constitution, which forbids an abridgment of the freedom of the press. In this view the court is constrained to hold that the enactment is violate of the first amendment to the Constitution and is void in law.

"It is my judgment that the name of the tax-payer and amount paid by him was not considered by the law-makers such an important part of the return as to cover it with the cloak of secrecy. Even if the Congress sought to maintain a measure of secrecy upon this information, it not only exceeded its authority but impinged upon the first amendment to the Constitution."

Although Senator Reed was due in Washington Monday to attend the opening of Congress, he remained, he said, "away from my duties elsewhere, to participate in a case as important as any that ever has been argued before an American Court."

"The indictment imperils the liberties and franchise of the people," Senator Reed said. "If this indictment is sustained and Congress is granted power to say whether we may tell information we have lawfully received, then we have a death blow at the personal liberty on which the constitution was founded—we have a return to the dark ages of silence, tyranny and mutilation and death for the man or woman who would speak his lawful knowledge."

Following are some of the high points in Senator Reed's argument:

"If this indictment can be sustained, there is an end to the liberty of the press.

"If a newspaper owner can be sent to jail for printing the mere fact that John Jones had paid an income tax of $1,000, or any other amount, then it is time to haul down the American flag.

"Mr. Dickey and Mr. Ellis are entitled to the gratitude of our fellow citizens.

"We do not exercise our rights and liberties because they have been conferred on us by the Congress of the United States. We are the source of all power and all authority, and every agency of this government is a mere servant and agent of the people.

"Congress never intended to enact any law and did not enact a law penalizing a newspaper for publishing what is contained in these public lists."

COMPLETE TEXT OF JUDGE A. L. REEVES DECISION UPHOLDING PRESS FREEDOM

FOLLOWING is the complete text of Federal Judge Albert L. Reeves decision sustaining the demurrers of the *Kansas City Journal-Post* in its trial for publishing income tax returns:

In the District Court of the United States for the Western Division of the Western District of Missouri.

United States of America, Plaintiff, vs. Walter S. Dickey and Ralph Ellis, Defendants.—No. 6812.

On Demurrers to the Indictment:

The indictment in substance, in its several counts, charges the defendants with having made publication in the *Kansas City Post* of the names and the amount of income tax paid by certain parties. The publication of each separate name, wth the amount paid as an income tax, is set forth in the indictment in separate counts.

It is alleged in the indictment that the names of the parties paying such income tax and the amounts so paid had become, under the law, a matter of public record, and that at the date of publication, to wit, Oct. 24, 1924, "a list of income tax payers within the said collection district containing the name of Frank C. Niles, showing the amount of said income tax, determined as aforesaid, and paid by him to the said Collector of Internal Revenue, was prepared and made available to inspection in the said office of said Collector of Internal Revenue in Kansas City, State of Missouri, aforesaid, for all lawful purposes and in the manner determined by the said Commissioner of Internal Revenue."

The indictment then sets out the specific offense charged by alleging that the list prepared and made available for inspection was "not for the purpose of being printed in newspapers or public prints." In substance the above charge, changed only as to names, is repeated in the other counts in the indictment.

The several demurrers challenge the sufficiency of the indictment for the reason, as stated by the defendants, that the statute upon which it is based, or upon which its sufficiency depends, is a Congressional act attempting to regulate purely local matters, and is beyond the scope of granted Congressional powers and impinges upon the first amendment to the Constitution of the United States, which forbids the enactment of laws abridging the freedom of the press. Moreover, it is urged that the publication of such lists is inferentially authorized by the Congressional act. In view of these contentions it becomes necessary to examine the Revenue act of 1924 and to consider the law with respect to the privileges of the press.

The pertinent portions of the Congressional act provide that: The Commissioner shall, as soon as practicable in each year, cause to be prepared and made available to public inspection in such manner as he may determine, in the office of the collector in each internal revenue district, and in such other places as he may determine, lists containing the name and the post office address of each person making an income tax return in such district, together with the amount of the income tax paid by such person.

It is both alleged in the indictment and admitted by counsel that the publication was made from this list and contained the data required by the above provision. The indictment, however, is based upon Section 1,018 of the Revenue act, approved June 2, 1924, and particularly a subdivision of said section which was in the law previously and appeared as Section 3,167 of the Revised Statutes. This section says, among other things, that "it shall be unlawful for any person to print or publish in any manner whatever not provided by law any income return, or any part thereof, or source of income, profits, losses or expenditures, appearing in any income return." The First Amendment to the Constitution of the United States provides that "Congress shall make no law abridging the freedom of speech or of the press."

The above, with other pertinent matters, will be discussed in the opinion.

1. Concededly, the Congress has no power save such power as may have been specifically granted to it by the Constitution. The provisions of the Constitution clothe Congress with power, among other things, to impose and collect taxes, and in view of one of the amendments to the Constitution the Congress is given power to enact all necessary legislation to make effective the income tax amendment. It is academic that when clothed with a main or principal power the Congress possesses such incidental power as to enable it to make effective its exercise of the chief power, so that all legislation incidental or germane to the principal power may be enacted and such legislation may to a degree embody regulatory provisions. In making effectual the Income Tax law the Congress would undoubtedly have the power to preserve the secrecy of its taxing operations and to protect tax-payers against harm that

(*Continued on page 25*)

SONGS OF THE CRAFT

(*Written Exclusively for* Editor & Publisher)

By Henry Edward Warner

THE PINCH HITTER

Do you know him? . . . He's the fellow who is always on the go,
Who enjoys the tides of struggle as they lift him to and fro,
He's the handiest oil for trouble in the bunch of guys I know—
The pinch hitter.

You can hand him anything from lemons up to apple sauce
And no matter how you fling it, he will catch your little toss;
He's the most convenient Goat there is from Office Boy to Boss—
The pinch hitter.

He appears to know a bit of everything there is to do,
And he's always sharp and ready with a helping hand for you;
You can always let him finish what you couldn't battle through—
The pinch hitter.

He can rewrite, edit copy, clean the office cuspidor,
Write an editorial, make-up, shovel coal or sweep the floor;
It's refreshing how he tackles odds and ends of any chore—
The pinch hitter.

I can see him drifting upward when he meets the common Fate—
I can see the angels fastening a crown upon his pate!
I can hear him say: "Say, Peter, take a rest; I'll mind the Gate!"
The pinch hitter.

You who don't appreciate him, who consider him a mark—
You who think he's just a little fish to feed a hungry shark,
Drive her easy or she'll buck you! . . . and be careful how you park
The pinch hitter.

Here's my hand and my respects, Sir! . . . Here's a hearty cheer for you!
Darn your buttons, while you're doing all the helpful things you do
You are piling up pure glory for the Day when you are through—
You Pinch Hitter!

"Them Was the Good Ol' Days!"

What a Grand and Glorious Time the Telegraph Editors Would Have Had if the Mother Goose Stories Had Been Filed On the Leased News Wires.

By CHET JOHNSON

BULLETIN

LONDON, Dec. 16.—All available mounted first aid regiments, plastic surgeons and physicians in London were called out this morning by a royal proclamation and ordered to devote their efforts to a massed attempt to save the life of a favorite of the royal family, Humpty-Dumpty, who was perhaps fatally injured when he fell early today from a high wall near Buckingham Palace.

—704am—

PHILADELPHIA, Dec. 16.—Old Mother Hubbard went to the cupboard this morning to get her poor dog a bone. But when she got there the cupboard was bare, so the poor old dog got none. Associated Charities workers are helping the old woman and her dog, both of whom were near death from starvation when found.

—711am—

CORRECTION

EDITORS: In Humpty-Dumpty bulletin near end, make it read "fatally injured when he fell, OR WAS PUSHED, from a high wall, etc.," as sent.

The Mother Goose Press.

—714am—

RENO, Nev., Dec. 16.—Unique grounds for divorce will be set forth in suits to be filed here today by Mr. and Mrs. Jack Spratt. In her suit for an interlocutory decree, Mrs. Spratt will contend that her husband will eat no fat meat, thereby "causing her great mental anguish and suffering."

Hearing last night of his wife's contemplated action, Mr. Spratt at once had a counter suit drawn up in which it is charged that Mrs. Spratt made their home life unbearable by continually refusing to eat lean meat.

—723am—

CHICAGO, Dec. 16.—Jack Smith, 7, is hovering between life and death in a hospital here, and his sister, Jill, 6, is suffering from minor bruises and shock as the result of a peculiar accident early today. Jack and Jill had gone up the hill in back of their home in an outlying district, to get a pail of water. Jack fell down and broke his crown and little Jill, unnerved by seeing her brother fall, also lost her balance and slid down the hill after him.

—728am—

KILL KILL

EDITORS: Kill Reno story Spratt divorce suit. UNVERIFIED and DANGEROUS. Will be sub.

The M. G. P.

—730am—

LONDON (ADD HUMPTY-DUMPTY)—Suspecting that HumptyDumpty had been the victim of foul play, the king has ordered Scotland Yard to investigate his fall.

Members of the royal household said Humpty-Dumpty had apparently been in good health. They scoffed when the theory of attempted suicide was offered as an explanation of Humpty-Dumpty's fall.

—732am—

CORRECTION

EDITORS: In Philadelphia woman and cupboard story eliminate words "OLD MOTHER" and substitute "A MRS. HUBBARD, etc.," as sent. DISRESPECTFUL and LIBELOUS.

The M. G. P.

—734am—

DOUGLAS, Ariz., Dec. 16.—The opening day program of the annual county fair was enlivened this morning by a spirited sparring match just outside the entrance to the fair grounds. The impromptu participants, "Simple" Simon, champion pie-eater of Arizona, and a prominent pie vendor whose name was withheld, were separated by spectators and turned over to the police.

"He hit me first," Simon told the police magistrate. "I was on my way to the fair when I met him. 'Let me taste your ware, mister,' I said. He demanded a penny. I had no money and told him so. Then he pasted me in the nose and I hit back."

Both were fined $15 and released upon their promise not to resume hostilities.

—745am—

CORRECTION

EDITORS: In Simon story eliminate nickname "SIMPLE" and, about 20 from end substitute "STRUCK" for "PASTED" as sent. UNDESIRABLE SLANG.

The M. G. P.

—749am—

PHILADELPHIA, Dec. 16—(SUB)—Attracted by the barking of a faithful dog that refused to leave its mistress, even though near starvation, field workers for a welfare organization today found an elderly woman, known only to her neighbors as "Mrs. Hubbard" and "Mother Hubbard," near death from lack of food.

Mrs. Hubbard, it was said, had gone to her kitchen this morning in search of a bone for the dog. Finding the cupboard bare, she is reported to have fainted, partly from exhaustion and partly through grief over the discovery that the dog would have to go hungry. Three local butchers have promised to furnish the dog with all the bones the animal wants as a reward for its loyalty and devotion. Mrs. Hubbard is being cared for by the charitable organization.

—757am—

LOS ANGELES, Dec. 16 (FOLLOW HUMPTY-DUMPTY LONDON)—Humpty-Dumpty, court favorite, reported near death as the result of falling from a high wall in London, was for several months last year a member of the local film colony. His last picture, "Flaming Eggs," is now being cut and titled here and will be released in a few weeks.

—805am—

CORRECTION

EDITORS: In Los Angeles follow Humpty-Dumpty eliminate last sentence beginning "His last picture, etc." ADVERTISING.

The M. G. P.

—808am—

HOT SPRINGS, Ark, Dec. 16.—Stories of a wild midnight revel staged by hilarious cats, dogs and a high-jumping cow in the vicinity of Hey Diddle Diddle, near here, are being investigated today.

Weird accounts of the purported party were told this morning by t claiming to have been witnesses of the orgy.

"I could see them plainly from my bedroom window," said one resident. of the cats was playing a fiddle. Suddenly a cow started dancing to th music. As I watched them, hardly believing my eyes, the cow jumped righ the moon! A little dog started laughing at the sport. Then I heard some motion in my wife's silver chest and saw a dish run away with a spoon coaxed from the chest!"

The scene of the revel, those claiming to have been witnesses said, w spot where a duel to death was fought by two rum-runners several years ag

—816am—

LONDON (ADD HUMPTY-DUMPTY)—An hour after the body was attending surgeons and physicians announced they entertained little hope f recovery of Humpty-Dumpty. The force of the fall from the high wall had b the body into several pieces, some of which were found several yards fro torso of the victim.

—822am—

KILL KILL

EDITORS: In last add Humpty-Dumpty eliminate last sentence referri condition of victim's body. GRUESOME and UNNECESSARY.

The M. G. P

—828am—

BALTIMORE, Md., Dec. 16.—Hundreds of women awaiting the arriv a ferry at the new Hickory Dickory dock here were thrown into a panic at yesterday when a mouse ran across the waiting room and into the big Hardly had the frightened women collected their wits, when the big clock s one and the mouse ran down and across the floor again.

—831am—

KILL KILL

EDITORS: Kill Baltimore mouse story. TRIVIAL.

The M. G. P

—833am—

CORRECTION

EDITORS: In Jack and Jill story about 75 down, make it read: ". fell down and SUSTAINED WHAT PHYSICIANS DIAGNOSED A COMPOUND FRACTURE OF THE SKULL," not "broke his crown" as

The M. G. P

—841am—

RENO, Nev., Dec. 16—(SUB)—Jack Spratt would eat no fat; his wife w eat no lean. They frequently quarreled across the family board and at last de it would be best to separate, each to eat as he or she desired. The Spratts ar in Reno last night to launch divorce proceedings.

But after the court had called their attention this morning to the fact their divergent tastes for meat really meant a reduction in the amount of wasted and would serve to cut down the high cost of living, Mr. and Spratt forgave each oher, embraced and walked arm in arm from the c promising that in the future they would eat the platters clean, betwixt and bet them, and quarrel no more.

—853am—

KILL KILL

EDITORS: Kill Hot Springs animal revels story. EXAGGERATED IMPOSSIBLE.

The M. G. P.

—858am—

BELGRADE, July 5 (MAIL CORRESPONDENCE)—The secret of late King Cole's longevity has been found in old court documents, recently covered. When the merry old monarch felt his years, the documents reveal would call for his pipe, his bowl, and his fiddlers three.

—904am—

CORRECTION

EDITORS: In King Cole story make end of last sentence ". . . and THREE MOST ACCOMPLISHED VIOLINISTS."

The M. G. P.

—907am—

LONDON, Dec. 16 (LEAD ALL HUMPTY-DUMPTY)—Shoulders dr in royal purple and shoulders draped in rags were bowed with grief today the passing of one of the empire's most beloved characters, Humpty-Dum favorite alike of royal households and the most humble homes.

Humpty-Dumpty fell from a high wall near Buckingham Palace early to Although all the king's horses and all the king's men were massed in a last mi stand against death, efforts to keep burning the tiny spark of life that flick through the badly mangled body of the once jovial court favorite were unavail The theory of foul play was dissipated by later evidence that firmly establi that Humpty-Dumpty's fall from the wall had been entirely accidental.

A second tragedy was narrowly averted when the Prince of Wales, ridin the scene of the accident at top speed, was thrown from his mount. He esca however, with slight injuries, and continued to the hospital on foot after as taining that his horse was not hurt.

THIRTY

NEXT WEEK—Filing the Bible

New York Herald Tribune Aids Blind

The *New York Herald Tribune* is staging a benefit theatrical performance Dec. 7, in co-operation with Flo Ziegfeld at the Selwyn Theatre to help its radio fund for the blind. The Herald Tribune has already raised more than $10,000 for the fund, which was inaugurated by the American Radio Association to be used for installing a radio set in every blind person's home. Newspapers throughout the country are co-operating.

Seested Wins Libel Suit

Frank C. Seested, circulation manager of the *Kansas City Star*, was awarded $1 damages in his suit against F. G. Bonfils, publisher of the *Denver Post* and former owner of the *Kansas City Post*, asking $200,000 for alleged libel. The suit was filed in 1921 and claimed damages for articles published in the Post prior to the present ownership.

To Discuss "Is the Press Kept?"

"Is the Press Kept?" is the subject he discussed at a dinner to be given *The Nation* at the Fifth Avenue Rest rant, 200 Fifth avenue, New York, day, Dec. 12. Speakers will be Herl Bayard Swope, executive editor of *New York World;* Ernest Gruening, mer managing editor of the *Boston Tr eler*, the *Boston Journal*, and later ass ated with the *New York Tribune*, William G. Shepherd, of *Collier's Wee* Oswald Garrison Villard, editor of Nation, will preside.

Preparing Second A. B. C. Blue Bo

The second edition of the Periodi Publishers' A. B. C. Blue Book will issued on Feb. 15, containing the P lishers' statements of circulation of ma zines and periodicals, agricultural a business publications for the period e ing Dec. 31, 1924.

Newspaper Advertising
The Kind That Is Read



Through the Detroit News it is possible to reach practically every one in this great territory —a feat unequaled by any other medium, newspaper or otherwise, in any city of Detroit's size.

NEWSPAPERS record the immediate. A week old journal may be a welcome visitor in an Alaskan mining camp, but today's news today is the demand of the modern man or woman. And who postpones the reading of Wednesday's paper until Friday? That is why newspaper advertising is the most direct method known for increasing sales. The newspaper has to be read—advertising as well as "reading matter" for advertising in the newspaper is news in a very great sense. No housewife would admit passing by the advertising of her sources of supply. It would be tantamount to an admission of inefficiency, waste and extravagance. The newspaper is the first shopping guide of every responsible citizen as it is the first guide in politics and in general knowledge. Use the newspaper to cover the Detroit field.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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As an active member of the New York Yacht Club, Mr. Bennett took a prominent part in the Club's cruise and races. Frequent discussions as to the yachts' seaworthiness, and ability to go on long voyages, finally led up to the famous winter yacht race across the stormy Atlantic ocean. George and Frank Osgood bet Pierre Lorillard, Jr., and others $30,000 that their yacht, the "Fleetwing," could beat the latter's yacht "Vesta" in such a contest. The challenge was promptly accepted and the stakes of $60,000 cash put up. Mr. Bennett and some of his friends then made up a cash fund of $30,000, and the "Henrietta" was duly entered as the third competitor.

The three yachts were towed down from the upper bay, accompanied by a steamboat crowded with the elite of New York society, eager to see the start of this unique and thrilling race in cockle shell boats through raging winter seas. James Gordon Bennett, Jr., was conspicuous on the deck of the "Henrietta," cap in hand, acknowledging the greetings from those on the steamer, with a politeness that "excited fresh outbursts of enthusiasm."

The start took place at 1 p. m., on Dec. 11, 1866. Captain Samuels was second in command of the "Henrietta," and possessed special qualifications for the job, as he was the most dare-devil skipper that ever sailed a packet ship, and had broken all records by driving the old "Dreadnought" across the Atlantic in 13 days, 8 hours, from New York to Liverpool! The sailing master was Martin J. Lyons, already noted for his skill, while there were 14 able seamen and eleven others in the crew, including two cooks, one of them being a hotel chef, specially hired for the voyage. The yacht's larder was stocked with the choicest of viands, while lockers full of wines, liquors and cigars provided stimulation for all aboard. As old Cap. Lyons once remarked:

"We lived high, with the best of everything to eat and drink, including the choice Chateau Margaux wine, stored aboard by the case. Cigars a plenty for everybody aft, and free pipes and tobacco for all for'ard."

The "Henrietta" led at the start and the yachts soon lost sight of one another, and so continued for the entire voyage, due to their following different courses. The "Henrietta" had a stormy passage, but due to skilful handling met with no mishap, except that in a gale, a great wave broke the cabin skylight. The "Fleetwing" was less fortunate, losing several of her men overboard. Mr. Bennett went on regular watch with the officers, taking more than his share of the strenuous duty on deck, in freezing weather, with great waves dashing over the rail, and through all the discomforts of a winter voyage.

The "Henrietta" won the race, passing the Needles on December 25, and anchored opposite Osborne House, at Cowes, Isle of Wight, where Queen Victoria was then staying for a few days. The Royal Yacht Club fired a salute of eleven guns in honor of the victor, while on arriving, her crew gave three hearty cheers and a "tiger" for the "Henrietta," Mr. Bennett and Captain Samuels. She had made the voyage in the remarkably short time of 13 days, 21 hours and 55 minutes, and congratulations poured in on the lucky owner from all sides. The other yachts came trailing in many hours after the winner. Queen Victoria, who was deeply interested in such a daring race, viewed the yachts from the shore and waved her handkerchief at the "Henrietta."

A grand banquet was given at Cowes on December 29 in honor of the yacht owners, and later Mr. Bennett and Commodore McVickar of the New York Yacht Club had a personal interview with the Queen and afterward dined with the Duke of Edinburgh, when a match race between the "Henrietta" and the Duke's yacht, the "Viking" was discussed.

Mr. Bennett at the banquet, on rising to respond to the toast "To the Winner," was received with repeated acclamation, and in a few brief sentences expressed his thanks for the great and generous kindness with which he had been received:

"The reception they had met with was unspeakably gratifying, and such as none of the American gentlemen who accompanied him ever dreamed of. I shall always cherish a grateful recollection of your kindness."

Mr. Bennet with characteristic prodigality, offered his yacht, complete, with all her equipment as a New Year's gift to the Duke (Prince Alfred), but the latter declined the offer, saying he could not accept such a costly present, and trusted that the famous yacht might long continue in the hands in which she had accomplished such a triumphant success.

Mr. Bennett then announced his readiness to accept a challenge to sail a race with any yacht on that side of the Atlantic. He later proceeded to Paris, where he was a guest at the grand ball given by Emperor Napoleon and Empress Eugenie at the Tuilleries, on the night of Jan. 16, 1867. Mr. Bennett was presented to the Emperor by Major General D United States Minister to France.

"Ah," said the Emperor, in very good English, "I have been ve much interested in the yacht race and congratulate you, Sir, upon yo success. Was it not rather a bold experiment?"

"All experiments are bold, Your Majesty," replied Mr. Bennett.

The Emperor smiled one of his grim, sphinx-like smiles, and look at Mr. Bennett as if half doubting whether he had not received a use suggestion with a valuable moral from the young yachtsman.

The Empress greeted Mr. Bennett very graciously, asking: "Was dangerous, your voyage?"

Bennett replied that it probably seemed more dangerous to tho who heard and read of it, than it did to those on board, to which t Empress replied:

"I should not feel inclined to take such a trip, but hope to pay a vi to your yacht."

Mr. Bennett was entertained at a complimentary dinner given by l American friends on the following evening. Major General Dix bei present, and great enthusiasm was manifested. Mr. Bennett, on risin was greeted with storms of cheers, continuing several minutes.

(*To be continued next week*)

MORNING PAPERS THE *GET ACTION SAME DAY*

FOOD

CONSISTENT with the growth of food advertising, The Enquirer has kept pace—and presents the following interesting data to agencies, food manufacturers, canners and packers.

1st A daily circulation which covers the upper and the big, strong middle classes—the classes that earn 82% of the total income of Cincinnati.

2nd Editorial cooperation and food chats, menus, etc., in our "Home Forum" that has widespread interest.

3rd Cooking school and demonstration as to balanced food values, etc., for which we hire the largest hall in the city—and still turn many, many women away.

4th Grocers, delicatessens and druggists follow Enquirer leads—and read "The Merchandiser" for news of advertising appearing or scheduled.

5th The Enquirer comes closest to bringing *manufacturer*, *dealer* and *consumer* together in the Cincinnati market.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

ONE CENT A LINE

For Each 6,000 of Circulation
For the Best Type of Circulation and in
A Newspaper Magazine Printed in Rotogravure

THE NEW YORK TIMES MAGAZINE SECTION

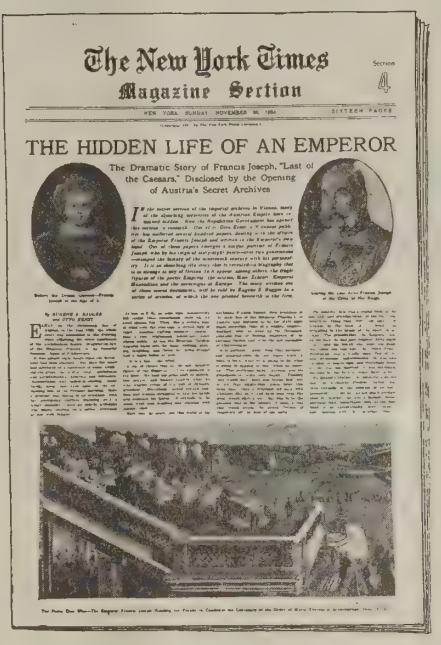
ORDERS FROM 13 STATES

December 3, 1924.

The New York Times:

I want to express my appreciation of the value of advertising in the Magazine Section of The New York Times. I sell a specially cured Virginia Ham, prepared after my own recipe, which I have never before advertised. An advertisement of 42 lines in the Magazine Section of November 2, 1924, brought me orders for 50 hams ranging from ten to fifteen pounds each, at 75c a pound, plus parcel post carriage. Orders reached me from thirteen states and are still arriving, even from California.

HUGH R. MILLAR,
Front Royal, Va.


The New York Times
Magazine Section
Section 4
NEW YORK, SUNDAY, NOVEMBER 16, 1924 SIXTEEN PAGES
THE HIDDEN LIFE OF AN EMPEROR
The Dramatic Story of Francis Joseph, "Last of the Caesars," Disclosed by the Opening of Austria's Secret Archives

RESULTS EXCEEDED EXPECTATIONS

December 4, 1924.

The New York Times:

The results from our advertisement in the Magazine Section of the Sunday edition of The New York Times of Nov. 2 were most gratifying and exceeded our expectations. We had been opposed to magazine advertising, as we had never been able to trace any direct results, but this time we got what we were looking for—direct results in our store sales department, and our mail orders are continuing to pour in to us daily.

We will make use of The Times Magazine Section again when we advertise our horticultural goods.

The Macniff Horticultural Co., Inc., Robert W. Macniff,
196 Greenwich St., New York.

The Magazine Section of the Sunday edition of The New York Times has the lowest rotogravure advertising rate per thousand in the United States—and this for a circulation of the highest quality—Times quality.

It has a net paid sale of more than 600,000 copies, over 400,000 of which are bought in the metropolitan district and within 150 miles of New York. Its distribution in and outside this zone is in 9,000 cities and towns in every state.

The Magazine, a wire-stitched tabloid section, is part of the Sunday edition of The Times—a newspaper bought and read for news and information to be had in no other publication, and it is a magazine with a New York interest.

The quality of its articles is that of the highest class magazines, and it has the additional advantage of following fresh upon the news. Its illustrations are in rotogravure, the most beautiful of printing processes.

Advertisers get prompt and large results —the final proof!

Advertising rate $1.00 an agate line, $1030 a page; one cent a line for each 6,000 circulation. Lowest advertising rate for best quality of magazine circulation.

RENAUD ATTACKS NEWSPAPER CYNIC MYTH

Cynical News Man Doesn't Exist, Says N. Y. Herald Tribune Veteran, Who Maintains That a Bored Indifferent Attitude Defeats Success—Kindly, Humorous Outlook Is Best, He Holds

By PHILIP SCHUYLER

AN eraser was put to good use the other day by Ralph E. Renaud, assistant managing editor of the *New York Herald Tribune*.

"There's no such thing as a *cynical* newspaper man," he said, applying his eraser.

It was a mystic eraser, quite invisible and quite magical, too.

Mr. Renaud, in his own convincing, and at the same time whimsical way, had simply taken a philosophical bit of artgum from his brain pocket to delete one word from the stereotyped and hackneyed description of a newspaper man.

And, during the subsequent conversation, he continued to erase much of the unpleasantness from newspaper work, making the business seem, as it should, one of the choicest professions ever invented by man. He did a neat job, leaving no ugly traces.

The first sweep of the rubber made "cynical" with all its connotations disappear.

"But—" I who was the sole witness to the procedure attempted to remonstrate.

"Oh, of course they may think they are cynical," he interrupted. "They usually do—especially the young ones."

"And they may be hard-boiled. They usually are—if they've been in hot water often enough. And they can't afford to be gullible.

"But cynic implies boredom, misanthropy, disinterest. Cynic means one who is contemptuous from the height of an imagined superiority.

"A newspaper man who is bored with life, people or events, or feels inclined to look down upon and sneer at them, might as well step down and out. A newspaper man to succeed must remain interested in everything. He must keep his mind active and, I suppose, his arteries unhardened."

Renaud's conversation is dawn-colored, full of optimism. Words come from him like clouds, reflecting a rainbow. He is perhaps, the Herald Tribune's happiest, handiest, handy-man. For eight years he has been on the job there, ready and willing to take over any assignment given him. Recently he conducted Don Marquis' column, "The Lantern" and filled the bill to a turn. He has been copy reader, too, and reporter on occasion, while continuing to function as assistant to Julian Mason, managing editor. His daily running comment at the time of the Republican and Democratic National Conventions attracted considerable attention.

"I believe," he said to the writer once, "in putting as much human nature as possible into our newspapers, instead of having them a mere coldly formal resume of the news—putting it right through the headlines and captions down into the body type.

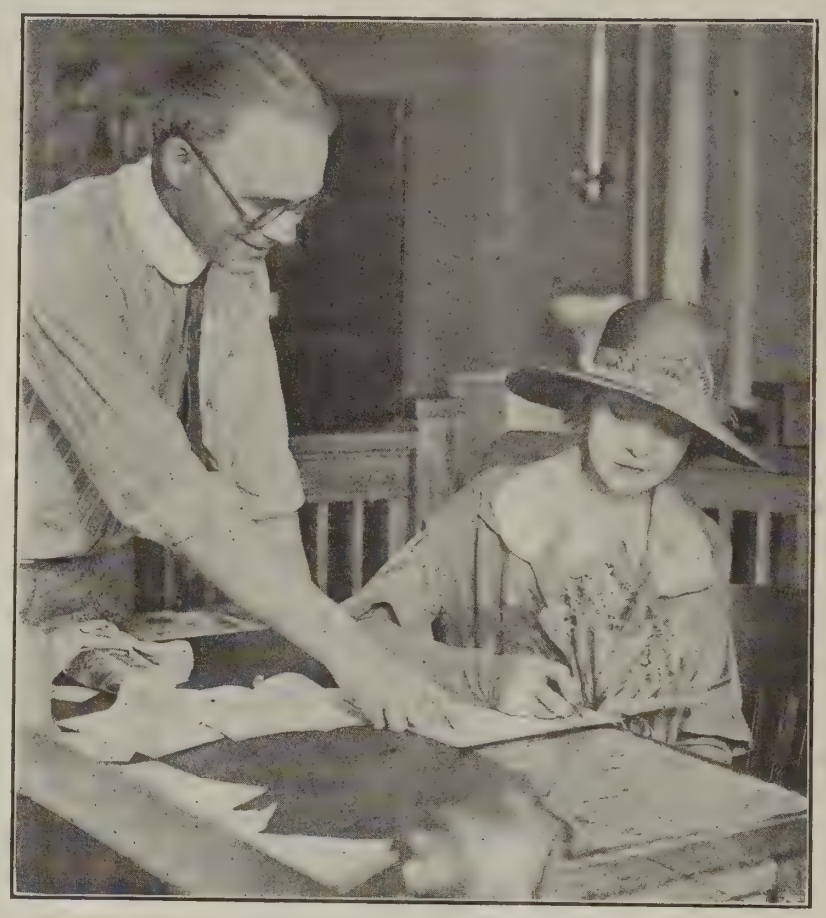
"One touch of nature, you know," he quoted, "makes the whole world grin."

"A newspaper, I think, should develop a kindly, humorous attitude towards life. Humor is merely a quick perception of incongruities. And that's just another way of saying 'a sense of proportion.'

"Men and women are vastly more interested in the healthy reactions of other men and women than they are in the putrid details of the latest scandal. And when you really try to write your news for living, breathing men and women instead of for mere automatic, or synthetic readers who want nothing but the wrung dry facts, you are going to make a friendly and attractive newspaper.

"Reporters to my mind should be more than just go-getters. They should have a mellowed, even something approaching a universal outlook, far from cynicism, and a measure of taste which can only be described as 'quality.'

"Executives on newspapers, I often think, have as close a contact with human nature, though a different one, as reporters do. And it would be interesting if they would emerge from behind the cloak of anonymity to write more often under their signatures—if they can pry a signature out of the night desk. A reporter reveals what he gets from his exterior contacts, while an executive might reveal some of the inner convictions and opinions distilled from years of more or less silent observation. After all, there is no reason why the men who put the paper together every day instead of writing it, ought not to say something themselves occasionally. The reporters, who hear them in the sanctum, say they know how to make it snappy.



Ralph E. Renaud shows Miss Lillian Gish.

"Briefs and short stories should be handled as carefully as the bigger stories each day. An editor, I believe, should see to it he has a most capable and sympathetic re-write staff. He should strive to give all copy that comes into his office a touch that belongs distinctly to his newspaper. Of course he can't do this at the expense of the news, because news must be thoroughly digested, freely and accurately reported and well displayed.

"But, where a paper could be made a mere record of what has happened—a sort of 'minutes of the meeting' affair—it ought to be a mirror of color as well as form."

Here Renaud interrupted himself to protest his own optimism.

"I don't mean to imply," he said, "that the present fades in comparison with the good old days. Not a bit of it. The newspapers of today are better than ever before. They are much more finished, more suavely sure, more poised, more complete. The pompous, florid, verbose style of writing is fortunately almost gone.

"The newspaper is the average man's university; and the newspaper of today is reflecting the present tendencies of the more formal universities. It is endeavoring to humanize its curriculum.

"No university nowadays is content to stuff its students with the mere dry bones of fact. They try their best to give the students the full significance of what they teach, set in its proper relation with the world in which we live.

"More and more, it seems, newspapers are using this subtle educative force, while realizing their responsibility fully.

"Of course their relation towards readers is not that of a teacher. Spare us from a didactic newspaper! Rather they are becoming like amiable friends. If an editor expects his newspaper to qualify as its readers' companion, he must watch his readers and study them.

"Put yourself in your readers' place. You know your readers, or the type at least you would like to have.

"Give them what they want to read, the way they want to read it."

"The same old impossible order," I objected. But Renaud was ready with reply.

"It is not impossible," he said, "to ke in close contact with your readers." recognized again the use of Renau eraser as he continued:

"Make your readers your companio Make your newspaper talk as you wou to a companion of your own so There's no earthly reason for being ow ishly dull, when you can just as well gay and pleasant.

"It naturally depends upon the edit an editor who has the so-called instinct an instinct probably acquired. 'I say 'a quired' because if he doesn't acquire he hasn't got it—and that's that.

"Such an editor is probably nothi more or less than a man or woman wi average active intelligence, vitally i terested in the many sides of life vibrantly interested.

"An editor who works on rules is fool or a nut. If it were possible chart editorship, you could teach it twelve lessons from a correspondenc school.

"But after all the circulation of mo ern newspapers represents an average i telligence constantly turning in fresh i terest to countless things.

"The more an editor can box the com pass of interest, the more effective he and the closer he comes to his reader The interests of an editor should be om nivorous, from science to sport. H must not keep his nose too close to h desk or he will lose the scent. Instea he should be troubled as much by an i stinctive groping for what is going t happen as for what has happened.

"If I were young again," he dreame "and wanted to become an editor, would cultivate an interest in every hu man being I met and every movement encountered either in life or in books

"And to repeat, a newspaper man wh is bored with life, people, or event might as well step out and follow hi natural bent, whatever it is, street clear ing or digging ditches."

Renaud, happily, practices as well a preaches. While newspaper work itsel remains his chief interest, he has kep that interest alive by delving into othe professions, chiefly dramatic.

A product of Washington, D. C., h stuck his inquisitive nose into govern mental offices of the capital, while still i high school, as a reporter in the Wash ington Bureau of the *New York Tribune* This was in 1899, and thus, although h worked on other newspapers afterward Renaud claims to be one of the oldes living employes of Ogden M. Reid's daily

From Washington, Renaud journeye across the continent to complete his edu cation at Leland Stanford, Jr., Univer sity. While in college he was editor o

(*Continued on Page* 28)

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Publisher's Financial Bureau, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

CLEVELAND PLAIN DEALER VETERANS ORGANIZE OLD TIMERS CLUB

Forty Three Men and Women With More Than 20 Years' Service Are Members—Erie Hopwood Named President

FORTY-THREE men and two women who have served the *Cleveland Plain Dealer* for 20 years or more gathered around a banquet table at the Hollenden Hotel the evening of Nov. 25, and organized the "Old Timers' Club."

Some of the diners began working for newspapers before many of the present reporters, advertising solicitors and printers were born.

To the spirit of the Plain Dealer organization and the formation of the club, Albert H. Baker, president; George M. Rogers, general manager, and Erie C. Hopwood, editor, paid tribute.

"I do not believe there is a newspaper in America that can produce 45 men and women who have the intelligence, the good looks, the energy and the companionship of this crowd," Mr. Baker said in addressing the group.

Mr. Rogers, in his speech, declared that "most of the trouble in this world is caused because people do not know each other."

"We have come to the realization of the human equation—that folk are folk and not pieces of mechanism. The old conception of a great personality overshadowing the newspaper organization is past. The Plain Dealer has reached its place today because we all had faith in our proposition, stuck to it day by day, and were willing to make all manner of sacrifices to see it through, no matter in what department."

Miss Martha Dickinson, cashier, one of the two women members; U. W. Hird, credit manager; and V. C. Post, day composing room foreman, were also among the speakers.

Election of officers resulted in the winning of E. C. Hopwood, president; John Hoffman, first vice-president; J. H. (Jack) Milis, second vice-president; William G. Vorpe, secretary, and George R. Agate, treasurer.

The festivities started with a skit, in which Messrs. Hopwood, Hird, Vorpe, Mills, Henry P. Edwards, H. D. Ashby, W. R. Rose, and Archer H. Shaw took part. Mr. Hopwood, in knee pants, red wig, toy balloons, and mouth harp, assumed the role of the stammering neophyte who sought admittance to the effete club. Mr. Rose was "Old Man P. D.," with waist length whiskers and ecclesiastical delivery. Ashby, Hird and Shaw represented the "Bull Dog," all Ohio and 7 o'clock editions, and Vorpe, Edwards and Mills were corporals of the guard.



From left to right: William G. Vorpe, Sunday and feature editor; Jack Mills, assistant foreman of the mechanical department; Arthur H. Shaw, chief editorial writer; W. R. Rose, associate editor; U. W. Hird, credit manager; H. P. Ashby, superintendent of the mechanical department; E. C. Hopwood, editor in chief; Henry P. Edwards, sporting editor.

The club consists of the following persons (length of service in years follows name): H. D. Ashby, 29; Mort Moeder, 27; J. H. Mills, 36; F. E. Hoffman, 39; F. C. Mason, 28; V. C. Post, 37; W. S. Wanner, 39; F. D. Cass, 32; J. D. Schlabach, 21; C. M. Beerer, 20; E. S. Houghton, 22; William Grob, 21; Louis Rasch, 39; F. W. McKearney, 39; C. E. Snedeker, 32; E. W. Ingraham, 22; A. G. Chipchase, 26; H. F. Helms, 21; H. W. Longsdorf, 32; H. S. Fudge, 22; C. C. Sharpe, 27; John Zimmer, 20; E. C. Hopwood, 22; A. J. Craig, 32; H. P. Edwards, 23; A. H. Shaw, 22; C. T. Robertson, 23; W. R. Rose, 28; W. G. Vorpe, 23; J. H. Donahey, 24; U. W. Hird, 26; Mrs. Tilla Neff, 24; J. J. Kirk, 25; R. S. Piper, 20; Thomas Gebbie, 21; F. Berry, 21; George Riegler, 21; John Hoffman, 25; Fred Uhl, 23; Walter Frey, 22; George R. Agate, 39; E. H. Baker, 26; George M. Rogers, 26; Martha L. Dickinson, 21; Fred Reigler, 20.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Experience
The Best Teacher

Has taught American exporters that the best advertising medium in Japan is

THE JIJI SHIMPO

時事新報

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

JAPAN ADVERTISER SUITE
342 Madison Avenue New York City

THE JIJI SHIMPO
Tokyo

"In Japan, the Buyers Read The Jiji"

N. Y. PICTURE EDITORS HAIL RADIO PHOTOS

"Most Wonderful Newspaper Innovation of This Age"—Mirror Issued Extra on Receipt of First Prints

Photoradiograms, the Ranger invention of the Radio Corporation of America, successfully tested Nov. 30, between London and New York, were hailed as the "greatest newspaper innovation of the age", by picture editors of New York this week.

"The day of news in pictures—of more pictures and less text, from every part of the world is rapidly approaching", declared Charles M. Graves, editor of the *New York Times* Sunday Rotogravure and the Times *Mid-Week Pictorial.*

"It has been on the way from many directions for months, even years. It has been in the air all around us, and every editor who thinks in terms of pictures knew and felt it.

"The recent remarkable transmission of photographs across the Atlantic is just one step—a long one—forward. It isn't perfect yet and won't be for some time to come. But it will come in perfected form eventually, just like the telephone and telegraph."

Picture editors of New York's three daily tabloid illustrated newspapers, were particularly enthusiastic in regard to the new invention.

"The importance the *Daily Mirror* attaches to the radio reproduction of pictures is illustrated by the fact that we issued an extra on receipt of the first prints and were the first newspaper in the world to appear on the street with the subject," A. W. Elliott, picture editor, said.

"This paper also was the first in America to publish the likenesses of the principals in the recent English blackmail case and I am certain had it been possible at the time, we would have welcomed radio pictures in advance of the real thing.

"The heightened competition resulting from the rapidly expanding picture paper field and mechanical improvements in the process will make radio reproductions both common and cheap within five years, in my opinion, color reproductions will also come soon."

Ryan Walker, picture editor of the *New York Evening Graphic*, went even further in his predictions.

"It will absolutely revolutionize the picture world within a few years", he said.

"Naturally when it it more developed, the invention will be of tremendous value to the picture papers", said William J. White, picture editor of the *New York Daily News.* "As it stands now portraits are reproduced better than news pictures; and what we need is rapid transmission of detailed news scenes, which will tell a real story."

"The most wonderful newspaper innovation of the age", was the comment of Martin Casey, picture editor of the *New York American* for the past ten years. He called attention to a comparison made in his newspaper between the telephotograph of President Coolidge wired to New York from Cleveland and the same photograph transmitted by radio from London.

"I noticed very little difference between the two", he declared. "The most striking difference being that the photoradiogram was made up of wavy lines and the telephotograph of straight lines.

"The invention is still in its infancy", he concluded. "But I look for perfection in the early future."

A more pessimistic attitude was taken from the rotogravure viewpoint. While admitting it was a great benefit to publishers of black and white pictures, Richard Clark, the *New York World* rotogravure editor, declared that photoradiograms must "go a long, long way beyond what they have so far to aid the roto editors."

Frank A. Eaton, rotogravure editor of the *New York Herald Tribune,* said: "It is only 25 per cent perfect now; the photoradiogram must become 75 per cent perfect, at least, before it will be of any value to rotogravure editors."

"Editors of rotogravure sections", he pointed out, "were looking for better pictures all the time, considering their perfection often rather than their timeliness."

COMPLETES 30 YEARS' SERVICE

Alliance (O.) Review Staff Fetes Hoiles —Veteran Woman Writer Honored

ALLIANCE, Ohio, Dec. 2.—Thirty years ago, on Dec. 1, 1894, Frank A. Hoiles assumed the management of the *Alliance (O.) Review,* Alliance's only newspaper.



MISS F. B. C. PAXSON

In the 30 years four rival papers have been absorbed by the Review leaving it alone in the field as a daily since 1915.

On the evening of his 30th anniversary, Mr. Hoiles played host to 60 of the plant employes and their families at his home in South Union avenue. A gold watch with a solid gold make-up rule as a charm was presented to Mr. Hoiles.

Closely linked with Mr. Hoiles in the development of the Alliance Review we Miss Fannie B. C. Paxson, for 35 ye a reporter, and R. E. Morris, pressm for 38 years. The three—veterans of t craft in Alliance—are still in harness.

If all the personals written by M Paxson in her long career would tacked end to end they would encircle t globe several times. It's harder to 'em now, though, Miss Paxson says. fore the automobile came Miss Paxso beat at the railway station was a ri field for personals.

A. A. C. W. Advertises Advertising

The Associated Advertising Clubs the World has completed a new series advertisements advertising advertisi They will be ready for distribution newspapers shortly, it was announced.

Becomes 7-Day Paper

The *Orlando* (Fla.) *Sentinel* has sta ed a Monday morning edition, maki that newspaper a 7-day paper.

In New Orleans it's THE ITEM

THE POTTSVILLE REPUBLICAN

Net paid A. B. C. Circulation* Guaranteed—12,589 copies per day.

POTTSVILLE MORNING PAPER

Net Paid A. B. C. Circulation* Guaranteed—3,354 copies per day.

Covering Pottsville and Schuylkill Counties—the greatest coal region in the world—with a diversity of industrial interests absolutely second to none in any busy city on this Continent of 25,000 population. The center of a market area embracing more than 100,000 people within a six mile radius of the city of Pottsville.

Here the Reading and the Pennsylvania Railroads have busy shops, active train dispatching points, splendid passenger service, and with the Lehigh Valley, Jersey Central, Lehigh & New England, Delaware & Hudson, Lackawanna and other nearby railroad traffic connections give the Pottsville section unsurpassed freight and passenger railroad facilities.

Pottsville and Schuylkill Counties have nine daily newspapers—a situation that does not exist the world over—and of these papers the Pottsville Morning Paper and the Evening Republican easily lead the procession with more bona fide net paid circulation than all the others combined.

The Only Two A. B. C. Papers in the Entire Section

COVER RICH POTTSVILLE FIELD COMPLETELY

By Using the

POTTSVILLE MORNING PAPER

and

POTTSVILLE EVENING REPUBLICAN

In Combination

J. H. ZERBEY, Editor and Proprietor

*A.B.C. Publishers' Statement for 3 months ending Sept. 30, 1924

Ludlow Helps Sell Display Advertising

IF you have a Ludlow in your plant and your competitor has none—you have the big advantage; but, if your competitor uses a Ludlow and you do not—he has the big advantage over you.

This big advantage the Ludlow system creates is one that takes into consideration the interests of the advertiser. With the Ludlow system you can cast an unlimited quantity of display type-on-slugs as you need it, and with printing faces that are always new. This means clean, sharp, clearly-printed ads in every edition—ads that please the advertiser and create favorable impressions upon the reader.

In the matter of type sizes and selection of faces you can, with the Ludlow, always give your advertiser what he wants. It never becomes necessary to procure additional supplies of single type that quickly become worn and battered, nor to tell your advertiser that he cannot have what he wants because the type matter is tied up in some other form."

The Decatur (Illinois) Review writes:

"We have received many pleasing comments from numerous large advertisers upon the splendid set-ups we are able to give them because of the Ludlows. This is evidenced by the fact that practically every large advertiser in the city sends his copy to the Review for the original set-up."

The Ludlow system offers a wide range of beautiful, well-proportioned typefaces from 6 to 60 point, including bold and extended. It is absolutely the fastest system for setting run-of-the-hook display copy.



We will gladly tell you more about the Ludlow system for increasing the advertising value of your paper.

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco Hearst Bldg. CHICAGO World Bldg. New York

LUDLOW QUALITY COMPOSITION

"DIVERSITY"

KEY TO SOUTH'S PROSPERITY

The South, with its great wealth of natural resources, with which it could house, feed and clothe the world, offers a market, unequalled and unsurpassed.

The turn from the growing of cotton alone to diversified crops has affected not only every phase of human endeavor in the South, but has been felt throughout the nation.

Although given a place of secondary importance, the revenue from the cotton crop is still of gigantic proportion. For the last ten years the value of the cotton crop has been $13,406,883,000, or approximately two and one-half times the value of the world's gold and silver production, for the same period.

The great purchasing power of the South is not limited to its agricultural resources. The enormous production of its mines, forests, manufacturing enterprises, live stock industry, fishing and oystering swell this power to a staggering total.

The daily newspapers of the South will help you establish yourself in this most promising market.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
**Birmingham Age-Herald (M)	33,184	.08	.08
**Birmingham Age-Herald (S)	41,448	.10	.10
**Birmingham News (E)	76,312	.18	.18
**Birmingham News (S)	86,185	.18	.18
**Mobile News-Item (E)	11,722	.05	.05
**Mobile Register (M)	20,824	.07	.07
**Mobile Register (S)	33,130	.085	.086
FLORIDA			
**Daytona Daily News (ES)	2,648	.03	.03
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald (M)	18,300	.06	.06
**Miami Herald (S)	21,681	.07	.07
**Orlando Sentinel (M&S)	4,473	.035	.035
†St. Petersburg Independent (E)	6,007	.04	.04
**Tampa Times (E)	15,176	.05	.05
**Tampa Tribune (M&S)	24,783	.07(.08S)	.06(.07S)
GEORGIA			
**Augusta Herald (E)	15,095	.05	.05
**Augusta Herald (S)	15,554	.05	.05
**Macon Telegraph (M)	26,822	.07	.07
**Macon Telegraph (S)	27,376	.07	.07
**Savannah Morning News (M), 21,372. (S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	19,395	.06	.06
**Lexington Leader (S)	19,368	.05	.05
**Paducah Sun (E)	8,616	.04	.04
NORTH CAROLINA			
†Asheville Citizen (M)	14,066	.055	.055
†Asheville Citizen (S)	14,540	.055	.055
**Greensboro Daily News (M)	24,423	.07	.06
**Greensboro Daily News (S)	31,592	.07	.07
**Raleigh News and Observer (M)	29,921	.07	.07
**Raleigh News and Observer (S)	33,403	.07	.07
Winston-Salem Sentinel (E)	14,855	.06	.06
SOUTH CAROLINA			
**Columbia Record (E)	16,107	.05	.05
**Columbia Record (S)	15,907	.05	.05
**Columbia State (M)	24,246	.06	.06
**Columbia State (S)	24,442	.06	.06
**Greenville News (M)	20,190	.065	.06
**Spartanburg Journal (E)	3,940	.05	.05
**Spartanburg Herald (M) 6,726 (S)	9,357		
TENNESSEE			
**Chattanooga Times (M)	24,189	.08	.08
**Chattanooga Times (S)	24,726	.08	.08
†Nashville Banner (E)	54,189	.11	.11
†Nashville Banner (S)	53,069	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,128	.05	.05
**Danville Register (Sunday)	7,184	.05	.05
**Newport News Times-Herald (E)	7,326	.05	.05
**Newport News Daily Press (S&M)	5,622		
**Roanoke Times & World-News (M&E)	24,993	.07	.07
**Roanoke Times (S)	16,894	.06	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

EDITORIAL

THIS MATTER OF PRIVACY

TURNING from the uproar occasioned by the so-called press invasion of the privacy of individuals by the publication of income tax returns taken from the public records, discussed in this space last week, we have in New York the case of Dr. Grant.

It offers an instructive comparison of qualities of conscience in news editing.

There is no uproar over what happened to Dr. Grant. The *New York World,* however, has commented on the case, raising the question of privacy of such individuals as Dr. Grant, and has declared that "conscientious newspapers would welcome an alert public recognition of what is right and what is wrong in the protection of personal affairs."

A few days ago Dr. Percy Stickney Grant, in his 64th year, since 1893 rector of the Church of the Ascension, entered a hospital, suffering from pernicious anemia. It was a first page story for all New York papers.

Dr. Grant for years has been a very liberal-minded clergyman. In his church he has practiced the principle of free speech. In his congregation one would see all classes of people, dignified Episcopal members, followers of other Gentile denominations, Buddists, descendants of sun worshippers, Jews, queer old women in shawls, red-skinned men with high cheek bones, shabby kids and others wearing white collars and red neckties.

The clergyman, one way and another, got the reputation of being a "radical." He acquired influential enemies and loving friends. He was always a prime newspaper topic, usually being depicted in hot water.

Everyone remembers the stories that were written about his engagement to marry a rich, divorced society woman, the prohibition of the wedding by the Bishop, and the romantic incident of the finding of a baby waif on the clergyman's doorstep and its subsequent death, while the clergyman and the society woman bowed in grief. The metropolis was kept wondering about these people. It was all more like fiction than fact. Dr. Grant kept on his way, serene enough. His sister lived with him, having been his devoted companion for years.

When Dr. Grant went to the hospital, apparently desperately ill, his congregation gave evidence of love and esteem. The parsonage would be his as long as he wanted it. His salary would be continued. His resignation was held up.

During the first week of his confinement under treatment a scandalous story was circulated, concerning Dr. Grant and a house maid long employed by him. It was in no wise substantiated by any public record. We do not know, and are not concerned, whether it was true or false. The New York World is authority for the statement that it was a "cruel and unfounded allegation."

At least two New York newspapers (we do not know how many other newspapers followed) picked up this gutter gossip and published it. The name of the supposed unfortunate girl that Dr. Grant had befriended and employed in his house, and then had made love to, was actually printed.

Dr. Grant sent word from his sick room that it was a cruel falsehood. The statement was published that his friends had urged him to bring libel suits, but that he had shaken his head, saying he would not resist the evil.

Another story published at about this same time indicated, though it did not assert the fact, that Dr. Grant's physical disorders might have broken down his reason. There seemed to be no more justification for setting this rumor loose upon an unsuspecting public than the more infamous act in connecting the clergyman's name with that of the house maid, without any base.

EDITOR & PUBLISHER would fail of its duty if it did not denounce this monstrous piece of newspaper malpractice, ruthlessly committed in violation of recognized canons of journalism.

The New York World raises the question of what is right and wrong. The answer is simple. The line between right and wrong is, or should be, as clear to any editor as it is clear to any gentleman in his place of business or in his home. Back-stairs personal gossip, calculated to ruin the reputation of individuals, is not repeated, until it becomes a matter of public concern through some action by the public's responsible representatives.

The leading editors of the United States have clearly declared their position in the matter of the right of individuals to privacy. The rule, as set forth by the American Society of Newspaper Editors, is: "A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity."

The case of Dr. Grant does not, unfortunately, stand alone. The newspapers responsible are not, by any means, to be singled out for condemnation. There is a general tendency by many newspapers to pander to morbid curiosity without warrant. Particularly is this true in metropolitan centers. Small cities will not stomach it.

It is our opinion, and we state it for such effect as it may have upon the newspaper as a business, aside from moral consideration, that temporary gains made at the expense of decency, ultimately are registered as definite losses. A newspaper is not that of a single editorship or of a single generation. Readers are people with sensibilities.



PROVERBS

Chapter XXII—1

A good name is rather to be chosen than great riches, and loving favour rather than silver and gold.

"I try to write stuff that is as easy to read as to stop reading."—BRISBANE.

LEE'S PIOUS CONCEIT

CARL C. DICKEY advises us, naturally and properly, that he does not subscribe to Ivy L. Lee's views that the "propriety of propaganda depends upon the honesty of purpose and method by which it is carried on." We erroneously attributed to Mr. Dickey, who is a newspaper man and a good one, this pious conceit, which, in fact, belongs to Lee and none other. It is our own unchanging opinion that the gentleman who pays the press agents' bills will decide all important questions related to "honesty of purpose" of the propaganda issued by said press agent.

December 6, 1924 Volume 57, No. 28

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

DOES IT PAY?

DOES horse racing news pay?

Aside from all questions of morals, is it commercially profitable?

Is it legitimate in newspapers published in states where laws prohibit gambling?

Is a newspaper within its rights to publish betting odds that are used by the hand-book and cheap pool-room gentry to justify their traffic among simple-minded folk who fancy that there is such a thing possible as beating this long exposed game?

Is a newspaper in any wise justified in publishing "selections," which in effect means that a dopester in the employ of the paper is attempting to "sell" horses to readers?

Is the circulation gained worth the expense of wire service, composition and first-page displays, crowding legitimate news from the best editions of evening newspapers?

Is this "good" circulation?

Does the average reader of an evening paper want to hunt for the news on inside pages, with racing occupying the choice position of page one?

Do you know how betting odds are made and do you belileve that the figures your newspaper publishes daily represent accuracy or legitimate odds?

Is horse racing, as at present constituted in this country, a huge bunk of a gullible public?

We venture to suggest these questions to editors who sincerely strive to publish newspapers in the interest of readers and to publishers who desire to profit from their news service.

Does race news pay?

Stop cutting valuable pulp stock for Christmas trees? Ah, no, sentiment will prevail. For every tree cut to delight children on Christmas thousands are destroyed annually through the neglect of heedless men.

CASHING IN

CRITCHFIELD & COMPANY, of Chicago, advise EDITOR & PUBLISHER of an instance of commercial success in that city which is directly traceable to intelligent and persistent newspaper advertising.

In 1919 the management of the Horder Stationery Stores came to the realization that big city stationers had not seized the natural opportunity to profit from local newspaper advertising. There was a legend among this class of merchants that stationery supplies did not lend themselves to ordinary advertising.

The firm started with modest copy. The volume has been increased every year. In the copy they emphasized the convenience of buying all office needs from their immense stock of 10,000 items. They talked quality and service. They asked for telephone and mail orders and played the seasons for appropriate offerings.

Like magic their business has grown. Every week they show 330 line displays, with larger spreads on special occasions. We have the word of the advertising agency that the business has increased 50 per cent in five years and the company has increased its retail stores from five to eight.

What man is missing a natural opportunity in your city?

To get the facts of life straight in the public mind is the first business of the news chronicle.

ABLE NEWSPAPERMAN

AMBROSE NOBLE McKAY, whose death occurred recently, was general manager of *The Salt Lake Tribune* for 15 years. His talent and devotion to newspaper service were the rocks upon which that newspaper was built to its present high position in journalism. Mr. McKay started his work as a reporter, in Cheyenne and Denver. In 1898 he was managing editor of the old *Salt Lake Herald.* He was an excellent business man as well as able writer and editor. Warm-hearted, generous, faithful to the public interest, and unfailingly just and square in his relations, he made many thousands of friends in his home city and became a prominent figure in national journalism. It is not given to many to serve so nobly and so well as he.

PERSONALS

AURENCE HILLS, editor of the *Paris Herald,* the European edition of *New York Herald Tribune,* returned Paris Nov. 29, on the steamer La Savoie, following a month's business visit New York.

Owen Moon, former publisher of the *Trenton* (N. J.) *Times* and Mrs. Moon ed from New York for a visit in Eng- and and on the Continent on the Majestic, Nov. 29. Mr. Moon recently posed of his interest in the Times to nes Kerney, who had been editor and e-president of the newspaper for 22 rs.

. W. Hoch, former governor of sas, recently celebrated his 50th an- rsary of the ownership of the *Marion* n.) *Record.* Mr. Hoch purchased paper from C. W. Triplett, in 1874.

enry L. Stoddard, former publisher e *New York Evening Mail,* now as- ated with the *New York Telegram Evening Mail,* sailed from New York week on the S. S. Belgenland for a e around the world.

nales Coutoupis, editor and owner of *Athens Nea Ellas,* one of the leading newspaper of Greece, is visiting the ed States on a special mission for Greek government.

IN THE BUSINESS OFFICE

C. HUNTER, for the past eight years circulation manager of the *cy* (Ill.) *Journal,* and the combined papers, the *Whig-Journal,* has re- d. He has not announced his plans.

W. Neese has been named advertis- manager of the *Waupun* (Wis.) *er.*

M. Harman has succeded Arthur oomis as advertising manager of the *and* (Ore.) *Telegram.*

D. Kimball, manager of the *Aberdeen* .D.) *American-News,* is recovering a severe illness.

F. Rogers, former business manager he *Winona* (Minn.) *Republican- rld,* is now a telegraph operator for Associated Press in the office of the *ato* (Minn.) *Free Press.*

Vernon Johnston, formerly general rger of *Orchard and Farm,* which ely discontinued publication at Los gles and San Francisco, has joined reign advertising department of the *Worth* (Tex.) *Record.*

B. Harris, formerly with the *iapolis* (Ind.) *News,* has become tising manager for the *Long Beach* *Sun.*

C. Swank, assistant cashier of the es-Home State bank at Chanute, has resigned to become business ger of the *Lebanon* (Ind.) *Daily eter.*

ie Forde, circulation manager of *an Jose News,* was a delegate to nual convention of the California ciation of Circulation Managers held kland recently. He was elected a or of the organization.

IN THE EDITORIAL ROOMS

NK VREELAND, assistant in the ramatic department of the New *k Herald Tribune* has resigned to he staff of the *New York Tele- nand Evening Mail.* He has been eded by Ward Morehouse, who has n the Tribune staff for 5 years.

r R. L. Brooks, nephew of Mrs. s Dana Gibson, has joined the f the *New York Herald Tribune* orter.

nd Melrose, editor of the *Park* (Wis.) *Herald,* has resigned and ngage in newspaper work in Du- Minn.

rence A. Blochman, of the *San* (Cal.) *Sun* editorial staff, has to Europe to resume a position as of the Riviera supplement of the edition of the *Chicago Tribune.* adquarters will be at Nice.

Albert F. Philips, 74-year-old reporter has started a column "As I Remember" in the *Salt Lake City Telegram.*

Harold M. Olson, city editor of the *Winona* (Minn.) *Republican-Herald* is recovering from an operation.

Ferman A. Wilson, formerly with both the *Bemidji* (Minn.) *Sentinel* and *Pioneer* is now news editor of the *Miami* (Fla.) *Daily News.*

John H. Dreher, who has been convalescing from a serious illness in California for the past year, has returned to his post as golf editor of the *Seattle Times.*

L. J. Penney, has been named managing editor of the *Hendersonville* (N. C.) *Times* succeeding Morris Beale, resigned. Henry Atkins is now news editor.

Robert W. Boyce, sports editor of the *Seattle* (Wash.) *Times,* is now conducting a column called "Today's Tides in Elliott Bay." Clifford C. Harrison, of the sports staff has been made sports editor.

A. C. Stallings and W. E. Matthews have assumed charge of the *Warsaw* (N. C.) *Duplin Record* buying the paper from O. J. Carroll. Mr. Stallings will be editor and advertising manager, and Mr. Matthews assistant editor and business manager.

Roland E. Shea has been named city editor of the *Holyoke* (Mass.) *Telegram.*

E. S. Shortess has resigned as editor of the *Vinton* (Ia.) *Eagle.*

William E. Hutches, of the *New York Daily News,* is in Paris with Mrs. Hutches. Hutches has been doing a series of articles on the American Colony.

Antoinette Donnelly, the beauty specialist writer of the *Chicago Tribune* and *New York Daily News* is visiting Paris and will be in that city until Jan. 1.

Gerard C. Griswold, feature writer of the *Omaha World-Herald,* with Mrs. Griswold has been visiting relatives in Portland, Ore.

Mike Michell, reporter and Martin Aden, artist are running a humorous column in the *Honolulu Advertiser.*

Frederick O'Brien, author of "White Shadows in the South Seas" visited Honolulu recently en route to Manila to gather material for a novel which will deal in part with Hawaii. O'Brien at one time was city editor of the *Honolulu Advertiser.*

Charles Eugene Banks, art and literary critic for many years on New York and metropolitan papers has resigned as editor of the *Hilo* (Hawaii) *Tribune-Herald* to go to Seattle. Van Hinkley has succeeded him as editor of the Tribune-Herald.

John Beckwith, cartoonist on the *Lynn* (Mass.) *Daily Item,* is conducting a class in cartooning and illustrating at the Lynn Y. M. C. A.

Edward A. McAdams, managing editor of the *Lynn* (Mass.) *Telegram-News,* and Mrs. McAdams last week observed the 10th anniversary of their wedding.

Joseph E. Chamberlain, dean of the *Boston Transcript* staff and conductor of the Nomad and Listener column, resigned last week to go to California.

Shelly N. Pierce, San Jose, Cal., correspondent of the *San Francisco Examiner,* left San Jose recently for an extended tour of the East.

Chauncey Vivian, city editor of the *Boulder* (Colo.) *News-Herald* has left newspaper work to enter the oil business.

MARRIED

CHESTER A. LETTS, managing editor of the *Cape Girardeau* (Mo.) *Southeast Missourian,* to Mrs. Ruth McBride Harkness, May 6. The wedding was kept secret until last week.

Hamilton Johnson, formerly news editor of the *St. Paul Pioneer Press,* and now in the same position with the *Tokyo* (Japan) *Advertiser,* to Miss Jeannette Wolfe of Cedar Rapids, Ia., in Tokyo recently.

Robert L. Girvin, state editor of the *Reading* (Pa.) *Tribune,* to Miss Dorothy Deppen, Nov. 22 in Reading.

Charles Burgess Cowell, newspaper man of Providence, R. I., to Miss Lydia E. Beauvais, also of Providence, Nov. 26.

Harry L. Pratt, editor of the three house organs of the *St. Paul Dispatch-Pioneer Press,* to Miss Marion Engebretson, clerk in the library of these papers, Nov. 25.

Miss Margaret L. McCarthy, associate editor of the *Peabody* (Mass.) *Enterprise,* to Michael A. Griffin of Boston, Thanksgiving Day.

Miss Eileen Delaney, society editor of the *Seattle* (Wash.) *Post-Intelligencer,* to Louis LeRoy Robinson in Seattle, Nov. 29.

Darrell D. Dunn, city editor of the *Madison* (Wis.) *Capital Times,* to Miss Lucile K. Troy of Baraboo recently.

John Bird Childers of the *Bristol* (Tenn.-Va.) *Herald-Courier,* to Virginia Stone Hogan, reporter on that paper.

ASSOCIATION CHIEFS

ARTHUR L. PERKINS, managing editor of the *Galveston Tribune,* who this week was re-elected president of the Texas Managing Editors Association, has already served seven successive terms in the same capacity with that association. He has been managing editor of the Tribune for nine years.



ARTHUR L. PERKINS

Mr. Perkins started his newspaper career as cub reporter for the *Joplin* (Mo.) *News Herald.* From Joplin he went to the *Oklahoma City Post,* transferring later to Fort Worth, where he became telegraph editor on the *Record,* winning his promotion to city editor within a few weeks.

In 1908, he went to *Galveston Tribune* and in three years he had purchased a block of the stock in the newspaper, with Harry I. Cohen. Ten years before Mr. Cohen had worked under Mr. Perkins' direction on the Tribune as a reporter.

HOLDING NEW POSTS

BRYCHAN POWELL, from city editor, *Scranton* (Pa.) *Republican,* to news staff, *Scranton* (Pa.) *Times.*

Hal Foust, from *San Antonio Evening News* street staff, to *Houston Press.*

J. C. King, from *Chicago Tribune* staff to automobile editor, *Long Beach* (Cal.) *Sun.*

J. F. Massey, from *Houston Press* reportorial staff, to *San Antonio Evening News.*

G. O. Davis, from advertising manager, *San Louis Obispo* (Cal.) *Daily Telegram,* to the same position with the *Porterville* (Cal.) *Recorder.*

Lewis M. Nachman, from *Columbus* (Ga.) *Ledger,* to classified staff, *Chicago Daily News.*

Ralph Spinney, from city editor, *Holyoke* (Mass.) *Telegram,* to copy desk, *Boston Post.*

Arthur E. Calnan, from staff, *Brockton* (Mass.) *Enterprise* to staff, *Springfield* (Mass.) *Republican.*

R. T. Gardner, from *Denver* (Col.) *Rocky Mountain News* to staff, *Cheyenne* (Wyo.) *Tribune-Leader.*

W. E. White, from *San Antonio Evening News* staff to become city editor of the *Cuero* (Tex.) *Record.*

C. L. Barnard, from *Wichita Eagle,* to *San Antonio Evening News* reportorial staff.

Joseph Kraynik, from sporting editor *Bridgeport* (Conn.) *Star,* to staff, *Bridgeport* (Conn.) *Post.*

John G. Robinson, from editor, *Redwood City* (Cal.) *Tribune* to rewrite man, *San Francisco Bulletin.*

W. E. Albee, from staff, *San Jose* (Cal.) *Mercury Herald* to staff, *San Francisco Bulletin.*

PRESS ASSOCIATION NOTES

LESLIE D. HARROP, former manager of the United Press Bureau at Lincoln, Neb., has been transferred to the bureau at Detroit, Mich. The vacancy at Lincoln is being filled by F. A. Smothers from the Chicago bureau. Mr. Smothers was formerly with the *Kansas City Post.*

Wiley Smith, manager of the Chicago Bureau of Universal Service, is on vacation at his home in Gadsdon, Ala. During his absence, A. J. Lorenz is in charge.

Vincent Richards, reporter for Universal Service, has returned to the New York office, following a tennis playing trip to the Pacific Coast.

Jessie Henderson, who formerly wrote a daily dispatch from New York for the Consolidated Press Association under the caption "Seven Days in Li'l Old New York," is now writing for the C. P. A. from Paris.

It is estimated that every regular reader is worth $25.00 to a newspaper. The free information service provided by Frederic J. Haskin, from Washington, D. C., is a builder of good will and has a reader holding power greatly in excess of its cost. Write for terms for 1925.

SPECIAL EDITIONS

BOSTON Sunday Herald, 32-page rotogravure radio tabloid, Nov. 30.

Des Moines (Ia.) *Register,* annual insurance section, Nov. 27.

Marengo (Ia.) *Pioneer and Democrat* recently issued a 56-page All Iowa County Historical edition.

Mobridge (S. D.) *Tribune,* a 36-page edition commemorating the dedication of the new bridge over the Missouri River at Mobridge.

WITH THE SPECIALS

AMERICAN PRESS ASSOCIATION, newspaper representative, has been appointed to represent in the national field the *Wynne* (Ark.) *Star, Anthony* (Kan.) *Bulletin, Wilson* (Okla.) *Post,* and the *Pottstown* (Pa.) *Blade.*

CHANGES OF OWNERSHIP

A. L. GRIMM has sold his interest in the Northern Publishing Company, publishers of the *Prentice* (Wis.) *News-Calumet,* to Edgar T. Johnson. Mr. Grimm is postmaster at Prentice.

Amboy (Ill.) *News* has been sold by G. L. Carpenter to Stewart Pettigrew and John H. Millar.

William Headley, of Ponce City, Okla., has bought the *Miltonvale* (Kan.) *Weekly Record.*

Guthrie Center (Ia.) *Bayard Bulletin* and *Bagley Gazette* have been consolidated as the *North Guthrie News,* with publication office in Bayard. F. H. Plumb of the Gazette and H. E. Haskins of the Bulletin will retain their editorial positions, handling community sections of the paper, which will take over both mailing lists.

Kelso (Wash.) *Kelsonian,* oldest paper in Kelso, has been sold by G. H. Umbaugh, who has been connected with it since it was established 19 years ago, to the Kelso Publishing Company, recently organized by Frank Dallam, Sr., Frank Dallam, Jr., and D. F. McKenna, to publish the *Kelso Tribune.* Both papers are semi-weeklies and will be combined under the name of the *Kelsonian Tribune.* Plans are being made by the new owners to extend it into a daily. Mr. Umbaugh retains the equipment of his office and will operate a job printing establishment.

C. E. Colbert has purchased the *Perry* (Ia.) *Tribune.* C. D. Jones will continue as editor and business manager.

Homer Godding has purchased the *Mount Hope* (Kan.) *Clarion* from Myrtle Woodman Reynolds.

Lewistown (Ill.) *Democrat,* which was founded July 14, 1855, and since that time has been under the control of the Davidson family, passed into new hands Dec. 1, when John L. Eryse, Springfield, Ill., took possession on a long term lease.

Claude Cooper and C. Bennett Brasser have leased the *Williamson* (N. Y.) *Sentinel* from E. R. Scott.

Leon L. Hough has purchased the *Canisteo* (N. Y.) *Chronicle* from Reuben J. Cook. Mr. Hough founded the paper and was its editor until he sold it to Mr. Cook.

E. J. Murray has resumed publication of the *Klamath Falls* (Ore.) *Evening Herald* which he sold nine months ago to Luther W. Rood. Rood has relinquished his interest and turned back the paper to Murray.

Jeff Bailey, Southern newspaper man has purchased a half interest in the Lake Region Printing Company of Eustis, Fla., publishers of the *Eustis Daily Lake Region.*

SCHOOLS

MEMBERS of Dartmouth College's class in journalism last week went to Concord, N. H., where they assisted in editing and issuing the *Concord Patriot and Monitor.* The trip was made under the supervision of Professor Thomas G. Brown.

Eugene Sharp, instructor in the School of Journalism of the University of Missouri and city editor of the *Columbia* (Mo.) *Evening Missourian,* laboratory product of the students in the school, was operated for appendicitis last week.

"Find Your Line and Hew to It," was the subject of an address by M. T. F. Scully, column writer for the *Grand Rapids* (Mich.) *Press* and the Booth syndicate, before senior and junior journalism students of the University of Notre Dame, Nov. 15.

James Melvin Lee, director of the Department of Journalism, New York University, recently broadcast a talk on "How To Read a Newspaper" from station WNYC.

ASSOCIATIONS

ADVERTISING CLUB OF NEW YORK'S advertising art round table luncheon was this week addressed by Miss Sara Birchal on "Can Advertising Art Too Be Highbrow?" A. H. Tatlow, publicity director of the South African Railways, spoke on Tuesday at a joint conference of the export advertising group with national directors of the English-Speaking Union on trade opportunities with British colonies.

Washington Press Association will hold its 13th annual Newspaper Institute at the University of Washington School of Journalism, Seattle, Feb. 5-6-7. The program is in charge of M. L. Spencer, director of the School of Journalism at the University of Washington.

Seattle Presss Club will celebrate its move from itts present quarters in the Stuart-Henry-White Building to its new home in the Kermott Building, with a ladies' night dinner-dance, Dec. 18.

Indiana Intercollegiate Press Association will hold its annual meeting at Crawfordsville, Dec. 12 and 13.

North Carolina Press Association will conduct an every-member canvass between now and the time for the annual meeting next summer, it was decided at a meeting of the executive committee at Greensboro last week. Plans were outlined for bringing every newspaper published in the state into the organization. Members attending the meeting were: H. Galt Braxton, *Kinston Free Press;* Miss Beatrice Cobb, *Morgantown News-Herald;* John B. Sherrill, *Concord Tribune;* A. C. Huneycutt, *Albemarle Stanly News-Herald;* Charles A. Webb, *Asheville Citizen,* and R. E. Price, *Rutherfordton Sun.*

Minnesota Editorial Association will hold a convention Feb. 20 and 21, at St. Paul.

Kansas Press Association will hold its next meeting in Topeka, Jan. 30-31, it was decided at a meeting of the executive committee of the association held in Lawrence. W. A. Hill, editor of the *Westmorland Recorder,* president of the association, is in charge of arrangements.

Ponca City (Okla.) Press Association has organized with C. M. Sarchet, president; Seward R. Sheldon, vice-president, and Joe L. Brandt, city editor of the *Ponca City Daily News,* secretary-treasurer.

Crosscup-Pishon Advertising Men's Post, American Legion, of Boston, was addressed Dec. 4 by Richard Sears, Boston newspaper photographer and formerly camera man with the U. S. Army Signal Corps, on the work of making moving pictures of front-line action dur ing the World War.

North Dakota Press Associatio will hold its winter meeting in Valle City, N. D., Dec. 16 and 17, it was ar nounced last week following a meeting c the executive committee of the associa tion at Valley City.

FORESHADOWED EVENTS

Dec. 9—Trial of Baltimore Post for publishing income tax returns.
Dec. 9—Assn. of Foreign Press Correspondents, luncheon, Lawyers Club, New York.
Dec. 9—Advertising Men of Philadelphia, dinner to Rowe Stewart, Ritz Carlton Hotel, Phila.
Dec. 12—Debate, "Is the Press Kept?" Nation Banquet, 200 Fifth Avenue, New York.
Dec. 12-13—Indiana Intercollegiate Press Assn., annual meeting, Crawfordsville, Ind.
Dec. 16-17—North Dakota Press Assn., winter meeting, Valley City, N. D.
Dec. 30-31—Assn. of American Schools and Departments of Journalism, annual meeting, Chicago.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

DAILY SERVICE, TIMELY TOPICS
Reid Editorial Service,
Harrisburg, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures — Home Features — Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

CURRENT RADIO

Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.

American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON

The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

TRADE LINOTYPE MARK



Linotype Split Magazines

A change of face in less time than it would take a hand compositor to get out a case of type.

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

Set entirely on the LINOTYPE *in the Bodoni Series*

Christmas Club Deposits of $48,000,000 in New York State

During the coming months, the pocketbooks of New York State will be reimbursed to the extent of $48,000,000 represented by the deposits in Christmas Clubs. This sum is one fifth of the total deposits in the United States.

To the people of New York State, this $48,000,000 means an increased purchasing power — an increased purchasing power of so great a magnitude that it can be overlooked by not one wide-awake and progressive National Advertiser.

There is no time for procrastination!! Immediate and sure-fire action is needed. This money is going to be spent and spent soon—for every conceivable product.

It is time to start the winter campaign of advertising, and the bigger and more inclusive the campaign, the bigger and more certain the results.

The New York State newspapers represented in this list will place you in line for your full share of this business.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News (E)	21,982	.08	.08
*Albany Knickerbocker Press (M)	33,239	.10	.10
*Albany Knickerbocker Press (S)	53,649	.14	.14
*Amsterdam Recorder-Democrat (E)	7,502	.04	.04
Auburn Citizen (E)	6,429	.04	.035
*Batavia Daily News (E)	8,737	.04	.04
*Binghamton Press (E)	32,006	.09	.09
*Brooklyn Daily Eagle (E)	67,646	.22	.22
*Brooklyn Daily Eagle (S)	77,839	.22	.22
*Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
*Buffalo Courier (S)	118,603	.25	.22
†Buffalo Evening News (E)	125,618	.25	.25
*Buffalo Evening Times (E)	93,202	.21	.21
*Buffalo Sunday Times (S)	89,844	.21	.21
*Buffalo Express (M)	51,288	.14	.12
*Buffalo Express (S)	53,362	.18	.14
*Corning Evening Leader (E)	8,613	.04	.04
*Elmira Star-Gazette Advertiser (E&M)	33,102	.11	.11
*Geneva Daily Times (E)	5,052	.04	.04
*Gloversville Leader Republican (E)	6,852	.035	.035
*Ithaca Journal-News (E)	7,411	.04	.04
*Jamestown Morning Post (M)	11,112	.04	.035
*Middletown Times-Press (E)	6,714	.03	.03
*Mount Vernon Daily Argus (E)	9,293	.05	.05
*Newburgh Daily News (E)	11,591	.05	.05
*New Rochelle Standard-Star (E)	7,741	.04	.04
*The Sun, New York (E)	253,763	.60	.54
†New York Times (M)	352,100	.70	.686
†New York Times (S)	569,623	.90	.882
*New York Herald-Tribune (M)	270,159	.594	.576
*New York Herald-Tribune (S)	316,585	.6435	.624
†New York World (M)	378,807	.595	.58
†New York World (S)	558,779	.595	.58
†New York Evening World (E)	314,489	.595	.58
*Niagara Falls Gazette (E)	18,103	.055	.055
*Port Chester Item (E)	4,359	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,110	.05	.05
*Rochester Times-Union (E)	64,727	.20	.18
*Syracuse Journal (E)	42,103	.14	.14
*Troy Record (M&E)	22,621	.06	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

ADVERTISING AGENCY AFFAIRS

G. B. MITCHELL of the New York advertising firm of Albert Frank & Co. returned to New York this week from a five-months' trip through Japan, China, Korea and the Philippines. The trip was undertaken for a study of travel conditions and the economic situation in general. He found travel excellent, with Japan rapidly recovering from the earthquake, and China safe, despite its recent wars.

Mr. Mitchell met the deposed Emperor of China and the leaders now in power. He visited also Major General Leonard Wood, Governor General of the Philippines.

Mr. Mitchell, who is something of an artist, brought back a sketch book filled with interesting scenes of the Orient.

The Anfenger Advertising Agency, Inc., St. Louis, has moved its offices from the Odd Fellows' Building to the Board of Education Building. Louis E. Anfenger is president; E. D. Winius, vice-president, and Charles H. Trap, secretary.

Ellery W. Mann, for a number of years vice-president of the H. K. McCann Company, New York advertising firm, was elected president of the Zonite Products Company at a meeting of the board of directors held Nov. 27. Through his connection with the McCann agency, Mr. Mann has been identified with numerous prominent corporations, including the Standard Oil Company, and the Beech-Nut Packing Company.

L. R. Northrup, of Erwin Wasey & Co., was elected chairman of the western council of the American Association of Advertising Agencies at a recent meeting held in Chicago. Carl P. Johnson, of Johnson, Read & Co., was elected vice-president, and Francis Marling, of Benson, Gamble & Crowell, was elected secretary and treasurer.

The new board of governors includes F. W. Thurneau, Vanderhoof & Company; J. W. Young, J. Walter Thompson Company; Paul E. Faust, Mitchell-Faust Advertising Company, and Dwight Chapman, of the McJunkin Advertising Company.

Harold Buffam, until recently with the *Springfield* (Mass.) *Republican*, has joined the staff of Barteau and Van Denmark, Springfield advertising agency.

Charles M. McLennan and M. S. Moore are now associated with E. R. Crowe & Co., New York advertising agency.

G. Kenneth Goode has resigned from the staff of the *Richmond* (Va.) *Times-Dispatch* to join the Cecil, Barreto & Cecil, Inc., Richmond advertising agency.

Francis K. Glew has started an advertising business under his own name at Grand Rapids, Mich. He was formerly with John L. Wierengo & Staff, advertising agency, of that city. The Grand Rapids Varnish Company, Grand Rapids, has placed its advertising account with Mr. Glew.

Frederick S. McLintock, formerly with the Redfield Advertising Agency, Inc., New York, has joined the New York office of the Lyddon & Hanford Company, Rochester, N. Y., advertising agency, as manager of its production department.

Advertising designed by the Central Advertisers Agency of Wichita, Kan., in co-operation with Col. Robert H. Timmons, director of public relations for the Kansas Gas and Electric Company has been given a signal honor by the Societe Financiere de Transpoerts, of Brussels, Belgium.

Recently the societe wrote to the company asking permission to use the series of Aesop Fables advertisements, used nationally in magazines and newspapers, for publication abroad. The company owns plants in Spain, Portugal, Turkey and South America. The Kansas company recently sold the rights to the Oklahoma Gas and Electric Company.

FLASHES

Some are born hateful and some get that way trying to seem important.—*Baltimore Sun.*

Some people adhere so closely to the truth that you can't get it from them.—*Boston Transcript.*

"Do you ever have any quarrels at your women's club?"

"Oh, no; we call them debates."—*Boston Transcript.*

Expenses of the Colonel Forbes trial are expected to be $20,000 dollars a day. It is evident severe punishment is going to be meted out—to the taxpayers, anyway.—*New York World.*

It's the fat-head, not the overhead, that makes government costly.—*Columbia* (S. C.) *Record.*

"You know that last cook I hired. She's an angel."

"What! Has she flown?"—*Boston Transcript.*

No cold cash is any colder than a payment of alimony.—*Detroit Free Press.*

It is significant of these superior times that the January eclipse of the sun will be the most spectacular thing of the kind ever staged in America.—*Chicago Daily News.*

The celebrated author who says that American laws are "the laughing stock of Europe" is only half correct. They are also the laughing stock of America.—*Columbia* (S. C.) *Record.*

The most thrilling words are simplest. Consider "Atta boy!"—*New York Telegram and Evening Mail.*

Buffalo chauffeurs seem willing to aid each other. Three of them hit the same pedestrain.—*New York World.*

England has no office similar to our Vice-Presidency except that of poet laureate.—*Hartford Times.*

It's no sign of politeness to tell a bill collector to call again.—*Roanoke Times.*

And yet the right to make home brew is worthless if the method is wrong.—*Baltimore Sun.*

No one can look more as if life were a total failure than a man being towed to the garage in a brand-new car.—*Ohio State Journal.*

"What are we to do for big, successful men in the future?" mournfully queries *The Toledo Blade.* We don't need 'em at all. The women will be running the whole show.—*J. R. W. in Milwaukee Journal.*

Dry agents listened to radio bedtime stories and suspected that they were code messages to liquor smugglers in Canada. Anyhow, we now understand what Prohibition enforcers do with their tim *New York World.*

According to science, hair grows death; but this is darned little co lation for a bald man.—*New York gram and Evening Mail.*

The Nobel Peace Prize is not t awarded this year. Why not give Jack Dempsey?—*New York World.*

You can say one thing for static drowns part of the jazz.—*Baltimore*

People had "forceful personalities the old days, also, but it was called s head.—*Baltimore Sun.*

NEW PLANTS AND EQUIPMEN

H. R. TILLOTSON, for 15 years tor and owner of the *Stock* (Ia.) *News*, has purchased The Shop at Ottumwa, Ia., and plans to his Stockport job plant to that city, solidating the two offices. The Shop was formerly owned by Carl Wallace.

St. Peter (Minn.) *Free Press*, re ly installed a Chandler & Price job with Miller automatic feeder.

Eveleth (Minn.) *Clarion* has purch a Collendar casting outfit and C. saw and trimmer.

Hutchinson (Minn.) *Leader*, has stalled Miehle Verticle job press.

Salt Lake City Deseret News is ad a new 8-story building to its

Mt. Carroll (Ia.) *Mirror-Demo* has installed a new linotype.

Let this emblem guide YOU to successful circulation building

WE have proved to scores of publishers—both large and small—that the best plan of building and holding circulation is our simple, businesslike, dignified plan, which binds the subscriber with a liberal accident insurance policy.

Our plan does not call for investment in premiums or prizes. It carries no contest or scheme features. It is most effective and most economical—maximum circulation at minimum cost.

We serve only one newspaper in a territory, but we serve that one seriously and successfully

If interested wire or write.

HICKEY-MITCHELL COMPANY

Pierce Building St. Louis, Mo.

Here's a Chance to Help Children

The Church Advertising Department is glad to pass on the suggestion of the Near East Relief that publishers make a special effort to link their paper with the popular interest in Golden Rule Sunday, December 7. Special page layouts, featuring this day, are available from several of the mat services.

Churches will be willing to take extra space to feature their part in this special day, and papers can thus help along this unique day and stimulate larger advertising by special treatment of some sort.

Your denominational leaders in your town have full information. Special electros are available from the Near East Relief, 151 Fifth Avenue, New York City.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World

383 Madison Ave. New York City

WHAT'S WHAT IN THE FEATURE FIELD

MMA BUGBEE, reporter on the staff of the *New York Herald Tribune,* is sponsible for the idea of a "bogey time" rsolving cross word puzzles, a feature nh has been incorporated in the zels being offered to newspapers by e Herald Tribune Syndicate, New ɔc. Miss Bugbee was given a $25 ı s.

Captain Bruce Bairnsfather, British car-ɔst, who draws an "Old Bill" feature rKing Features Syndicate, Inc., New ɔ:, returned to this country from Eng-ıon the Mauretania, Nov. 26.

ıy Christie, English novelist, has ıien a series of six articles to run ır the caption "As May Christie Sees "for the New York World Syndicate.

Cantland Rice, of the *New York ɔld Tribune,* whose articles are syn-:ed to newspapers, has returned to : York after spending several days at ılville, N. C., resting from high pres-: football writing. He was accom-nd by Mrs. Rice, Frank Crowinshield, ır of *Vanity Fair,* A. A. Boyden, ıer managing editor of the *American ıazine,* and Mrs. Mary Wilson ɛon.

Jın Laurens Van Zant, well known ıical writer, has joined the staff of ɛKent Press Service, and will cover ɛforthcoming session of the Illinois ɡiature. A new bureau has been ɛd at Springfield by The Kent Press rce with Charles E. Calkins in charge.

F C. ("Bud") Fisher, creator of ı and Jeff, who draws for the Bell ricate, Inc., New York, returned ı a trip to the Continent this week on ɔlympic.

Te D. P. Syndicate, although a de-ıent of the publishing house of ıleday, Page & Co., has announced thereafter it will also represent four ɛ publishers: Dodd, Mead & Co.; Har-r, Brace & Co.; Little, Brown & Co., he Frederick A. Stokes Company. esyndicate has launched a new plan ındling serial fiction by offering an-ılcontracts to newspapers wishing to ı first call on all novels in which the ɔublishing houses hold serial rights. tors on the combination's fiction list ıde Edna Ferber, Owen Johnson, ɔie Garstin, Harold MacGrath, Dor-y Canfield, Honoré Willsie Morrow, ıam McLeod Raine, E. Barrington, ɛworth Camp, "Elizabeth," J. Allan r, Robert Herrick, Clarence E. Mul-d Ethel Watts Mumford, and Pamela ne.

Nv features announced by the D. P. ıcate include Wickham Steed's Me-ı and Katherine Mayo's exposure of ı Truth About the Philippines."

Th Continental Theatrical Informa-ı Service, 112 West 44th street, New r a new syndicate, started operation ; reek, furnishing a weekly bulletin of v on the Continental Theater. San-dJ. Greenburger and George Halasz charge of the central office in New rl The European staff consists of Paul Atanyossy, Berlin; Ferenc Szanto, Budapest; Francesco Carbone, Milan; Mate Zalka, Moscow; Leon Wexner, Paris; Beumont Wadsworth, Prague; Steffan Presser, Vienna. Donald Freeman is temporarily in Europe in charge of the foreign staff.

N. Y. HERALD TRIBUNE UP DEC. 8

Trial Date On Tax Publicity to Be Set by Judge Knox

Trial date of the *New York Herald Tribune,* indicted for unlawful publication of income tax returns, will be set by Judge John C. Knox in United States District Court, New York, Dec. 8, one day before start of the *Baltimore Post* trial in Baltimore on the same charge.

This was decided in five minutes Monday, when the New York Tribune, Inc., through its attorneys, Henry A. Wise and Sackett, Chapman, Brown & Cross, pleaded not guilty before Judge Knox and obtained a week's leave to make any motions to the indictment which might be deemed necessary to bring out the questions to be litigated in a more complete manner.

Counsel for the defense reiterated they have co-operated and will continue to co-operate in every way with the Department of Justice, so that there may be a prompt determination by the Supreme Court as to the intent of Congress in framing the publicity provisions of the revenue act and, "if necessary, a further clarification of the constitutional freedom of the press."

THOMAS SUCCEEDS JONES

Becomes President, Norristown (Pa.) Register Following Latter's Resignation

Announcement has been made that Gilbert S. Jones, president of the *Norristown* (Pa.) *Register* since its organization, has resigned. I. Powell Thomas, treasurer of the publishing company, has been elected president, and David H. Mann made assistant treasurer.

Mr. Jones, who established the Register with its commercial printing department, has gone to Florida, where he will devote the time of the winter months to some real estate interests. He retains his holdings in the Register Company, and will continue to live at his home in Montgomery County, near Norristown.

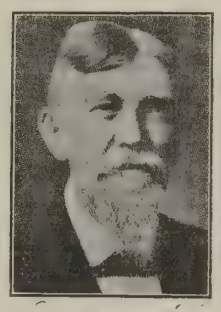
Brady Joins N. Y. Herald Tribune

Joseph Brady, former managing editor of the *Providence News,* this week joined the staff of the *New York Herald Tribune.* At one time he was on the *New York Evening World.*

OHIO EDITOR DIES

James Parker Chew Founded Xenia Daily Gazette in 1881

James Parker Chew, 92, said to be one of the oldest active newspaper editors in the country, editor of the *Xenia* (O.) *Daily Gazette* and *Xenia Republican,* died of old age in his home at Xenia, Nov. 29.



J. P. Chew

He was born in York County, Pa., April 10, 1832, and received his education and learned the printing trade in Carlisle, Pa.

His Journalistic career started in 1852, when he bought the *Lawrenceburg* (Ind.) *Press,* which he owned and edited for 25 years, after which he purchased the *Xenia Gazette,* then a weekly, and in November 1881, established a daily edition of that paper.

The last of many consolidations of newspapers in Xenia was made in 1915, when the Gazette absorbed the Daily Republican.

Oregon Publisher Dies

P. F. Cronemillar, publisher of the *Lake County* (Ore.) *Examiner* and postmaster of Lakeview, died recently at Lakeview. He had previously been associated with the *LaGrande Chronicle* and the *Roseburg Plaindealer* and established the *Klamath Falls Evening Herald.*

T. E. Niles in Providence

T. E. Niles, former managing editor of the *New York Evening Mail,* became general manager of the *Providence* (R. I.) *News* Dec. 1.



QUICK STICK

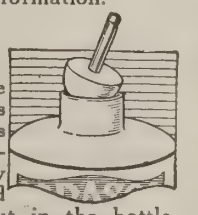
MIXED IN A MINUTE

For the Press Room or Mail Room Quick Stick has no equal. It is mixed in a minute, possesses greater strength than the paper itself and when once applied it will not let go. A clean white powder paste that will not sour or mould—free from lumps—speeds up bundle and single wrapping wherever it is used. Quick Stick mixes quick, sticks quick and dries quick. It can be ordered in 35 lb. cartons, 50 lb. kits, 100 lb. kegs, 150 lb. half barrels and 225 lb. barrels. Ask us to send you a sample.

No. 705 MAILING MACHINE PASTE

An exceptional paste. Will not clog, gum or harden in the fountain. Flows freely permitting speedy labeling. Smooth and free from lumps—made especially for Wing-Horton and Dick Mailers. The Coupon will bring you complete information.

C OPASCO



A desk paste that never needs water — always on the job — spreads evenly and easily and will not dry out in the bottle. Ask us about the self closing desk jars made especially for the news room. Handiest paste containers on earth.

THE COMMERCIAL PASTE CO.
Makers of the Largest Line of Adhesives
DEPT. 51 COLUMBUS, OHIO

The Commercial Paste Co.,
Dept. 51, Columbus, Ohio.
Gentlemen:
☐ We'd like to test Quick Stick.
☐ Send us your minimum order of No. 705 Mailing Machine Paste.
☐ Send us your trial order of Copasco —the handy desk paste.
NAME .....
ADDRESS .....
TITLE .....
PUBLICATION .....
TOWN .....
STATE .....

The Cathedral Towns of England

DURHAM

Placed upon a bold cliff, around whose base curves a deep and ample river, Durham Cathedral has a site unrivalled in Great Britain and perhaps the whole world.

Among the finest features of the Cathedral are its massive Norman Nave, the chapel of the Nine Altars, the Shrine of St. Cuthbert and the tomb of the Venerable Bede.

The naturally fortified position of the Cathedral and Castle lends greater significance to the fact that for several centuries the Bishopric of Durham was looked upon as England's first line of defence against the Scots.

One of the finest views of the Cathedral and Castle is obtained from the London and North Eastern Railway on its famous East Coast Route between England and Scotland.

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

Highly Efficient

Mr. R. V. De Barry, Sec.-Treas. of the Lansing, Mich.. STATE JOURNAL, has had considerable experience:

"From our experience covering a period of about three years, we can safely say that through education and tireless efforts you have obtained a point of efficiency which is invaluable to us. Our discount period has just elapsed, and there was not a single deduction made by any agency on account of failure to prove the advertising invoiced."

You can't possibly go wrong on a trial test. Want it?

The Advertising CHECKING BUREAU *Inc.*
538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK
A NEWSPAPER CHECKING PROOF SERVICE

MOST NEWS
h largest morning daily circulation in Pittsburgh
The Pittsburgh Post
TORNING AND SUNDAY
October circulation (net paid)
Daily Circulation.....137,824
Sunday Circulation.....197,347
Member A. B. C.

"SEEING THE SUN" IS DEFINITE PART OF BALTIMORE CHILDREN'S EDUCATION

15,000 Pupils Have Heard Newspaper Processes Explained by H. E. Warner in Year and a Half—Sound Promotion Idea

SINCE the first of October, 1922—a school year and one half—more than 15,000 teachers and pupils of public and parochial schools, high schools, private schools and universities and colleges have gone through the *Baltimore Sun* plant or listened to Henry Edward Warner of the Sun in assembly, to learn just how a newspaper is made.

Starting in a very small way from a suggestion by C. W. Wagener, the Sun's publicity manager, and taken from its inception and developed by Mr. Warner, the idea has grown into an established institution, and today teachers wishing to take their classes through the Sun building have to reserve their dates far ahead. Studying the actual making of a newspaper on the ground in Baltimore is considered a part of necessary education by enough teachers to have required a separately organized unit known as "Seeing the Sun Department."

It has brought about a much wider educational influence, too. Students are required to write compositions on their trip as part of the school work. Some of the early compositions were submitted by the teachers for official editing, and the need of a reliable information booklet was so apparent that Mr. Warner wrote a story of the trip from start to finish, called "Seeing the Sun," a title which has been changed to "The Making of a Newspaper" in a second edition.

The demand for this booklet, especially by educational institutions, has indicated such a keen interest that a third edition is in preparation, and a leading publishing house has under consideration a text book by the same writer. "The Making of a Newspaper" is now in use as a supplementary textbook in the New York University School of Journalism, of which Dr. James Melvin Lee, whose book review column is an EDITOR & PUBLISHER feature, is director. It is also being used by the directors of a large number of journalism schools in universities and colleges throughout the country.

There probably is no newspaper industrial visitation organized on such a permanent and responsible scale as the Sun's. It is probable that in general visitors would be turned over to a guide of some sort—such a guide, for instance, as will show visitors through public buildings in Washington; or perhaps such a guide as one finds at the small end of a megaphone on a rubberneck wagon. But the "Sunpapers" don't turn their visitors over to anybody. Mr. Warner handles every detail himself, personally escorting classes, describing every piece of work, human or mechanical, making sure that everything is understood, and at the end of the trip holding a "quiz" in a side room of the mailing department.

Starting in the lobby of the Sun Building, the visiting class—usually about 45 strong—assemble at the foot of the stairs, and their instructor, taking a position on the second step, first welcomes them and then invariably says:

"There are three ways to learn anything: to read about it or have someone tell you, to see it done, and to do it yourself. We're going to try to show you so intimately that you will practically be doing it yourselves, and when you leave here we hope you will understand everything you have seen and done so thoroughly that you can go right out, get a lot of printing presses and linotypes and money and experience and subscribers, and start right in publishing your own newspapers!"

From that initial laugh to the finish, the instructor makes it a rule to keep them laughing whenever they might grow weary, for after all study is study, and work is work, and a little nonsense doesn't hurt the main purpose of the trip. From the lobby to the photo-engraving room, to the editorial department, to the composing room, through the stereotyping operation into the press room, on up winding stairs into the mailing room the party winds snake-like, every detail being explained so that the least apt will have a chance to understand; and finally, back again to the starting point, where booklets are distributed.

The next day, under the standing caption, "SEEING THE SUN," all the names of the visitors are published in the Evening Sun. There is no long story, there are no pictures, there is no attempt to capitalize the event. Just the plain list of names of those who visited. It is considered enough.

"You think it is a good thing?" Mr. Warner was asked.

"Ask me something hard," was the smiling reply. "If a newspaper can do any better thing from an angle—dismissing self-interest entirely as being unworthy of consideration—I don't know what it is. And from the standpoint of self-interest, if anyone insists, I don't know of anything better than letting the next generation see the wheels go 'round in a plant where they are printing civilization's common medium of communication."

To which he added:

"And if you print anything abou for the love of Mike don't refer to n a 'guide.' Not that I care personally these children and teachers are our ored guests, deserving the most co and painstaking reception even by busiest official on the place. And te them how and why a newspaper is pr is something that is worth all the in gent study that can be put into it."

In addition to showing visiting cl through the plant, Mr. Warner has dressed the students of all Baltim high schools in assembly. On Dec. gave an illustrated lecture on the su to 2,000 students of the largest school of the city, and on Feb. 2 repeats the lecture to the assembl Goucher College for Women. He talked to a section of the Journalism partment of New York University, at a later date will address the asse of that institution on newspaper e English and mechanics. So far has influence of this department extended the entire department of Journalis George Washington University, Was ton, D. C., made a special trip to B more to have him "take them thro

Col. Graves Has Not Resigned

The *Hendersonville* (N. C.) *Times* has made a formal anounce that Col. John Temple Graves, editor not severed his connections with newspaper, in answer to a public s ment made by Morris Beale, former aging editor of the Times that G contemplated resigning. Col. Graves spend the winter in Florida, but will tribute a daily editorial, the Times st

"OTHER PEOPLE'S CHILDREN"

By Fanny Y. Cory

Cleverest of the Cute Kid Cartoons By the Cleverest Artist Specializing in Children



For Terms and Samples, Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

SOUTHERN NEWSPAPER PLANT FOR SALE AT BARGAIN

The Charleston American offers its entire plant, including real estate and equipment, for sale at a bargain. This plant is located in the heart of the City on one of the best corners in town, measuring fifty one (51) feet on Meeting Street, and one hundred seven (107) feet on Society Street, including one three story brick building, with news print warehouse adjoining, and one two story brick press room with composing room above; containing editorial rooms, business office, circulation department and complete and well arranged newspaper lay-out. Together with one 32 page Duplex Press with color deck, linotype and intertype machines, stereotyping outfit, safes, files, desks, chairs, furniture, and all appurtenances of any and every kind needed in the operation of a modern daily morning or afternoon newspaper. This plant is ready to be operated by simply turning on the switch. Terms cash, or one-third cash and the balance in three annual payments. Price extremely cheap. Communicate with John I. Cosgrove, Attorney, 45 Broad Street, Charleston, South Carolina.

The Brooklyn Chamber of Commerce submits this comparison:



Miss Brooklyn reads the Standard Union with undivided interest because it prints the news she wants to read about.

R. S. R. Shriver
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



GENE FOWLER—He'd Make Type Talk.

CENCE appears about ready to take he cue and walk out upon the edi-'l stage.

Gne Fowler, President New York espaper Club, recently appointed day nging editor of the *New York rrican,* proved himself the possible pter,- when this week he disclosed he has in mind of a "journalistic atory," for scientific study of news tods, which, if worked to capacity, gt bring about interesting innova-n in the newspaper field.

Te plans, now actually in more than en stage, seem rapidly approaching lation in Fowler's hands, and, as nfolded them in an interview with DR & PUBLISHER, he showed how he eady putting them into operation small scale.

Vhat Fowler contemplates eventually eablishment of a separate newspaper etment devoted exclusively to scien-chewspaper research and experimen-ia. It would be the place where edi-il conference ideas could be put to lest at small expense.

Dclosure of the "dream plan" came ie end of the interview, during ia Fowler had first proved himself ontemplative philosopher before es-ig the role of news-scientist.

I deviate, perhaps, from the old-cl newspaper man, "in that I believe s usiness we are in is a real science, ale of scientific development.

C course the fundamentals of the fission will never change, but there s be improvements, there should be ntual refinements.

"And, at present, we have no way of developing these improvements and refinements, except the old-fashioned editorial conference.

"Isn't it true that the fundamental job of the editor is to make it easier for his readers? Well, the editor has all sorts of ideas, but now he has no way to try them out.

"What I am hoping to see formed soon will be a journalistic laboratory in every metropolitan newspaper, which will have a competent newspaper man in charge, who likes research work, and at least two assistants. This laboratory force will continuously study the newspaper, seeking ways to improve it. It could work over every germ of an idea," he continued. "In it tests could be made, which are now impossible in a newspaper, because of the expense of failure.

"One idea I have in the back of my mind, which I would like to submit for laboratory testing is the creation of type styles which will convey vocal intonations. Sarcasm, for instance.

"Now a speaker in an address reported in a newspaper may make a very sarcastic remark. As it appears in print, however, it may convey an entirely different idea.

While interesting as a news-scientist, Fowler is most pleasant to talk to, when he puffs his pipe, and becomes a philosopher contemplating the editorial field.

When first he was named managing editor of the American a short time ago, I went to him for an interview.

"You can tell the boys," he said, "that now I can buy me a new set of false teeth."

That is typically Fowler. He takes advancement lightly. Tall, with long, wavy, dark hair and a broad smile, he is the office clown, with none of the clownish handicaps.

"How," I asked him, "is it possible to be happy though an editor."

"In the first place," he answered promptly, 'read Schopenhauer, possibly one of the happiest men who ever lived.

"Remember that glorious German pessimist tells us to live within ourselves and not to depend upon external things for happiness. And that doesn't necessarily mean one must be selfish either.

"While I like people, I really prefer to be myself and read a great deal. And when with people, I try to be natural, try not to assume something I'm not.

"Then, secondly, to be 'happy though an editor,' one of the first things to abolish is fear of any kind. Make up your mind you can make good anywhere. I have. Maybe it's sheer ignorance on my part. Perhaps I haven't enough sense to be afraid. In fact, it's within the realm of possibility that I'm dumb.

"Nevertheless, I believe the editor in charge of a newspaper should be absolutely free from fear. He should say to himself, 'This is a big property, so big it will survive any mistakes I might make.' Then he should give his ideas full reign.

"If he is well grounded in the fundamentals of newspaper work, he can't go wrong.

"Then the editor would carry his fearlessness down to the staff. His reporters should not always be fearing for their jobs. Of course they shouldn't be allowed to loaf, but instead of being afraid of the boss, the boss should let it be known that he relies on them, depends on them.

"Of course this idea has been treated in literature for centuries, but it is none the less true, and sadly foreign from many newspaper offices. Too few believe the simple fact that fortune comes to him who is mentally unafraid."

Here I interrupted Fowler, who speaks rapidly and with enthusiasm. I took him back to his proviso that a fearless editor must of course first be well grounded in the fundamentals of journalism.

"What," I asked, "do you consider the fundamentals of journalism."

"Of course that is a difficult question to answer," he replied. "But I should say the fundamentals of journalism are seeing clearly and telling forcibly.

"And this definition applies to both policy and news. Simplicity is one of the fundamentals of newspaper work. Powerful expression is another."

GREATEST GAIN

During the month of October, The New York Sun showed a greater gain in advertising lineage than any other New York evening newspaper.

The Sun

280 Broadway New York

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

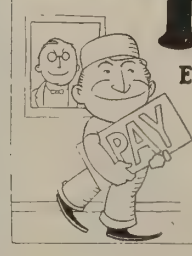
Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

EVENING HERALD
Los Angeles, Calif.
ged 6,631 Daily Average Circulation.
Form Government Statement, Six Months ng Sept. 30, 1923, 167,649 Daily. Six ths Ending Sept. 30, 1924, 174,280 Daily. ease in Daily Average Circulation, 6,631.
COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
. Moloney, 604 Times Bldg., New York.
Logan Payne Co., 401 Tower Bldg., 6 rth Michigan Ave., Chicago.
. Norris Hill, 710 Hearst Bldg., San ancisco, Calif.

Detroit Times



Evening 220,000
Sunday 250,000

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia and GROWING!

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

RICHMOND TIMES-DISPATCH NOW HOUSED IN NEW MODERN PLANT



REMOVAL of the mechanical, news and advertising departments of the *Richmond* (Va.) *Times-Dispatch*, from South Tenth street to the company's new home, 107 South Seventh street, has just been completed, and with a few details yet to be finished the newspaper will soon be in shape for the formal opening of its modern plant.

The building fronts 200 feet on South Seventh street, and has a depth of 130 feet. The north wing of the building is two stories. On the lower floor are the offices of the general manager, business manager, the advertising and the bookkeeping departments, while in the rear on a mezzanine floor is housed the classified department.

On the second floor of the north wing are the editorial and news rooms, the telephone exchange; rooms in the rear being provided for the Associated Press, the engraving and the art departments. The news and editorial rooms are lighted by huge windows on both the north and south sides.

The south wing of the building is also two stories. The lower floor forms part of the press room, housing the huge color press, while the back part of the upper floor furnishes ample room for storage of news print. The front room is occupied by the morgue, which is reputed to be one of the most complete in the entire South.

Between the two wings, all on one floor, with ample skylight, making it unnecessary for artificial lights to be used during the day, are housed the linotypes, the monotype casting room, the make-up and the stereotyping departments.

A special nickeling plant has been installed, each plate for the color press being given a nickel "bath," which hardens the plate and insures clear, sharp colors and long life.

Besides printing an eight-page color section for the Times-Dispatch, the company prints the color pages for 27 of the larger dailies throughout the South.

Removal of the linotype battery was accomplished without a hitch in the issuing of the newspaper.

PRESS AT CORNER STONE LAYING

N. Y. Publishers, Editors, and Drama Critics at Theater Guild Function

The New York press was well represented when the Theater Guild laid the cornerstone of the new Guild Theater at Fifty-second street, between Seventh and Eighth avenues on Dec. 2.

Dr. John H. Finley, of the *New York Times,* was one of the speakers, while guests of honor at the ceremony included: John Anderson, dramatic critic, *New York Evening Post;* John Corbin, *New York Times;* Heywood Broun, dramatic critic, *New York World;* Alan Dale, dramatic critic, *New York American;* Gilbert W. Gabriel, dramatic critic, *New York Telegram and Mail;* Percy Hammond, dramatic critic, *New York Herald Tribune;* Walter Lippman, editor of the Editorial page, *New York World;* Burns Mantle, dramatic critic, *New York Daily News;* Adolph S. Ochs, publisher, *New York Times;* E. W. Osborne, *New York Evening World;* Ralph Pulitzer, editor, *New York World;* Stephen Rathbun, assistant dramatic critic, *New York Sun;* Ogden Reid, editor and publisher, *New York Herald Tribune;* J. Rankin Towse, dramatic editor, *New York Evening Post;* O. G. Villard, editor of the *Nation;* Alexander Woollcott, dramatic critic, *New York Sun,* and Stark Young, dramatic critic, *New York Times.*

St. Louis Star's Payroll Robbed

Two armed men held up the cashier and assistant cashier of the *St. Louis Star* in an elevator on the ninth floor of the Star building, Nov. 29, and escaped with $6,000. The money was to have been used for payroll purposes. The newspaper office is located in the heart of St. Louis's downtown district.

The incident created great excitement among the staff of the newspaper.

Publisher Appointed State Printer

J. R. Gabbert, newspaper publisher of Riverside, Cal., has been appointed state printer to succeed Frank J. Smith, recently appointed warden of San Quentin penitentiary.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

The New Orleans States

Is now represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.

Chicago Office—Mallers Bldg.

Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

TIPS TO AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account of **Graton & Knight Mfg. Company,** Worcester, manufacturers of leather belting, lace leather, etc.

Brandt Advertising Company, 7 South Dearborn street, Chicago. A number of towns in the Middle West are being added to the list on the Curtiss Candy Company, Chicago, Ill.

W. L. Brann, Inc., 11 East 43rd street, New York. Placing account of the Wahl Company, Chicago, manufacturers of "Eversharp" pencils and "Wahl" pens.

Brooks of Illinois, 30 North Michigan avenue, Chicago. Contracts are being sent out to a general list of metropolitan newspapers on the Bonnoy Company, Chicago.

Cleveland A. Chandler and Company, 35 Congress street, Boston. Placing the mail order accounts of Washington Jewelry Company, Boston and Paul Case, Brockton, Mass., in newspapers and magazines in the United States and Canada.

Conover-Mooney Company, Harris Trust Building, Chicago. Placing account of the National Kraut Packers' Association, Clyde, Ohio.

D'Arcy Advertising Co., International Life Building, St. Louis. Renewing some newspaper contracts for the White Company, automobile, Cleveland.

Erwin, Wasey & Company, 844 Rush street, Chicago. A general list of newspapers is being prepared on the Postum Cereal Company, Battle Creek, Mich., (Bran and Post Toasties).

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City, Mo. Placing account of the Nonspi Company, Kansas City, manufacturers of "Nonspi."

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Metropolitan newspapers are receiving orders on the Whitmarsh Laboratories, Adrian, Mich.

Gardner Advertising Company, 360 North Michigan avenue, Chicago. Special Christmas copy is being prepared on the Reichmann Electric Company, Chicago, advertising a loud speaker for radios, to be used in a number of metropolitan newspapers, including those in Chicago, New York, and Boston. The account of the Timken Roller Bearing Company, Canton, O., has been secured, and will be placed soon.

Walter E. Hardy, Inc., 111 West Monroe street, Chicago. A limited list of newspapers is being made up on the Cooper Underwear Company, Kenosha, Wis.

E. W. Hellwig Company, 9 East 40th street, New York. Placing special page copy with newspapers in various sections for Corn Products Refining Company, New York, "Karo Corn Syrup."

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has obtained the account of Louis Lustig and Maurice Rentner, who have recently formed a merger for the purpose of producing in this country the "Ensemble" Suit.

Klau-Van-Pietersom-Dunlop-Younggreen, Inc., Milwaukee, Wis. The account of Oelerick & Berry, Chicago, (Old Manse Syrup) has just been obtained and some advertising is being contemplated in Chicago and adjacent territory.

Kling-Gibson Advertising Company, 220 South State street, Chicago. Some special advertising is being planned during December on Williams Oil-O-Matic Heater, of C. U. Williams & Son, Bloomington, Ill., in a number of large dealer towns.

H. E. Lesan Advertising Agency, 209 South State street, Chicago. Copy schedules are b sent to some Illinois papers and some Illi state border towns on Plantation Pancake F of the Michigan Company, Valparaiso, Ind

Livermore & Knight Company, Provide R. I. Making contracts with newspapers selected sections for the American Transfor Company, radio.

Lord & Thomas, 400 No. Michigan ave Chicago. Handling account of Seiz, Schwa Company, Chicago, manufacturers "Selz" sh A general list of newspapers is being prep on Mary T. Goldman, St. Paul, Minn. newspaper list is being contemplated on Kel Switchboard & Supply Company, Chic (radio) no longer placing advertising direct

McJunkin Advertising Company, Inc., 5 S Wabash avenue, Chicago. A new list is b prepared on A. Stein & Company, with sev of the smaller town newspapers elimina Again placing orders with newspapers in v ous sections for the Channel Chemical C pany, "O'Cedar" Mops and Polish, Chicago

Moser & Cotins, 206 Paul Building, U N. Y. Handling account of Chr. Hans Laboratory, Inc., Little Falls, N. Y., m facturers "Junket."

C. J. Ollendorf Company, 306 South Wat avenue, Chicago. Contracts are being sent to newspapers in large California cities on Planert Skate Company, Chicago.

Irving F. Paschall, Inc., McCormick Build Chicago. Has secured the account of the kening Manufacturing Company, Philadel makers of Pedrick heat shaped piston rings

Potts-Turnbull Company, 6 North Mich avenue, Chicago. Newspapers in the large c in the south and southwest are being sent schedules on Jones Dairy Farm Sausage, Atkinson, Wis.

Frank Seaman, 470 Fourth avenue, York. Again making contracts with newspa in selected sections for the General Cigar C pany, "Robert Burns," and "White C cigars, New York.

35,434

Net paid (1923) Average.
An increase of
47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg Chicago

The Deseret News

SALT LAKE CITY, UTAH

74.4% of the population of Utah live on Interurban Lines leading to Salt Lake City.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
H. H. CONGER COMPANY
Los Angeles San Francisco

YOUR CLASSIFIED AD

in

EDITOR & PUBLISHER

is read by the man you want to reach

ONE HUNDRED NEWSPAPERS

have bought serial rights to one or more novel on the following list:

Ann's An Idiot, by Pamela Wynne.
Blue Blood, by Owen Johnson.
The Communicating Door, by Wadsworth Camp
The Desert's Price, by William McLeod Rain
The Divine Lady, by E. Barrington.
The Exile of the Lariat, by Honoré Willsi Morrow.
High Fires, by Marjorie B. McClure.
The Home Maker, by Dorothy Canfield.
The Mystery Woman, by Alice MacGowan an Perry Newberry.
The Owls' House, by Crosbie Garstin.
The Parowan Bonanza, by B. M. Bower.
Race, by William McFee.
The Rover, by Joseph Conrad.
Rufus, by Grace S. Richmond.
Rustler's Valley, by Clarence E. Mulford.
So Big, by Edna Ferber.
The Tenth Woman, by Harriet T. Comstock.
The Voice at Johnnywater, by B. M. Bower.
The Water Bearer, by J. Allan Dunn.
The Wedding Song, by Ethel Watts Mumford.
The Wolfer, by Frederick Niven.

NEW RELEASES EVERY FEW WEEKS.

D. P. SYNDICATE
GARDEN CITY, N. Y.

Representing: Dodd, Mead & Co.; Doubleda Page & Co.; Harcourt, Brace & Co.; Littl Brown & Co.; Frederick A. Stokes Co.

YOU MUST TELL THE BUSINES MEN OF YOUR TOWN ABOUT

BUSINESS

If you don't it will
COST YOU MONEY

John T. Flynn's Daily Business Review deal with fundamental business cond tions of vital interest to every busine man. They are backed by the greate business news collecting organization i America, The United Publishers Co poration, publishers of Iron Age, Dr Goods Economist and a score of oth nationally known business publication

Write for Particulars to

Edward F. Roberts, Editorial Direct

U. P. C. NEWS SERVICE, INC

243 W. 39th St., New York Cit

TEXT OF TAX PUBLICITY DECISION

(*Continued from page 7*)

ight accrue from Governmental process. From the argument and brief submitd, the foregoing propositions is not allenged. It is equally fundamental, wever, that under the guise of a taxig power the Congress cannot regulate ay matters of a purely local nature and eforce a tax as a penalty for disobedie:e to such regulation.

In the instant case the publications gave t names of tax-payers and the amounts id by them. This information had aeady been yielded to the public, as a l of the tax-payers with the amounts d, had been made available for public ipection. The power of Congress to eforce the payment of the tax had been de effective and had been concluded, all with the final exercise of the chief wer granted to Congress, the indidental wers would of necessity be at an end. Congress would have no authority to ntinue to exercise an incidental power hich in a measure involves local regulatn after it had fully enjoyed and exusted its main power and had gathered the benefits accruing therefrom.

But it may be argued that such publi:ion is prejudicial to the tax-payer. his may be true, and if the Congress d attempted to suppress all publicaons, its act probably could have been de effective, but in this case the Conss attempted to regulate the manner the publication of the lists. This was rly a usurpation of power. It was an incident to its power to tax, but obvsly an attempt on the part of the Conss to say in what manner the people uld acquire information made availle to them. Moreover, if the enactnt is susceptible of the construction en it by counsel for the Government, h act would be a clear transgression gn the First Amendment to the Constiton, which forbids an abridgment of freedom of the press.

n this view, the Court is constrained hold that the enactment is violative the First Amendment to the Constiid and is void in law.

—In the above discussion the theory a been followed to the effect that the lication as made offended against the gressional act. I am not inclined to theory. The statute upon which the ictment is based makes it "unlawful any person to print or publish in any ner whatever not provided by law any me return or any part thereof, or rce of income, profits, losses or exeditures appearing in any income re-n."

he publication in question did not vio- this provision, as no publication was e "in any manner whatever" of "any me return or any part thereof," and not purport to cover any income re-n, but, as conceded on argument, the ernment indictment charges only that publication as made was from a list of e who had paid a tax and the amount by them, respectively. This was rate and apart from the return and a have been different from the return, may have checked against a single not including the name of the yer in the return.

ragraph "B" of Section 257 of the gressional Act, as hereinbefore set enjoins upon the Commissioner the to have prepared and made available to public inspection, "lists calling the name and post office address of each person making an income tax return, together with the amount of the tax paid by such person."

Undoubtedly it was the Congressional purpose to preserve the cloak of secrecy upon the returns of income taxpayers, but after the imposition and the payment of the tax, then the fact of the payment with the name of the taxpayer and the amount paid by him must be made available for public inspection.

It could only be a violation of the law if it could be construed as printing and publishing by indirection a part of the return. In all probability the Congress had this in mind when it provided that the name and amount paid by a taxpayer should be made available for public inspection. Moreover, the inhibition of the section is directed against the publication "in any manner whatever" of any portion of the return "not provided by law."

If, therefore, the amount paid as a tax may be construed as part of the return, it was excepted from the provisions of the penal statute, for its publication is in a measure provided for by law in this that it must be made available for public inspection.

Section 3,167, Revised Statutes, reenacted as a part of the Revenue law of 1924, forbids any officer of the Government from divulging or making known in any manner ever the amount or source of income or any particulars thereof set forth or discussed in any income return. Yet such officer by another section of the statutes is required to expose to public inspection a list of all income taxpayers with the amount paid by each.

It would be strange indeed if any interpretation more favorable to an officer should be made than to the unofficial person mentioned in practically the same language in the same statute.

It is my judgment that the name of the taxpayer and amount paid by him was not considered by the lawmakers such an important part of the return as to cover it with the cloak of secrecy. Even if the Congress sought to maintain a measure of secrecy upon this information, it not only exceeded its authority, but impinged upon the First Amendment to the Constitution. In view of the foregoing, the demurrers of the several defendants will be sustained.

Friends to Honor Rowe Stewart

Advertising friends of Rowe Stewart, recently elected vice-president and general manager of the *Philadelphia Record*, are arranging a dinner to be held in his honor Dec. 9, at the Ritz Carlton Hotel, Philadelphia. In addition to his newspaper position, Mr. Stewart is a former president of the Associated Advertising Clubs of the World.

Sunday Edition Launched

The Post Publishing Company, publishers of the *Salisbury* (N. C.) *Post*, an afternoon daily, began Sunday, Nov. 30, to publish a Sunday morning issue. J. F. Hurley is president of the company and editor of the Post.

Obituary

MARGARET CULLINAN BRESNAHAN, 72, mother of J. F. Bresnahan, business manager of the *New York World*, died in Springfield, Mass. Nov. 26.

MRS. REBECCA J. SEITZ, 81, mother of Don C. Seitz, of the *New York World*, died at her home in Cos Cobb, Conn., Nov. 22.

A. E. GUYTON, 51, city editor of the *Coos Bay* (Ore.) *Times*, and southwestern Oregon correspondent for the *Portland Telegram*, and for Seattle and San Francisco papers, died recently from a heart attack.

F. A. WRENCH, editor and publisher of the *Sparta* (N. C.) *Alleghany Star*, died at his home last week after a brief illness.

WILLIAM L. REID, publisher of the *Fayette* (Mo.) *Advertiser*, died Dec. 1.

MRS. P. W. KEMP, wife of the publisher of the *Argyle* (Minn.) *Banner*, died recently of heart failure.

URBAN J. HOULT, a member of the firm of Radcliffe & Hoult, publishers of the *Merced* (Cal.) *Evening Sun*, died recently after an illness of several weeks.

MRS. LOUISE HAMMOND, wife of Ross Hammond, former publisher of the *Freemont* (Neb.) *Tribune*, died recently in California.

J. W. HINCHON, 59, editor of the *Algona* (Ia.) *Courier* for 25 years, died Nov. 23 at Ventura, Ia.

A. D. HILL, 82, editor and owner of the *Prophetstown Spike, Tampico Tornado* and *Morrison Herald*, western Illinois newspapers, died Nov. 26, at Sterling, Ill., where he had spent his declining years.

B. FRANK WOOD, proprietor of the Doane Street Press, Boston, and past president of the Boston Press Club, died in the Lawrence Memorial Hospital, Nov. 28.

JOHN J. STRANAHAN, 81, for many years owner and editor of the *Chagrin Falls* (Ohio) *Exponent*, died at his home in Cleveland recently.

WALTER W. SCHMIDT, 43, for 16 years photo-engraver of the *Pittsburgh Chronicle-Telegraph* and the *Gazette-Times* died at his home in Pittsburgh, Nov. 25.

EDWARD P. B. RANKIN, editor of the *Marine Guide*, Boston, and for many years on the staff of the *Boston Herald*, died at his home in Dorchester, Mass., Nov. 28.

JOHN F. MCQUADE for 38 years in the employ of the *New York Sun*, died in New York Dec. 1. He was routeman for the newspaper at the time of his death.

W. L. AGNEW, Chicago advertising man associated with the Mitchell-Faust Advertising Company, died last week.

O'Neill Joins Oswald Company

The *American Printer* has announced the election of Matthew J. O'Neill as treasurer and general manager of the Oswald Publishing Company. Mr. O'Neill was for 26 years general manager of *Machinery*, of New York.

You Know It's

The Beacon Journal

In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they **want**, as well as what they **need**. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President. Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City.
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

First!

—in circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

DURING the past decade circulation promotion methods have been subjected to the closest scrutiny by the A. B. C., local advertisers, circulation managers' and publishers' organizations, and in many instances by readers.

At the recent convention in Atlantic City of the Association of National Advertisers the delegates were treated to the spectacle of three representativs of as many lading magazines describing or rather defending their respective methods of obtaining subscriptions. Why they or newspaper circulators should have to defend their methods of promotion has never been quite clear to us because the means used to get new readers are not important. What is paramount, and yet is not investigated by any official body, is how a publication holds its readers.

When at the next convention newspaper circulators appear, as we understand they may, they should explain whether their readers are held on the merits of the papers they sell or whether their papers have to be resold continually to the same people and kept in homes by the use of premiums, yearly bargain offers, prizes to boys, contests, and the like.

It seems to us that, in order to introduce a paper to non-readers almost any method is justifiable. But when the same method, regardless of what it is, has to be resorted to to keep the readers in line such a circulation is of doubtful value to advertisers.

* * *

We know papers that continually canvass with premiums and sign and resign the same readers. We know other papers that hold large portions of their circulations by giving prizes to boys who get the same friends, relatives, and neighbors to subscribe every time an offer is made; and there are papers that inflate their circulations by running contests almost every year.

No, it's not the method to get the business that counts, it's whether a paper can hold circulation on merit that is important.

* * *

While on the subject of promotion methods the following letter from a circulator of a six figure paper is pertinent:

"Give some thought to the terrible practice of paying city and out of town agents a top-heavy salary, providing they have no returns.

"Another beautiful practice is to pay the carriers extra for so-called 'additional delivery service,' due to late arrival of trains. In some towns this pay for making a separate delivery of late papers occurs six or eight times per month, the agent being allowed $3.00 on each occasion.

"We are also informed that in some of the larger towns the carrier is sent a hundred more papers daily than he really needs and after paying the bill in full he receives a refund check for extra services rendered.

"On Single Mail it seems that the use of premiums to obtain subscriptions must be mentioned very plainly in the Audit Reports, but if it costs $5.00 to secure a $4.00 subscription through the use of men driving the rural routes, it is O. K."

Such wasteful unbusinesslike methods are employed by at least one paper in almost every town to make the paid figures look big because the A. B. C. considers only paid circulation valuable. We find no quarrel with that and will not until we can devise a better way of gauging the value of circulation, but we believe that business maintained in the manner described above should be so designated.

* * *

The general slump in circulation right now should not cause any one to lose sleep. The let-down after election and the early start in Christmas buying are the principal causes of the drop in sales. The pick-up will come around about the middle of January.

* * *

Another reason for the slump is that circulation organizations district men, street men, canvassers, and even carriers usually get into ruts about this time of the year. A little shaking up is needed every once in a while even in the best organizations. Frequent meetings, not the pep kind to which all the boys are hep, but gatherings of an informal nature where common problems are discussed, editorial plans announced, promotion campaigns examined, will do more to get men out of ruts than any other method we know. All departments have their let-downs and need jarring from time to time.

* * *

Many papers that use premiums in house to house canvassing find it best to have the verifiers deliver the premiums two or three weeks after the orders are taken. This is done on the supposition that when a subscriber continues the paper for at least two weeks he will live up to the terms of his contract.

* * *

When solicitors take signed orders it is well to have the verifiers get signatures which will indicate that the papers are being delivered properly. In this way two signatures are obtained which serve as a check on both the canvassers and verifiers. Yes, the latter have to be checked.

We have found the indirect method of verifying the most successful. A new subscriber is not asked whether he gave Mr. Smith an order. He is asked whether his service is satisfactory and whether he likes the paper. In this way no reflection is cast on the canvasser and the order, if O. K., is clinched.

* * *

The cross word puzzle feature seems to have reached the level of other stock features wtih a definite following.

Many papers are finding it worth while to stimulate interest in the puzzles by offering prizes for the best puzzles submitted by readers.

* * *

The *Columbus Dispatch* and other papers are running the puzzles in the want ad sections. That's a smart thing to do.

A cross word puzzle book should make a good premium now.

* * *

There was a period after the war when news of murders did not affect sales except when the cases were local and the persons involved prominent. The explanation was that the wholesale killing during the war hardened people and dwarfed by comparison single murders.

As a result many papers gladly took advantage of the situation and subordinated stories of crime. Now, any kind of a murder is good for a spurt in sales for a few days, and papers wanting mass circulation can get it by playing murder stories big.

* * *

Truck service to suburban towns is rapidly spreading, especially among afternoon papers. This use of trucks in trading areas is expensive but necessary, in most instances, if subscribers are to be given the best possible service.

Afternoon papers that found it impossible to compete for rural route circulation with their morning rivals now find themselves on more of an equal footing when they deliver to farmers their papers on the day of publication.

Where roads are good and population dense, truck service can be maintained at little higher cost than baggage and mail.

To Build New Paper Mill

The new Lake St. John paper mill of Price Brothers & Co., Ltd., at St. Joseph Dalma, Quebec, will be completed and producing paper by Dec. 15, 1925, it was announced this week.

RADIO AMATEURS RELAY NEW

Syndicates Test Them for Emergen Use When Wires Fail

To demonstrate the value of amate radio for forwarding news dispatches times of emergency, when communicati by wire it cut off, 68 messages addres to as many newspapers were started cently from New York City over routes of the American Radio Re League.

These messages were addressed to member papers of the North Americ Newspaper Alliance. After leaving offices of the N. A. N. A., New Yo the messages were transmitted by E. Glaser of Brooklyn.

One of the messages as received by E. Graves of Cambridge, Mass., and livered to the *Boston Post*, re "Thanksgiving greetings from the No American Newspaper Alliance via Am ican Radio Relay League. Here is example how amateur radio can se you when communication lines fail."

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation

LOUISVILLE, KY.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD New York Tribune

The Pittsburgh Press

A Scripps-Howard Newspaper

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives

ALLIED NEWSPAPERS, INC.

New York Office—52 Vanderbilt Ave.

Chicago Office—5 North Wabash Ave.

San Francisco—Cleveland—Cincinnati

"FIRST IN PUBLIC SERVICE"

The World.

MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York

Mallers Bldg. Chicago — General Motors Bldg. Detroit

The Plain Dealer

has the Largest Circulation of Any Cleveland Daily Newspaper

205,569

J. B. Woodward, 110 E. 42d St., New York

Woodward & Kelly, Security Bldg., Chicago

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE Salt Lake Tribune

No other section of the country offer the advertiser the opportunity of practically covering four states by using on newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Lou —Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By A. E. HAYWARD

"Somebody's Stenog" Tells What She Knows About Him



CNE: Office of A. E. Hayward, cartoonist.

A. E. Hayward—"Miss O'Flage, is anyone out [illegible]?"

Somebody's Stenog. — "How you mean [illegible] I guess nobody, is it?"

A. E. H.—"But I mean, [illegible] anyone [illegible] I seem to [illegible] voices."

S. S.—"There [illegible] go with that [illegible] ace medium [illegible] again. Well, [illegible] EDITOR & PUBLISHER wants to know something [illegible] you."

A. E. H.—"Are they both out there?"

S. S.—"Each of it. Shall I tell them [illegible] I know about you?"

A. E. H.—"Great Scott, girl, use discretion. Wait—I'll be right out."

S. S.—"You see? He's always cramping style. I could have told you a [illegible]—well, here he is now."

A. E. H.—"Good-morning. I feel very [illegible] honored—"

S. S.—"There, you see? Right away [illegible] of blah. Pin him right down to [illegible] or he'll be wanderin' off into the [illegible], dreamiest stuff about great big [illegible] spaces and art and his latest song [illegible] blank verse—and believe me it's [illegible] enough and—"

A. E. H.—"I hope you will pardon the [illegible] ruptions of this young lady. I just [illegible] never around to—"

S. S.—"To keep your feet on the [illegible], though Heaven knows you [illegible] won't have any trouble in that re[illegible]"

A. E. H.—"Miss O'Flage, EDITOR & PUBLISHER is not interested in such trifling natters as the size of the shoes I [illegible]."

S. S.—"Oh, baby! They're no triflin' [illegible]."

A. E. H.—"Well, ahem. I suppose I [illegible] admit that I was born and grew [illegible] be a beautiful child—"

S. S.—"And someone pushed you and [illegible] looked sad ever since."

A. E. H.—"No, No. Nothing of the [illegible]. My father was an artist—"

S. S.—"Laws! You say that as if you [illegible] singing 'My Mother Was a Lady.'"

A. E. H.—"It was while crawling about [illegible] father's studio that I doubtless absorbed subconsciously much in the way [illegible] inspiration which later was to aid me [illegible] in painting. I remember as a boy the [illegible] advent of a talk with my father at [illegible] got seated at his studio window—"



A. E. HAYWARD

S. S.—"Twilight seated at a window! You talk like a nut! See, if you don't pin him down in a coupla minutes you think you're a flea jumpin' over the hills on the moon. Listen. You studied at the Pennsylvania Academy of the Fine Arts, didn't you?"

A. E. H.—"Yes."

S. S.—"When did you first find out you could draw?"

A. E. H.—"Why, I haven't found that out yet."

S. S.—"Good footwork. Then, when did it occur to you that you had a bean good enough to drag down perfectly good money for the stuff you do?"

A. E. H.—"I believe the *Philadelphia Evening Bulletin* stood for a lot when they paid me for sticking about the place for five years."

S. S.—"And you did a suffragette comic for the *New York Evening World,* called 'Someday Maybe,' didn't you?"

A. E. H.—"Yes, but—"

S. S.—"Then there was the Sunday page on the old *New York Herald* and a lot of alleged humorous writing in the City Life Section of the *New York American?*"

A. E. H.—"Yes."

S. S.—"And now you're slugging for the Ledger Syndicate?"

A. E. H.—"Yes."

S. S.—"And you are a member of the New York Water Color Club, a director of the Philadelphia Water Color Club, and you skidded into a gold medal at the Academy one year, didn't you, for a group of water colors?"

A. E. H.—"Y—yes, but really those are matters one should speak of in another mood—"

S. S.—"Rats! Now can you think of anything in the world you're glad about?"

A. E. H.—"Two things. First that you haven't pulled the old wheeze that I was whipped in school for drawing funny pictures of the teacher and—secondly—you know when I met you—"

S. S.—"Good Heavens. What a man! That's all, Mr. EDITOR & PUBLISHER. He's going to get sentimental."

First nine months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

Astounding Growth of West Virginia's Banks

DURING the past thirty years, there has been a stupendous and continuous increase in the banking resources of West Virginia. This increase has exceeded 2400%.

In 1891, when the state department of banking was first established in West Virginia, the deposits amounted to $14,064,086. There were 23 national and 49 state banks at that time.

In 1923, there were 125 national and 222 state banks, with business amounting to $343,478,607.

This shows that, in a period of thirty-two years, West Virginia has

275 More Banks
$329,414,521 Increased Deposits

Banking resources are always indicative of a state's progressiveness and productiveness—two characteristics which are vitally essential to a good buying territory.

There is much money waiting for you in West Virginia, Mr. National Advertiser, provided you have the right, effective means of reaching the purchasing public. This can only be accomplished through the list of never-failing dailies shown below.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,605	.05
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
Telegram	(E)	9,479	.04
Telegram	(S)	11,797	.045
Huntington			
Advertiser	(E)	11,176	.04
*Herald-Dispatch	(M)	14,803	.04
*Herald-Dispatch	(S)	14,482	.04
Martinsburg			
*Journal	(E)	4,830	.03
Morgantown			
†Post	(E)	5,085	.025
Parkersburg			
*News	(M)	7,261	.025
*News	(S)	8,840	.025
*Sentinel	(E)	7,751	.03

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

BOMB HOAX JAILS 3 PUBLICITY PLOTTERS

Vicious Movie Press Agent Stunt Staged in San Diego Newspaper Office Proves Boomerang to Perpetrators

A moving picture press agent at San Diego wanted to "break into" the first pages of the local papers on Thursday of last week, and succeeded so handsomely in his free publicity venture, that he drew eight-column banner headlines and jail cells for himself and two others in the alleged conspiracy.

This incident of press agent fury is without a precedent for impudent audacity.

The "master mind" of the San Diego stunt appears to be a young gentleman named Max Brunstein, publicity agent of the Plaza Theatre. Arrested with him were C. C. Platt, manager of the house, and William Fife, a working man, who had been employed for the occasion by the press agent.

Brunstein's job was to attract public attention to a melodramatic picture showing at the Plaza. The advertising columns of the newspapers were not good enough for him. His ambition to fill the seats of the playhouse, through free publicity, became so overheated that he conceived the idea of planting a "bomb" in the editorial rooms of the *San Diego Union and Tribune,* the underdone idea being that he would thus wake the editors up to the importance of the occasion.

A suitcase containing a fake bomb and other paraphernalia was discovered emitting smoke by a member of the staff of the newspaper. Clockwork could be heard ticking within the case. The entire building was quickly vacated, and a telephone girl in a booth bravely remained at her post until everyone had been warned of the possibility of an explosion.

The police and fire departments rushed to the scene. An intrepid fire chief grabbed up the smoking and ticking suitcase and carried it from the building. An hour later the suitcase was opened, revealing the fake.

The offices of several physicians are located in the Union and Tribune building. An aged woman, undergoing treatment in one of the offices, was so shocked by the hoax that for a time her life was despaired of.

Extras were put on the street by two evening papers, telling of the outrage. Later editions told of the arrest of three men. They were charged with malicious mischief, disturbing the peace and conspiracy. The "bomb" was planted by the workman, who received $2 for the job.

The owners of the theatre immediately took a half page advertising space to explain and apologize. It was asserted that the press agent and the manager had been discharged. Both made public apologies and asserted that no one but themselves were involved in the stunt.

The *San Diego Union* said in an editorial box:

"The hoax was vicious. It was contemptible. It was arranged by cheap promoters to get cheap advertising for a cheap movie. There was no zest of ignorant humor to the affair—merely a thoroughly sordid, penny-pinching desire to get advertising without paying for it, no matter what it might cost others. The immediate results of the thing may prove tragic. The indirect results can hardly be counted.

"The perpetrators of this affair are not merely contemptible, nor merely ridiculous. They are dangerous. The damage they have already done cannot be repaired, and the harm that may result cannot be forestalled. They should not escape, then, merely with a burden of contempt and ridicule.

"Steps are of course being taken to prosecute the offenders for their violation of law, and to get action on the case by leaders in the motion picture industry. It is hard to believe that a mature man, mentally normal, could have been persuaded, or hired, to take part in a thing of this kind."

Kansas Daily Changes Hands

The *Augusta* (Kan.) *Daily* Gazette has been sold by W. K. Leatherock, publisher, to Burns Hegler, former publisher of the *El Dorado* (Kan.) *Times,* more recently general manager of the *Whichita Falls* (Tex.) *Record-News.* The retiring publisher has been in charge of the paper for the past five years. Formerly a weekly, the Gazette became a daily in 1919.

RENAUD EXPLODES MYTH OF CYNICISM

(*Continued from page* 12)

the *Chapparal,* the undergraduate humorous magazine. He also edited the college annual.

Out of college, the present New York sub-editor experienced the usual economic depression. Instead of accepting the glowing offers to become insurance salesman at high commissions and loss to shoe leather, he called on San Francisco newspapers with clock-like regularity. His money gradually diminished.

One day, when he literally was "down to his last nickel," the *San Francisco Examiner* relented sufficiently to give him a street job at $12.50 a week. Renaud remained on San Francisco dailies for nine years becoming dramatic critic on the Bulletin, and later holding the same position on the *San Francisco Chronicle.*

After the earthquake of 1906 he faced east, and 1912 found him on the staff of the *New York Globe.* With a little money in his pocket, and ambition, he decided to free-lance a while. This was partially successful, but unsteady, and he eventually determined to indulge another interest. He became manager of B. F. Keith's Chestnut Street Opera House in Philadelphia.

"From 1913 and 1914," Renaud tells himself, "I had a burst of playwriting. I believe I wrote more unsuccessful plays in a given time than any other man who ever lived.

"The number? Oh, I'd have to open my trunk and spend a week counting," he laughingly declares.

It is public record, however, that Jane Cowl played in one of his productions, "Betty Behave," which lasted all of two weeks in 1916.

After this episode, Renaud, who had spent all his ready cash, had to go to work on newspapers again. He got a job on the New York Tribune. Two years ago he spent about a year as night managing editor on the *New York Herald.* He returned to the Tribune before the Herald-Tribune merger.

On the Herald Tribune Renaud has filled practically every position. His fellow workers declare him to be one of the most efficient all-round newspaper men in the business.

But Renaud himself, being a modest man, grumblingly admits:

"Well, one thing, I've never written fashions."

But some day, perhaps, he will.

RADIO PICTURES NEW SCIENTIFIC TRIUMPH

(*Continued from page* 5)

international affairs," he said at that time, "is a device whereby the front page of the *London Times,* for instance, can be put into a machine and zip!—it will be in New York."

The next day E. F. W. Alexanderson, consulting engineer of the General Electric Company and at that time chief engineer of the Radio Corporation, told Gen. Harbord that within a week he could lay before him the engineering data on which Mr. Young's suggestion could be made good. He did this and the work of devising and developing the machines Mr. Alexanderson outlined was immediately taken up by Mr. Ranger and his associates. Three months ago, it required four hours to transmit the same picture which came through in the public tests last Sunday in 20 minutes. The entire invention has been developed in less than two years.

In addition to sending pictures across the Atlantic, there are several other uses for this new process, such as:

Enabling signatures to be sent instantly to prevent delays in waiting for signed documents by mail.

Sending facsimiles of any printed ter instantaneously.

Transmitting portraits of crim across the Atlantic or to ships at for identification purposes.

In sending pictures or other pr matter across the Pacific from York, Capt. Ranger said it would ably be done in relays.

"To transmit a picture to Japan would first send it across the count the Radio Corporation's station in fornia. Here it would be relayed t Hawaiian Islands, where there is an high power station, and then to J These relaying stations work autom ally and it would not be necessary t ceive the picture in California and start it over again."

N. Y. Times Warns of Imposte

The *New York Times* this week i warnings against a man represe himself as a subscription agent o Times, who has obtained money false pretences in Philadelphia, C land and other cities. The man has the names of "Harold M. Marsl "Harold A. Frazer" and "Harol Willing."



Trade Marks and Trade Names

Our Washington correspondent enables us to keep our readers posted on important trade marks and trade name decisions.

WESTERN ADVERTISING

566 Market St., San Francisco

6 months' trial subscription with Big January Annual $1

Herman Bernstein sailed for Europe November the 27th

WATCH

for his first

CLOSE-UPS

of

ENGLAND

New York Territory has been secured by the

Brooklyn Daily Eagle

Federal Feature Syndicate

160 Fifth Ave., New York

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
11 Spruce St., New York

1925 will be a Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

afraid of love

By Christabel Russell
(The Hon. Mrs. John Hugo Russell)

A gripping story by the mother of the famous "dream baby," sensational figure in one of the most remarkable divorce cases ever contested in the English courts.

A novel of married life by a woman of extraordinary experience.

Don't miss it—wire your reservation. Immediate Release.

Readers' Syndicate, Inc.

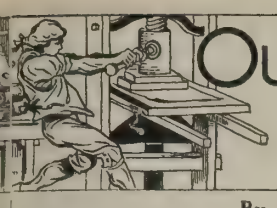
799 Broadway New York City

AUTOMOBILE FEATURES

Touring — Camping—Tr
fic — Gasoline — Upkeep
Roads — Legislation
Taxation — Insurance
Garaging — Used Car Bu
ing and Selling and all t
other

BIG SUBJECTS OF MOTORI COVERED IN A BIG WAY

The Ullman Feature Servi
Woodward Bldg., Washington, D



Our Own World of Letters

By JAMES MELVIN LEE

(T only for the newspaper library ut also for every library, whether ol or private, one of the books of the r's unquestionably "Joseph Pulitzer—s Life and Letters" by Don C. Seitz ron and Schuster). To sum up the uts of this volume of something like ages requires more space than can aorded in this department. Briefly, olume tells the Pulitzer story from me a penniless seventeen-year-old pumped off a sailing vessel in Boston rbr until this same boy, who had be-wa great, fearless editor of crusading vspapers with large circulations, died pard his palatial private yacht, bty," then cruising in southern ei.

Between these two incidents are chap-elling of Pulitzer's political career, truggles to make his newspaper p ties dividend payers, his tragic at-p to substitute six secretaries for wo blind eyes, and his remarkable ections, for the most part, to news-e causes. To write this volume must been an assignment of love on the t of Mr. Seitz, who was for many ran intimate friend and trusted busi-s adviser of Joseph Pulitzer.

h book especially appeals to me be-s the author, in covering his assign-n has not overlooked the human side h former chief. The latter, for ex-ol when Col. Harvey was being bat-c nore or less in the editorial columns te World by Frank I. Cobb and rao W. Seymour, its chief editorial tes, sent the following wire from Harbor:

eh Cobb, Seymour, etc., to treat Harvey e ently, even when he is wrong. Able, n fellow and one of my boys. A little w and then all right, but don't handle t severely. I like him.

gin the author recalls many for-e chapters in the history of New k journalism, such as when Frank A. n y gave New York its first tabloid s aper—the *Daily Continent*. He s the editorial writer a wonderful n of the political battles in which World was on the firing-line—chap-hich supplement but do not sup-t "The Story of a Page," a book by n Langdon Heaton, describing in de-te editorial page of the World under it r.

o the readers of this department a pr which should be well-thumbed is o outlining Pulitzer's idea of news-er editing and making. (Chapter I. A good example of his system found in the memorandum which e sent to Charles M. Lincoln, then ing editor of the World, to con-ne on these objectives:

1. What is original, distinctive, dramatic, n , thrilling, unique, curious, quaint, hu-u odd, apt to be talked about, without c good taste or lowering the general od tone, and above all without impair-h confidence of the people in the truth of st ies or the character of the paper for p y and scrupulous cleanness.

2. What is the one distinctive feature, usade, public service or big exclusive? a r can be great, in my opinion, if it de-s mply upon the hand-to-mouth idea, news ign anyhow. One big distinctive feature ay at least. One striking feature each ould contain, prepared before, not left ate.

3. Generally speaking, always remember di erence between a paper made for the n for the masses, and a paper made for cl es. In using the word masses, I do xude anybody. I should make a paper th judges of the Supreme Court of the ed States would read with enjoyment, bly, but I would not make a paper that th judges of the Supreme Court and their ould read. I would make this paper u lowering the tone in the slightest degree.

4. Accuracy, accuracy, accuracy. Also ne, intelligent, not stupid, condensation. ic re or illustration unless it is first class in idea and execution.

yp al of the pungent criticisms which a hor says fell from Pulitzer in con-howers on Mr. Lincoln is the fol-ng

e han who wrote the enclosed story on y nessee will Elect a Republican Governor," certainly ought to be discharged and the copy reader and the man who passed it. Who is Hopper? Banker, cow puncher, astronomer, or what? The story does not say, except that he was an orphan found in the streets. Somebody ought to be ashamed of himself.

Apropos of the sketch of Stimson in the paper of Sunday, Oct. 2, what is ordinary height? Would it not have been just as easy to have said "The man is five feet six, or seven, or eight?" Just ask any number of men "What is ordinary height?" and see whether you can get two men to agree.

If Pulitzer often "spanked" these editors, as Mr. Seitz says, he did, almost as frequently, "pet" them with notes of praise such as the following:

I want to thank you for your notes during the summer and your effective efforts. You certainly cannot complain about my having interfered or being disagreeable. I am in a very appreciative mood, although disappointed about Curate. If you don't know the word, ask Seitz. It is either a dreadful word or a very fortunate one. You should always have it on your mind.

Mr. Seitz explains the word "curate", which was a code word for circulation—something that was never out of Mr. Pulitzer's mind.

The New York World under Pulitzer and the *New York Evening Post* under Godkin were strange newspaper bedfellows. When Godkin died, however, Pulitzer issued the instruction:

Mr. William B. Merrill must write an editorial, a tribute to Godkin's ability, all the more so because the man never failed in fifteen years to abuse the *World*, and no doubt hated me. I think the profession has lost the ablest mind since the death of Greeley. It is a great loss to the independent thought of the press.

To the Pulitzer School of Journalism at Columbia University Mr. Seitz has devoted practically a chapter. In it I wish he had put some of those things which he told me in that chat I had with him in his private office—but that is another story. It is especially appropriate, on the other hand, that the two members of the publishing house issuing the volume should have been trained in the Pulitzer School of Journalism. It may be said in passing that Mr. Seitz urged Pulitzer not to establish a school of journalism, but endow the World and thus make it fool proof.

In writing "thirty" I want to say that Don Seitz has produced a biography that needs no editing before being sent to the composing room. In preparing his copy he has followed the instructions of his former chief as to what makes a good story. Its "curate" ought to be large. To show my appreciation I mark this review "'Led' All—Top of Column".

TO the December issue of *The World's Work* Carl C. Dickey contributes the fourth article of his series, "The Truth About the Newspapers." He entitles his December article "Dragoons of the Press." For the most part he considers how crime is handled by newspapers and in metropolitan dailies in particular.

After being somewhat critical of the man at the copy desk and the men on the street Mr. Dickey concludes his discussion with the following:

The American press is undoubtedly the finest and freshest in the world, but it could be infinitely finer and freer if it developed a conscience to match its power. Its reversions to barbarism now are too frequent, especially in the gathering of news. It has developed a conscience in its presentation of advertising much more rapidly than in its presentation of news. There is no doubt that it will develop that conscience in time, and that its dragoons will learn to use their heads more and their feet less.

This article by Mr. Dickey is not illustrated by photographs, but there is something in it by inserts which gives the dictum on news as set forth by Charles Anderson Dana, and the functions of a newspaper as set forth by E. Lansing Ray, publisher of the *St. Louis Globe-Democrat* and James T. Williams, Jr., editor of the *Boston Transcript*. An interesting quotation for the record made of the first-page stories during the month of January is printed in the *Cleveland Plain Dealer* and compiled by the editor, E. C. Hopwood.

Illinois

The Most Populous State West of Alleghanies

Although Illinois with a population of 6,485,280, ranks third among all the States, it holds first place west of the Alleghany Mountains. Of these 6,485,280 beings, 5,278,339 were native born—while 67.9 per cent of the number constitute urban population.

Of the 1,767,600 persons between the ages of six and twenty-one, residing in Illinois, 1,127,560 were enrolled in the public schools while the enrollment in private schools was 241,739 making the total school enrollment 1,369,299.

It can be clearly seen from these figures that not only does an advertising campaign centered in Illinois reach a large number of people, but also an educated, thinking, discriminating people. Tell them the merits of your product and their own good judgment will make them try it.

These listed dailies are well worthy of your trust as well as that of the intellectual public they so conscientiously and effectively serve.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	17,408	.06	.06
*Chicago Herald & Examiner .....(M)	348,005	.55	.55
*Chicago Herald & Examiner .....(S)	1,018,917	1.10	1.10
Chicago Daily Journal .....(E)	120,449	.26	.24
*La Salle Tribune .....(E)	3,230	.025	.025
*Moline Dispatch .....(E)	10,680	.045	.045
*Peoria Star—(E) 29,197 .....(S)	22,236	.075	.06
*Rock Island Argus .....(E)	10,605	.045	.045
*Sterling Gazette .....(E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.

KANSAS GROUP IN N. Y. TO EXPLAIN AD DRIVE

Seven Newspaper Publishers and Managers Give Luncheon to Advertising Men — Outline Their Cooperative Campaign

To present the facts on marketing conditions in Kansas, representatives of the Kansas Daily Newspaper Advertising Association were to give a luncheon Dec. 5, at the Waldorf Hotel, New York, to representatives of leading New York advertising agencies. Marco Morrow, general manager of the *Topeka Capital,* is association president, and Charles L. Nicholson, advertising manager, Hutchinson News, secretary.

Speakers at the luncheon were to be: Senator Arthur Capper, publisher of the *Topeka Capital;* Henry J. Allen, publisher of the *Wichita Beacon,* and former Governor of Kansas; Marcellus M. Murdock, publisher of the *Wichita Eagle;* George W. Marble, publisher of the *Fort Scott Tribune-Monitor,* and president of the National Editorial Association; and W. A. Bailey, general manager of the *Kansas City Kansan.*

The association, which includes 24 Kansas newspapers in its membership, has drawn up a new and definite plan of cooperation with advertisers, which the speakers will explain.

Last week the association gave a similar luncheon to the advertising men of Chicago.

CAMDEN DAILY EXPANDS

Post-Telegram Staff Enlarged Following Sale to Business Group

Many changes and improvements in the *Camden* (N. J.) *Post-Telegram* have followed the sale of that newspaper Nov. 17 to a syndicate of New Jersey business men headed by Killam E. Bennett, president; David Baird, Jr., vice-president, and Albert Woodruff, secretary.

Additions have been made to the local staff, and make-up and appearance has been almost completely changed.

P. I. Prentice, formerly of the *New York Tribune,* is the new general manager, succeeding F. F. Patterson, Jr., and Frederick Blair Jaekel, the new editor, replacing Upton S. Jeffrys. M. J. Donovan has been named circulation manager. Frank Albright remains as managing editor.

The night typesetting force has been doubled and a new Linotype machine has been installed.

VETERAN SPECIAL DIES

Frank R. Northrup Suddenly Stricken in New York, Nov. 29

Frank R. Northrup, widely known special newspaper representative, died suddenly in New York Nov. 29.

For 30 years he had conducted his own agency with offices at 350 Madison avenue, New York, and in the Association Building, Chicago. At his death he was representing about 45 newspapers. Prior to entering the specials' field, he was connected with the newspaper in his home town of Rome, N. Y.

He is survived by a wife and a daughter. Funeral services were held Dec. 1, at the Cathedral of St. John the Divine, New York, and burial was at Rome, N. Y.

Hearst Praises Rival's Plant

William Randolph Hearst and his son George Hearst, assistant publisher of the *San Francisco Examiner,* inspected the new plant of the San Francisco Chronicle, Nov. 29 as the guests of M. H. de Young, publisher. The "finest newspaper plant in the world," said Mr. Hearst. "It has gone several strides beyond the perfect point." Mr. Hearst admitted he was seeking new ideas for newspaper plants he said he was planning for Los Angeles and other cities.

DANVILLE, VA., MERGER FAILS

News Stockholders Disapprove—Vote to Sell to W. B. Smith, Manager

A proposed merger of the *Danville* (Va.) *News* and the *Danville Bee* fell through at a recent meeting of the stockholders of the News when they voted against merger of the two papers but approved a proposal for sale of the News to William B. Smith, manager and editor of the News since its organization about 18 months ago.

Some of the stockholders of the News had been negotiating for some time with R. A. James, Jr., owner of the Bee, for a consolidation of the two properties, and Mr. James, it was said, favored the proposal. However, action of the News' stockholders blocked further action in this direction.

Mr. Smith, it is understood, paid $10,000 in cash and assumed the obligations of the News. In an editorial announcing acquisition of full control of the property Mr. Smith said he would continue operation of the paper on a progressive plane.

Mr. Smith went to Danville from Richmond, where for many years he w newspaper work.

Both the News and Bee are after papers. It is understood that Mr. J will continue publication of the Bee. also is the owner of the *Danville ister,* morning paper.

Canadian Paper Revived

Shediac (N. B.) *Le Moniteur Ac* which suspended publication several ago, has been revived by Powl Robi son of the former publisher, Ferd Robidoux.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Used Newspaper Presses
Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.
Hoe Right Angle Quadruple Press, prints 4 to 32 pages.
Hoe Sextuple Press, prints 4 to 24 pages.
These three presses cut off pages 22¾ inches long, print 7 or 8 columns to the page.
PRESSES AVAILABLE FOR EARLY DELIVERY
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block CHICAGO
1457 Broadway NEW YORK

Printers' Outfitters
Printing Plants and business bought and American Typefounders' products, pri and bookbinders' machinery of every de tion. Conner, Fendler & Co., 96 Bee St., New York City.

Web Presses for Sale:
Hoe 12-page web press; Hoe 16-page web Goss 16-page Junior straight line; Pott page with color; Hoe 20-page web press 32-page right angle quad; Goss half-to color press for comics, etc.; Scott five press. All above presses with stereotype ment. Campbell Multipress 8-page, fro forms (no stereotyping). All good outfit all but one at very low prices. For deta dress Baker Sales Company, 200 Fifth A New York City.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
ST. LOUIS STAR
St. Louis, Mo.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

MODERNIZ
your
COMPOSING ROO
with
HAMILTON EQUIPMEN
Made in both wood and ste
Manufactured by
The Hamilton Mfg. C
Two Rivers, Wis.
For sale by all prominent Type Fo ders and Dealers everywhere.

Hoe Pedestal Saw Table

A compact, convenient and efficient Saw Table with a world-famous Hoe Saw that has the requisite number of Teeth properly set for cutting Wood or Metal. The Table is adjustable as to height to vary the protrusion of the saw while the Side Gauge can be set quickly through a Hand Wheel and a Lock Nut.
IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., Inc.
504-520 Grand Street New York City
7 South Dearborn Street CHICAGO, ILL.
7 Water Street BOSTON, MASS.

GOSS STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

10c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

5c per word per insertion, cash with order, for advertisements under any other classification.

30c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Executive.
Thoughly trained from bottom up on large and small dailies in all departments. Circulation, advertising (display, classified, copywriting, etc.), credit and office management. Now employed looking for a position with live on small but financially sound daily that needs development in all departments. Prefer Indiana, or—Illinois, Ohio, or Kentucky. Married. Family. Age 28. Change January 1st. Box C-520. Editor & Publisher.

Advertising, Business Executive.
Result getter in modern promotional methods. Trained under country's most successful publishers. Highest character references. Available on reasonable notice. Confidential correspondence solicited. Box C-521, Editor & Publisher.

Advertising Manager.
1st class, for paper having or desiring fixed rate and space contracts. Available after January first, on reasonable notice. Box C-527, Editor & Publisher.

Advertising Manager.
Triple salesman; first-class copy writer and layout man; seeks affiliation with progressive publication about January 15th. Energetic, middle man, protestant, married, permanently employed; excellent record; valuable newspaper experience. Box C-535, Editor & Publisher.

Advertising Manager,
now member of staff of metropolitan newspaper in Central West, desires change Jan. 1. Age 36, married, 12 years as a publisher, business manager and advertising manager. Knows layout and copy preparation as well as selling newspaper merchandising. Address C-529, Editor & Publisher.

All-round Newspaperman.
Of three years in Boston; rapid, accurate, reliable editorial assistant, 31, best references; wants responsible desk job on high-grade daily; good writer, discriminating editor, knows news values and make-up; available if needed. Alger S. Beane, Box 2364, Boston, Mass.

Business Manager.
Now engaged, will consider offer from publisher desiring to turn over entire mangement of business; 20 years' actual experience in all departments. C-510. Editor & Publisher.

Circulation Manager
Who has had experience on large Eastern and Southern papers, wishes to make change. Best reference furnished, now employed. C-507, Editor & Publisher.

Circulation Manager.
Possessing ability to increase circulation on any newspaper solicits publishers' proposition immediately. Best of references to publisher in need of my services. Address Box C-513 Editor & Publisher.

Circulation Manager
Desires position on daily in South with 10,000 circulation or under. Will buy circulation or work for salary and commission. Eight years experience. Can furnish references from present employer. Will accept position on two weeks notice. Circulation, Box 18, LaGrange, Ill.

The Key to the Publisher's Office

YOU want to locate a good position. You have excellent qualifications. You want to let publishers know of your ability. You want to get your story through the door marked "Private".

A Situations Wanted advertisement will open that door. It is the key to the publisher's office.

Situations Wanted

Composing Room or Plant Superintendent.
Knows methods and men. Old enough to have ripe experience. Young enough to devote energy to place. Mentality enough to study the job and produce at a figure compatible with service demanded. Knows systematization and standardization, and where to apply for best results. Address C-531, care Editor & Publisher.

Feature Writer.
With all-around newspaper training desires connection. Background includes three years on The Springfield (Mass.) Republican. University trained and World war veteran. References and examples of work on request. Address Box B-986, care Editor & Publisher.

Editor,
All round experience, young, wants post in medium-sized town as news or city editor. Now on A. P. telegraph deck. Doing make-up. Box C-518, Editor & Publisher.

Editor.
Young man, 30, desires position as reporter or editor on small paper. Eight years' experience. Send copies of paper. References. Box C-506, Editor & Publisher.

Editor,
28, married, experienced in weekly and daily fields, desires connection with New England or Eastern afternoon daily as managing editor, editorial or dramatic writer. Training includes legislative reporting. Interview desired. C-528, Editor & Publisher.

Editor.
Young married man with seven years' experience at news, telegraph, city desks, editorial and feature writer, paragrapher, reporter, backed by university education, travel and linguistic attainments, now on morning paper, seeks change to evening daily. Available January 1, possibly before. B-988 Editor & Publisher.
Advertising Solicitor.

Editor or Reporter.
Young newspaper man wants job as editor, deskman or reporter. Capable head of news department for papers of 4,000 to 10,000 circulation. Steady and responsible. References. Address C-525, Editor & Publisher.

Editorial.
Telegraph editor, copy reader, editorial writer, understand make-up, seeks change. Good personality, industrious. Address C-526, Edwards, care Editor & Publisher.

Editorial Department Man.
Sixteen years' experience on news, telegraph and city desk and as head of universal desk; rapid and accurate; considered unusually good "make-up" editor. Thirty-five, family man. A-1 record. Ability to handle men. C-534, Editor & Publisher.

Manager
Seeks situation on paper needing man able to materially reduce expenses and build business. Actual experience in all departments qualifies me to take full charge of advertising and circulation departments, supervise all mechanical departments and to direct in general, the making of the paper from a news standpoint and able to handle all details of the business and accounting departments economically and systematically. Hard worker, giving from 10 to 16 hours daily to business. Secures utmost results from others in addition to personally producing business. In present situation, in large city; changed a loss of over $40,000 in 1923 to a profit of $14,000 in 1924. Able to take full rehabilitation, and with proper moral co-operation will undertake the reliabilities of any daily paper or other paper needing a man able to make from 25 per cent to 50 per cent annually on investment. Able to supply good credentials from present and all other papers upon which arvertiser has been employed. Address Box C-532, Editor & Publisher.

Mechanical Superintendent.
Now employed, desires to make change. Qualified from 20 years' actual experience to supervise all departments. Will consider proposition of salary plus percentage of savings effected. C-509, Editor & Publisher.

Superintendent or Foreman
Of newspaper composing room wishes permanent position with newspaper where efficiency and good work is required; have had practical and executive experience in large and small plants; in charge of one composing room over twelve years. Arthur Heath, 108 Malvern place, Cincinnati, Ohio.

HELP WANTED

Advertising Manager.
Magazine of 100,000 circulation desires experienced young man as office manager of advertising. Give particulars by letter of experience and salary desired. Nature Magazine, Washington, D. C.

Help Wanted

Advertising Solicitor.
Daily newspaper of 20,000 circulation in Central Pennsylvania city. Is in need of solicitor competent to write copy, make lay-outs and develop new accounts. Good opportunity for young man who really likes newspaper work. Address Box B-999, care Editor & Publisher.

Advertising Solicitor.
One of the largest and best known daily newspapers in the United States has opening for experienced advertising solicitor who has record of successful results in the last several years. This position is permanent with liberal salary, also opportunity for advancement. Applicant should give at least five references regarding character and ability, also forward photograph of himself. No need to answer this advertisement unless you can produce a large volume of new business. Box C-508, Editor & Publisher.

Afternoon And Night Desk Man.
Close editor. Good head line writer. Hours noon to 10 p. m. Evening newspaper. City of 145,000. Must understand rewriting and news digest. No snap. First letter tells the story. Address Box C-503, Editor & Publisher.
Wanted.

Associate Editor.
National magazine, published in New York, is looking for an associate editor who has ideas and initiative. The man we seek is probably a Sunday editor in a city of less than half a million people. Give your age, salary expected and full details of your experience in your reply, which will be held confidential. C-517, Editor & Publisher.

Circulation Managers.
Two ambitious circulation managers, must be over 30 years of age, with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions, with earning possibilites ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

Rewrite Editor.
Thoroughly experienced, wanted on a suburban paper. Reply, stating salary expected, experience received, to the Staten Island Advance, New York City.

Wanted.
Managing-editor for progressive and prosperous weekly newspaper in Connecticut. Must have $3,000 to invest. Address C-533, Editor & Publisher.

Wanted.
Ohio daily; 30,000 circulation, needs an advertising man. Regular and special work. Excellent opportunity for producer. Write Box C-519, Editor & Publisher. State age, experience and past connections. All replies will be considered strictly confidential.

BUSINESS OPPORTUNITIES

For Sale.
Other business interests compell me to sell the controlling interest in the only daily newspaper in an Eastern town of 16,000 population. Paper making money; $15,000 cash required. C-522, Editor & Publisher.

For Sale.
A fine little daily newspaper property for sale. Great opportunity for development. Now making money. Only daily in town of 16,000 population. Price reasonable. C-523, Editor & Publisher.

For Sale.
If you are a newspaper man and want to develop a splendid little newspaper which is now making some money, here is an opportunity. Only daily in Massachusetts town of 16,000. Owner of controlling interest must sell; $15,000 cash required. C-524, Editor & Publisher.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept MOJ4, Hannibal, Mo.

CLASSIFIED ADS ARE FAST WORKERS

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

FOR $12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory $28,000, annual business $35,000. Sale price is $25,000. Owner is engaged in other business which demands his entire time. Mention our No. 319.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

ST. LOUIS TO ADVERTISE IN 175 NEWSPAPERS

$70,000 Raised for Trade Zone Campaign in 19 Neighboring States to Attract Retail Buyers—John A. Bush, Chairman

Trade zone advertising in newspapers with the purpose of bringing buyers of retail stores to St. Louis for their spring and fall merchandise again will be one of the units in the Municipal Advertising Campaign of 1924-25, as outlined by Walter B. Weisenburger, vice-president of the National Bank of Commerce, St. Louis, and chairman of the Advisory Committee of the Campaign.

This trade zone advertising will run in 170 to 175 newspapers in 19 neighboring states to the South and Southwest in January and the first week of next February and next fall, and will be supplemented by copy in two trade papers.

During October the campaign included the use of space in the following New York newspapers: the *Times, World, Herald-Tribune, Post, Journal of Commerce* and *Commercial.* The *Post-Dispatch, Globe-Democrat, Star* and *Times* in St. Louis will also be used to inform St. Louis of the activities of the campaign.

A group of national magazines will also be used.

An added unit this year is a news editor, who will supply articles about St. Louis to newspapers and magazines. Gus V. Kenton, formerly city editor of the *St. Louis Star,* has been appointed to this position, and began his duties this week.

The advertising is being placed by the John Ring, Jr. Advertising Company. The total fund subscribed this year is $70,000, of which the city appropriated one-half and one-half was raised by popular subscription. John A. Bush, president of the Brown Shoe Company is chairman of the general committee in charge of the campaign.

Operation Fatal to R. C. Holmes

Roy C. Holmes, 45, for the past four years with Kimberly-Clark Company, paper manufacturers of Neenah, Wis., died at his home in Haskell, N. J., Nov. 30, following an operation for appendicitus. Mr. Holmes was associated with the sales department of the eastern division of Kimberly-Clark Company, with headquarters at 51 Chambers street, New York. His work brought him into close touch with many of the more prominent eastern newspaper and magazine publishers.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



ALL hands in daily newspaper offices at work to satisfy the Christmas rush, of course, but do not overlook the fact that the threshold of 1925 is just around the corner.

Make it a year of promotion! Sell your newspaper to new faces! Find a hundred or a thousand new causes to serve! Do not "fall" for a lot of "pretty" booklets, or broadsides, or wasteful novelties, which mainly add to the burdens of postmen and janitors, but sell your paper by established means of advertising which carry the message and do the business!

SOMETIMES a little social conversation with some "hard" prospect will reveal some point about his business concerning which he is particularly proud. Later draft some displays about this point and bring them to his attention. This plan has proved practical in a number of instances for an Iowa newspaper.—B. A. T.

Among the Christmas gift advertisers, photographers should wish to call attention to the advisability of sitting for a portrait to be given as a gift, and they should not be neglected at this period because they are not frequent advertisers. —C. M. Litteljohn, Washington, D. C.

Bad weather, rain and slippery pavements. Before long will come the first wet snow. Slush, mud, and more treacherous streets and roads. Motorists must have chains! Many of them, especially those who drive fast, should have chains on all four wheels. To the garage man who consistently urges the use of chains through his newspaper advertising there will be a big profit. A series of advertisements to run in your newspaper will meet with favor when you show them to the garages in your town. Here's a chance for a campaign that will run many weeks.—R. John Gibler, St. Louis, Mo.

City stores do a large business through C. O. D. orders. A page or more could be devoted to "Shop By Telephone" and under this boxed advertisements of firms with their phone numbers and their business. In the centre of the layout might be a large telephone cut with "Use Your Phone," "Shop C. O. D." "Pay When Goods Are Delivered" and other phrases, and a small phone cut inside the box of each advertiser. This would make a striking display and could be cut out and saved by housewives.—V. G. Dawson, Halifax.

Due to the constantly increasing or decreasing of automobile prices, some of them quoted as delivered to your city while other prices are not, several pages can be worked up on this stunt. Announcement is carried on the page that the prices quoted for each of the cars is delivered to your city, ready to run. It is best to sell about quarter size page advertisements with appropriate headings on each page, like "Automobile Prices Up-to-Date." Head each advertisement with the cut or trademark of the automobile mentioned. An additional page can be worked on filling stations, repair shops, garages, etc., to run along with it. This on one occasion made the writer an edition of twelve pages—Chas. H. Carson, Roanoke, Va., Times-World Corporation.

A stunt that gained six pages of advertising for a Lowell, Mass., newspaper should prove equally attractive elsewhere. It was announced that a $20 check has been hidden somewhere in the business section of the city. The exact location could be learned by reading the advertisements on a double page spread in the paper.

In each advertisement one word had been inserted that had no connection with the copy. These 25 or 30 words when found and put together formed a sentence that disclosed the place where the check had been hidden.

The novelty of this idea appealed to many small advertisers, and practically all advertisements obtained came under the head of "new business." The stunt proved so popular that it was repeated three times.—Arthur N. Stackpole, Lowell.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THERE ought to be a group of excellent suggestions you can embody in a pre-Christmas article on decorating the Christmas trees in the homes of your town, in order to prevent fires, as well as provide the maximum enjoyment to each home circle.—C. M. Litteljohn, Washington, D. C.

Christmas shopping was urged and made the theme of a novel newspaper contest conducted by the *Burlington* (Ia.) *Hawkeye* this year which gave prizes of $10, $5, $2, and three $1 prizes for the best essays of not less than 50 nor more than 200 words on the subject "Why You Should Do Your Christmas Shopping Early." "Shop Early" and "Buy in Burlington" were points to be emphasized in the essays and the newspaper hooked up these two in a novel publicity stunt to co-operate with its advertisers and merchants in promoting early Christmas shopping and the buy-at-home idea.—J. S. L., Rock Island, Ill.

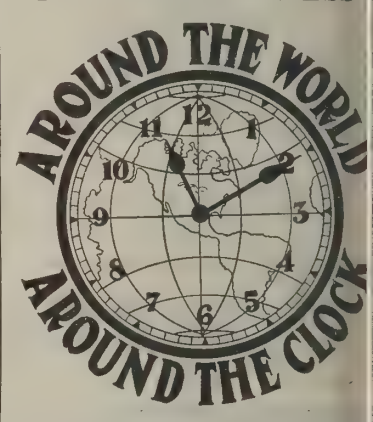
There is a new ruling in basketball this year which permits the player to pivot. That is, he may step in any direction he pleases as long as he keeps one foot in position on the floor. He must also pass the ball before that foot leaves the floor, when he does move it. Many inexperienced referees have blundered in this ruling and have called a penalty when there was no call for it. A story going into this rule in detail and giving practical illustrations might be interesting to basketball fans.—H. C. M., Logansport, Ind.

Who in your city has erected the greatest number of homes in the past five years? Go to the various leading contractors and builders and get some figures from them regarding the numbers of homes they have constructed.—F. H. W.

The *Des Moines* (Ia.) *Capital* fr time to time runs a short list of new books of interest to business men av able at the public library. The feat is interesting and provides a real serv to business men.—L. J. Jellison, *I buque* (Ia.) *Times Journal.*

With steamships, airplanes and au mobiles pushed daily to set new sp records, the railroad companies seem c tent to let the other modes of transpor tion establish new marks while they c centrate upon raising the average sp of all trains on their lines instead creating one or two world beating tra Railroad officials can make some pr able remarks about their reluctance enter into the speed contests. Their r sons for abandoning even the mile minute express will prove interesti Whether or not America will ever ag see locomotives that will equal the miles an hour record set by old 999 prove unique speculation.—A. C. Re Eau Claire, Wis.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

A New Serial
"Baroque"
by
LOUIS JOSEPH VANCE
An American Girl
in
The Clutch
of the
Dreaded Black Hand
Society
Write for Terms.
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

CHRISTMAS SHORT STORIES
Full Page Mats or Setting Copy
Melville Davisson Post
Sophie Kerr
Katherine Holland Brown
Sylvia Chatfield Bates
Wire Quick
These stories are part of the Metropolitan Weekly Short Fiction Services, but are available separately.
Metropolitan Newspaper Service
Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK CITY



The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Magazine Feature Pages.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD. STREET,
CLEVELAND, OHIO

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

Get the very best
DAILY CROSS-WORD PUZZLE
Not just a feature—
Not just a problem—
But the best seller on the market
TODAY!
KING FEATURES SYNDICATE, Inc
241 West 58th Street
New York City

GOLDEN RULE SUNDAY

DECEMBER SEVENTH

ONE HUNDRED THOUSAND children in the Near East cannot live except you practice the Golden Rule. Put yourself in their place for a day.

Eat an orphanage dinner and then make such provision for their support as you would like to have made for your children if conditions were reversed.

MEASURE YOUR GIFT BY THE GOLDEN RULE



Will you fill their bowls for another year?
It costs $60.00 per child

Remember

"WHATSOEVER YE WOULD THAT OTHERS SHOULD DO UNTO YOU (OR YOUR CHILDREN LEFT DESTITUTE), DO YE EVEN SO UNTO THEM"

Send contributions to

NEAR EAST RELIEF

151 FIFTH AVENUE NEW YORK CITY

Golden Rule booklet and menus furnished on request

THIS ADVERTISEMENT IS CONTRIBUTED BY EDITOR & PUBLISHER

RIGHT AGAIN!

STUART P. WEST, head of the financial staff of the Consolidated Press Association, has again proved his right to be classed as America's greatest financial writer.

During the spring and summer of 1924 leading up to the bull market that has been a sensation ever since election day, Stuart P. West has pointed out in his dispatches day after day the unprecedented ease in credit, the absence of speculation in mercantile lines and the evidences of extraordinary volume in the general distributive trade. He insisted that these were constructive factors of the first magnitude which must ultimately tell upon security values once political uncertainties were out of the way. He made a striking forecast of the wonderful boom of recent weeks in railway stocks.

The essential difference between the Stuart P. West dispatch and other material that finds its way into some financial pages is that his is not a mere "market story," reciting scarcely more than is told by the record of fluctuations in the daily stock table, but an explanation and an analysis of what goes on each day—the things which bankers, investors and traders most want to know and which the general reader finds of incalculable help in his everyday relationship to the business world.

With Stuart P. West on the Consolidated Press financial staff are such specialists as George T. Hughes on bonds; William F. Heffernan, curbs; George Schnackel, grain, and L. C. Grundeland, livestock.

It's the best financial service in America.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

OURNALISM LIBRARY
o to be taken from this room

THIS ISSUE:—CHRISTMAS PRIZE STORY

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Offie at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 30 NEW YORK, DECEMBER 20, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words
BLACK & WHITE
Strips
The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt.*
COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
THE PIXEYS
Two color comic by William Donahey
MOON MULLINS
By Willard
LITTLE ORPHAN ANNIE
Daily Strip and Sunday Page
GOOP ETIQUETTE
By Celett Burgess
W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half Page by Sals Bostwick.
CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams
H. L. MENCKEN
Weekly Literature Letter
GEORGE M. COHAN
Weekly Letter
BURNS MANTLE
Weekly New York Theatre letter
WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly
DR. EVANS
The first and best of newspaper Medical Writers
WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough
SENTENCE SERMONS
Roy L. Smith
Daily and Sunday
CROSS WORD PUZZLES
Daily and Sunday
DAILY TRUE LOVE STORY
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.
LEASED WIRE SERVICE
Foreign—National—Local
PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and the New York Daily News
25 Park Place, New York



HAROLD GRAY IS A new artist in the comic strip family. He came to The Tribune on the recommendation of John T. McCutcheon, and for the past five years has been assisting Sidney Smith in the preparation of The Gumps. The orphan strip was Sid's idea. For years he has considered a cartoon with an orphan boy. Harold Gray took the idea, but chose a heroine in preference to a hero. The Chicago Tribune considers this strip so highly that, crowded as it is for space, it has made a place for Annie without eliminating any other comic.

There are tears and laughter in this new Chicago Tribune comic strip.

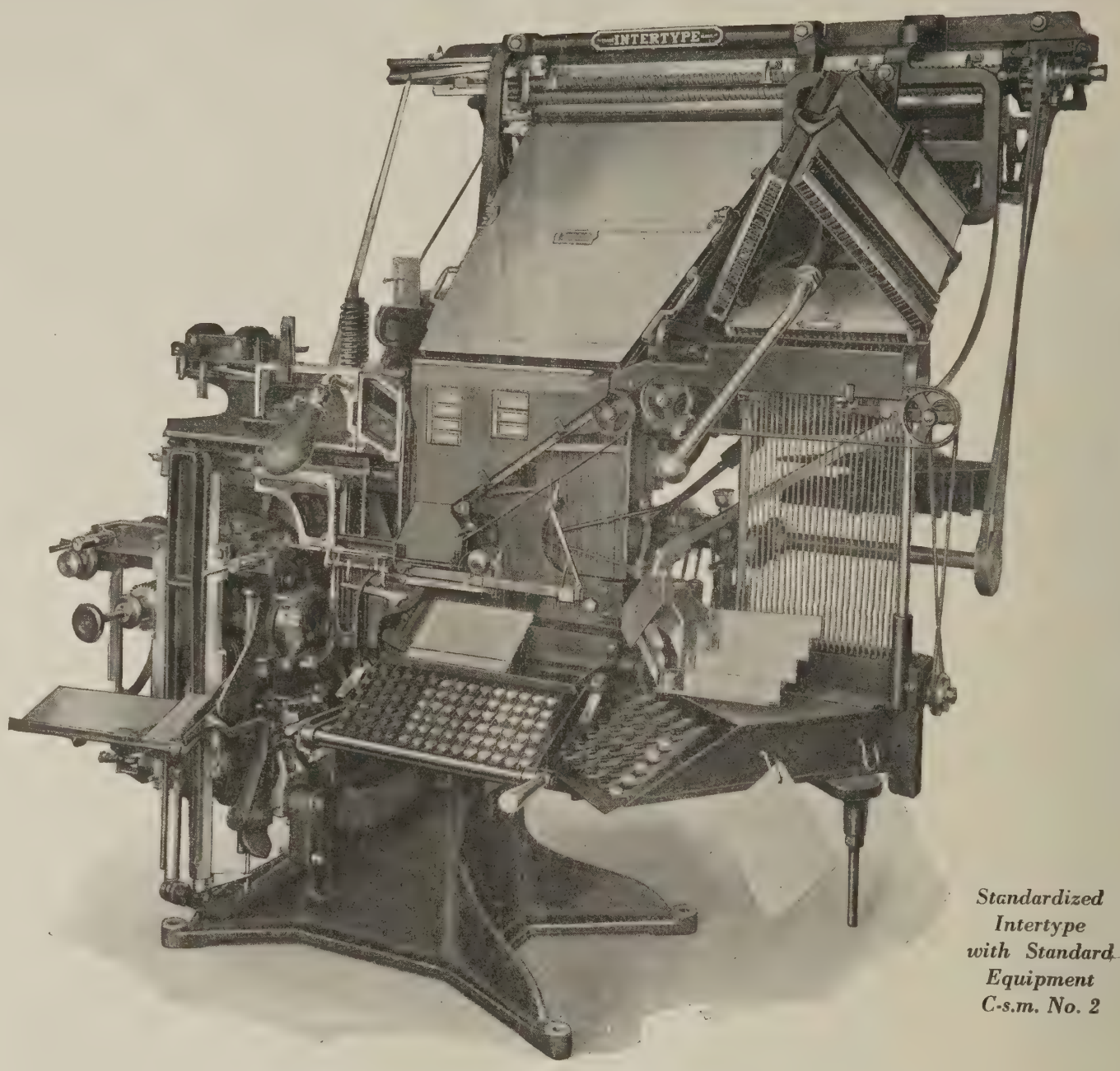
LITTLE ORPHAN ANNIE IS A different kind of comic strip. It isn't all comedy. In fact the basis of the strip is the tragedy of a homeless, misused, unlucky waif of the asylum who cheerfully encounters her daily adventure and provides many a laugh at the end. Little Orphan Annie is like the stage comedy—invariably the most popular of shows—where laughter and tears mix in almost instantaneous succession. It is the comic strip Cinderella, the great child story of the ages,—the story of the girl who accepts the frowns of fortune with fortitude and the smiles of fortune with grace and kindliness.

It won't take Little Orphan Annie long to win the affection of your readers. The strip was tried out first in a new, early edition of The News of New York. When the edition was discontinued, the public insistence on having Annie every day was so strong that it had to be placed in the regular editions. It has received a thorough trial both in The News of New York and in The Chicago Tribune. The Sunday page—in color or black and white—has proved its popularity with children as has the daily strip with the general public. Your request for proofs and rates will bring an immediate reply.

The CHICAGO TRIBUNE
Newspapers SYNDICATE
TRIBUNE SQUARE CHICAGO

BUY -- -- -- -- -- LEADERSHIP

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



Standardized Intertype with Standard Equipment C-s.m. No. 2

Ready for the Future

With Standardized Intertypes changes in requirements mean buying only other Equipment Units.

You buy only such Standardized Equipment Units as you need *now*—and add more Standardized Equipment Units only when you need them.

Intertype Standardization makes it unnecessary for you to gamble on your future requirements. *And it protects your investment against loss through obsolescence.*

Write for "Profit-Making Intertype Features" and Other Literature

Standardized INTERTYPE TRADE MARK

50 Court Street *Brooklyn, N. Y.*

CHICAGO BOSTON MEMPHIS LOS ANGELES SAN FRANCISCO

This Is Baltimore—

¶ Pick up a Sunpaper and there can be no doubt as to where it was published.

¶ The news of the world is in its columns — covered as thoroughly as by any newspaper in the country.

¶ But first and last, a Sunpaper is a Baltimore product—unmistakably a cross-section of the daily life of its home town.

¶ Articles by special writers on subjects of outstanding interest, to be sure, and entertainment features in plenty—but these are only added as a dessert on the Sunpaper menu.

¶ It's the news of Baltimore and the things that are Baltimore which furnish the material to fill the pages of the Sunpapers with the flavor that is the Sunpapers'.

¶ It is because the Sunpapers cover their own city so thoroughly and so interestingly that Baltimore has taken them so closely to its heart.

¶ The real measure of that "indispensability" is revealed by the circulation figures.

November Average Net Paid Circulation

Daily (M. & E.) . . 247,023

Sunday 181,673

A Gain of 4,676 Daily and 4,008 Sunday over November, 1923

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"

Sell Philadelphians



through The Bulletin

PHILADELPHIA'S NEWSPAPER

"Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him—*he knows.*"

Dominate Philadelphia, the third largest market in the United States. Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads.

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Circulation for 6 months ending September 30th, 1924—516,609 copies daily.

Copyright, 1924—Bulletin Company

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

o 57 NEW YORK, DECEMBER 20, 1924 No. 30

ublishers Challenge Postal Cost Figures; Nation-wide Protest Against New's Rates

epresentative Kelly Says Parcel Post Should Provide Added Revenue—Small Chance of Legislation at Congress Short Session

(. Telegraph, to Editor & Publisher)

ASHINGTON, D. C., Dec. 18.—The fight of the publishing interests on cost ascertainment" report of the s Office Department was brought oly to the attention of Congress in n ways during the past week.

Den letters addressed to senators by e American Newspaper Publishers' sriation served to emphasize further mazing juggling of figures disclosed careful study of the report. Repretive Clyde Kelly, of Pennsylvania, iman of the Postal Rate Sub-comtt of the House Post Office Committ, nd one of the chief sponsors for the osed postal wage increase legislation, dEditor & Publisher the newspaper hagazine interests could depend upon ing the fullest hearing and fairest anent once a congressional review of eport is begun.

M. Kelly announced he would insist o Postmaster General Harry S. New d Joseph Stewart, the Department tician who compiled the report, be summoned before the Senate and te Post Office committees, meeting in n session, to explain how the conclun were arrived at.

M. Kelly expressed himself in accord the growing belief that the report is om being an accurate or fair reflecnf actual postal conditions.

Senator Reed Smoot, of Utah, this e had the editorial "The Postal Case" d Washington correspondence appearn the subject previously published Editor & Publisher read into the ressional Record so both the Senate d House might be fully informed of

nted copies of the report are exd to be in the hands of every member te Senate and House when Congress cvenes after the Christmas recess.

B unanimous consent, the Senate rd to begin on January 6 considerano f President Coolidge's veto of the sl wage increase bill. Opinion rei d divided as to whether there re d enough Senate votes to override e veto or whether the measure is e to be recommitted to the Senate s Office committee to which the e ing-New postal rate bill has already n sent.

Te text of the unanimous consent r ment follows: "It is agreed by a mous consent that at the conclusion utine morning business on the calenr lay of January 5, 1925, the Senate l proceed to the reconsideration of the l (S1898) reclassifying and adjusting l es and compensation on an equitable s and for other purposes, heretofore ned by the President of the United a s without his approval.

"hat, on that calendar day, no Sena- r hall speak longer than one hour on e ill or any subject, and

"hat if the bill is not finally disposed o that day, then thereafter no Senator a speak more than once or longer a 20 minutes upon the bill or any subject, and the bill shall be finally disposed of not later than 4 o'clock on the calendar day of January 6, 1925.

"Provided, that this unanimous consent shall not prevent a motion to be made and disposed of on January 5, 1925, to recommit the bill and the message of the president to the committee on post offices.

By J. BART CAMPBELL

POSTMASTER GENERAL NEW REPLIES TO EDITOR & PUBLISHER EDITORIAL

POSTMASTER GENERAL NEW in a letter to Editor & Publisher, dated Dec. 13, replied to the editorial carried in this paper last week attacking the idea that the Post Office should be run at a profit.

The letter follows: I have your letter of Dec. 12, enclosing an editorial from Editor & Publisher on the subject of "The Postal Case." It was evidently written under a misapprehension as to what the recommendation of the Postmaster General for increased rates is to be. I quite agree with the statement that the Post Office Department is not created to make a profit and I have stated time and time again in every speech I have made at postal conventions or before chambers of commerce that the prime consideration is to give service. While I abate not a particle of that conviction it is at the same time true that the Post Office Department of the United States is the only one conducted by any government that is run on that principle, so far as I know. Practically all of them are so conducted as to yield a revenue to the government. I do believe, however, that the service should approximately pay its way. You cannot run a concern spending more than $600,000,000 a year without some regard to ordinary business principles.

The deficit of $163,000,000 in 1921 was not an operating deficit; it was made up of an aggregation of sums due the railroads for services rendered covering a number of years and was necessarily charged to 1921 because paid in that year, and to some additional expenses imposed by the Reclassification Act of that year.

Neither was there a "profit" of $64,000,000 in 1918. If you will consult the report of Postmaster General Burleson page 2, you will find that it was there officially placed at $19,979,798.

I have nowhere stated that $40,000,000 was "lost" last year.

There is one perfectly plain fact that cannot be avoided and that is that when the expenses of Government that is maintained by taxing the people are increased the money to meet the added expense must come from source. The question to be decided is whether it shall be left to be paid by the general taxpayers or whether it shall be distributed among those who get the service of the Post Office Department as equitably as possible. It has been the view of the President, in which I most unreservedly concur, that the latter is the correct solution, and to that end the Post Office Department has complied with the request made by Senator Sterling, Chairman of the Senate Committee on Post Offices and Post Roads, by submitting a bill which is meant to provide for these increases in the most equitable manner possible.

There has been so much misapprehension on the part of Congressmen and the public as to the cost of carrying different classes of mail that the recently concluded cost ascertainment is of great value in clearing up these misunderstandings. I have the most implicit faith in the accuracy of this report. I am perfectly certain it cannot be successfully attacked. Upon its completion it was submitted to the well known accounting firm of Ernst and Ernst with instructions to analyze it most scrupulously and if it failed in any respect to point out the failure. They have given it their complete endorsement.

In assessing the new rates the Postmaster General has taken care to so distribute costs as not to bear with undue severity upon any class. First class is highly profitable but one feature of it is carried at a loss of about $12,000,000, which we recommend shall be made up.

Third-class, consisting of circulars and direct mail advertising, now carried at a loss of $16,000,000 is called upon for $18,000,000, thus causing it to pay its way.

Fourth-class, or parcel post, is carried at a loss of a trifle less than $7,000,000 and is asked for $12,000,000 on the theory that it has been rightly regarded as commerce and should therefore pay its way and leave a slight margin of Safety.

The service loses money on registered letters, money orders, collect-on-delivery and insurance, all of which partake to some degree at least of the character of commercial transactions, and the charge for them is recommended to be increased to the extent of several millions.

Second-class, against which is charged a deficit of over $74,000,000, is asked for less than $10,000,000, the Postmaster General conceding many of the numerous points urged in favor of cheap newspaper and magazine circulation.

The aggregate to be raised by the Postmaster General's recommendations about equals the $68,000,000 estimated as the increased cost to the Department as the result of the increased pay bill. The alternative to the administration's plan is to assess the whole cost against the general taxpayer. These are the two solutions and there is none other.

Harry S. New.

A careful canvass of the situation in the Senate and House by the correspondent for Editor & Publisher developed the general opinion among both Senators and Representatives that whatever the fate of the Edge-Kelly postal wage bill it is highly improbable there will be any legislation enacted at the present short session for a complete revision or increase of postal rates, including those involving second-class matter.

Representative Kelly said he was so convinced the complete rate revision based on the cost ascertainment report before the next Congress is improbable or impracticable that he intends to push his pending bill to provide a five cent additional charge on every parcelpost package irrespective of its weight or size.

Senator Moses, of New Hampshire, who sponsored the bill in the Senate, agreed to join Mr. Kelly in a final drive to push it through at this session, despite the insistence of Senator Sterling, of South Dakota, Chairman of the Senate Post Office Committee, the Sterling-New bill providing for complete rate revision be passed instead.

"Our parcelpost bill would provide $50,000,000 additional revenue for the post office department, and would amply provide for the proposed postal wage increase," Mr. Kellly said on Thursday. "We do not need $68,000,000 or any sum approximating it. The clear gain of $15,000,000 made annually by the post office department would more than take care of any amount over $50,000,000. The parcelpost can well stand the burden of a five cent fee."

At a series of conferences with Senators at the White House this week, President Coolidge was understood to have again expressed a desire the postal wage increase bill not be passed over his veto, or enacted into law until revenue for it has been provided. Administration spokesmen professed confidence the President's veto will be sustained in the Senate after a motion to recommit the bill has failed.

Such action would throw Congress back on the Sterling-New postal rate bill, which, in the judgment of Administration leaders, has slim chance of getting through the legislative mill before the present session ends.

The breath of scandal swept the situation on the same day when President Coolidge was informed by Senators of a charge that an employe of a Senate committee was involved in a $10,000 "slush fund" alleged to have been raised to influence Senators in behalf of the postal wage increase bill.

Representative Clyde Kelly predicted

(*Continued on page* 25)

For complete discussion of the postal rate situation see pages 26, 27, 28, 30 and 32 of this issue.

TACOMA DISPUTE ENDED BY ARBITRATION

42-Hour Week Eliminated by New Three-Year Agreement in Favor of Variable 42 to 45 Hour Week at Same Hourly Rate

(*By Telegraph, to* EDITOR & PUBLISHER)

SPOKANE, Wash., Dec. 15.—Certain conditions existing for 15 years are eliminated in the arbitration award in the case of Typographical Union No. 170 vs. Tacoma, Wash., publishers, the decision on which has just been announced. It is the first time unrestricted arbitration, covering not only hours and wages but also working conditions, was resorted to.

The award becomes effective on the date rendered for a period of three years from May 15, 1924, the union's demand having been for an eighteen months' agreement. The flat 42-hour week is eliminated and a variable week of 42 to 45 hours (exclusive of lunch period) is established at the same hourly rate as formerly existed. The old scale was $7.40 for day work and $7 for night work.

The arbitrator, John A. Rea, former president of the board of regents of the University of Washington, calls attention to the acceptance of the principle laid down by Judge Devlin in the award made in San Francisco in the case between the union and the job shop employers wherein wage scales of compositors in cities of like size are used as a basis of comparison instead of the average scale of the U. S., as was requested by the San Francisco employers.

The cities selected for comparison are Spokane, Vancouver, Victoria.

Demands of the union were for $7.50 day side and $9.50 night side 7-hour shift. These, Mr. Rea finds, were "indefensible and if allowed, $51 and $57, respectively, for a week's work, would outrun Los Angeles, $48.50 and $51, and the Tacoma week 42 hours, Los Angeles 40 hours. The injustice, if any, in the arbitrator's decision runs against the publishers."

An important change in the old contract is that it eliminates all reproduction excepting such as is provided by international law. Under the old contract the union exercised sole jurisdiction over disputes, and its decision was final. The new contract refers disputes to a joint standing committee composed of equal representation from the publishers and the union.

Mr. Rea devotes considerable space in his opinion to a résumé of the arguments advanced for and against the 42-hour week at the meetings of the arbitration board.

"The union representative put in the record a table showing the working hours of more than 18,000 employes," he says. "Of that number fewer than 1,300 worked 42 hours and less a week and the number working more than 42 hours up to 48, exceeds 17,000. Evidently the rule is not 42. Forty-five and above is the rule under this showing."

Summing up the discussion on "the Tacoma standard," a 42-hour week for which the union held out Mr. Rea says: "Is the industry prospering beyond its living wage? Until we are shown by competent testimony that it is, the unqualified seven-hour day, or the possible six-hour day is not considered feasible."

Attention is also called to the fact that the testimony, which covered more than 900 pages in addition to numerous exhibits, did not show that the cost of living in Tacoma was appreciably greater in 1924 than in 1922. The year in which the previous agreement was negotiated.

The papers affected by the award are the *Tacoma Ledger, Tacoma News-Tribune* and the *Tacoma Times*. The arbitration board consisted of Mr. Rea, chairman; F. M. Halbert and Thomas N. Phillips for the union; Frank S. Baker and Harvey J. Kelly for the publishers.

Ralph M. Coghlan has resigned as national advertising manager of the *Louisville Post* to join the editorial staff of the *St. Louis Post-Dispatch.*

A Christmas Suggestion

The Press That Is of the People Is for the People

By MARLEN PEW

THOSE who make newspapers understand people.

The perplexities of life which harass the ordinary family are perhaps better comprehended in newspaper offices than in the office of the mayor, or in any parsonage, or any court. Human affairs are the clays from which newspapers are molded.

You are frequently astonished by questions, concerning individual problems, that are asked by people, of all classes, whom you meet in newspaper practise. They seek authorities. You are amazed every day by the wholly anomalous, abnormal, unconsidered, blind or wavering conduct of people who become news subjects. Often you wonder why splendid public and private institutions, created for the people, have not functioned in specific cases. It is a phenomenon in every city.

The life of a child, let us say, has been sacrificed through the ignorance of the parents that as common a thing as a dispensary was available in connection with an orthopedic hospital.

To whom can the average working man or his home isolated wife turn for reliable advice when he is tempted to invest his life's savings in an oil well? You know, but does he?

How can a mother test her imperfect knowledge and decide the vital question whether her child is manifesting an artistic quality which, if cultivated, might yield benefits? You know, but does she?

To whom should one complain of private fraud or misadministration of public affairs?

In all questions of soul distress to whom may people turn? A man is driven to suicide through obessions which, if submitted to an authority, might instantly have been dispelled. A girl might believe that a temporary misfortune had closed to her every avenue of respectability and count her life a useless burden. An authority could show her the light of the future. Clergymen know best of the terrific pressure upon people thus perplaxed, but does the average disconnected and deeply afflicted man or woman know where to turn for true and safe advice?

There are myriads of questions of education, health, conduct, judgment, aspiration, privilege and practical doubts and uncertainties which hinge upon ordinary information which is easily available when one knows where to turn to find it. But millions grope through life. Who is strong enough to stand without a friend?

It is EDITOR & PUBLISHER'S suggestion that newspapers, in service to the public welfare, create as a part of office equipment, *and thoroughly advertise*, a People's Service Exchange, which would be as good by any other name.

Its business is not to give opinion or even advice to anyone. Its business is to clear to established public or private institutions, or qualified individuals, all questons referred to the newspaper by the public. A woman who telephones that a dying neighbor is helpless and friendless is told to call a local visiting nurse organization or a hospital. She did not know of their existence, else she would not have called. A woman troubled in spirit, is sent to the right person for comfort and assistance. Your telephone number or your office represents to any distressed or perplexed person a dependable source of information and guidance.

In small offices a member of the regular staff might very well function. In the largest offices a single person might be able to handle the service. The equipment would be a well-selected list of directories, local, state and national.

A vital element, essential to the welfare of the idea, is that the confidences of the public must be held inviolate. Wonderful stories would come to the paper, but the concern of the bureau would not be to make news copy. A valuable column might be run concerning exchange activities.

Behind the exchange, of course, would lie an organization of existing institutions which would recognize the newspaper's function and would co-operate. Governmental, philanthropic, social, religious, educational and many business organizations would harmonize and assist a cause of such good purpose. Then, there would be a list of individuals of influence, character and authority who would naturally aid by acting in special cases on request.

This is the outline of an idea, subject to amplification or revision to meet local requirements or different opinions. It is not set forth as valuable because of novelty. Doubtless thousands of newsaper men have discussed it and perhaps some newspapers are even doing it better than we may know. It is suggested as a legitimate and practical newspaper enterprise.

From a purely business point of view, can anything better be said of a newspaper than that it is the true and active friend of all of the people of a city?

N. Y. AMERICAN CITE[D] FOR RADIOING NEW[S]

Asked to Appeal Before Associa[ted] Press Board of Directors, Janu[ary] 28, for Alleged Violation of Rules

The *New York American* was cite[d] by the Associated Press to appear before [the] board of directors Jan. 28 for a hea[r]ing on the charge of violating associa[ted] rules in broadcasting election return[s] was learned this week.

The broadcasting, upon which the a[c]tion is based, was from station WN[Y] on Nov. 4, operated by the City of [New] York. Edwin J. Clapp, the editor of [the] American, acted as announcer.

While it is reported that all A. P. m[em]ber newspapers who utilized radio a[nd] bulletin board extension election day [were] summoned to appear before the direc[tors] to present their explanations, the c[ase] of the American and the *New York* [Sun] are the only two which have so far c[ome] to the attention of the newspaper field.

The Americans' citation is couched [in] practically the same terms as that [of] Frank Munsey, A. P. member for [the] New York Sun, printed in EDITOR & PUBLISHER Dec. 6.

The two newspapers are charged [with] violating the association's by-laws w[hich] seek to maintain the exclusiveness of [the] A. P. report.

The specific rules alleged violated [are] Article VII, section 5, and Article VI[II] section 7. The former provides that A[P] news can only be published in the ne[wS]paper, the language, and the place sp[ec]ified in the membership certificate. [The] latter rules against furnishing news [to] non-members, which, under the by-[laws] belongs exclusively to the associatio[n]

SEEKING BEST NEWS STORIE[S]

Reporters Asked to Submit Them [for] Anthony's Book

Newspaper editors and reporters h[ave] been invited by Small, Maynard & [Co.] New York, to submit their best n[ews] stories of the past year as candidates [for] inclusion in a volume similar to that [pu]blished this year of the best news sto[ries] of 1923.

Joseph Anthony, who edited the 1[923] book, is also in charge of the new publi[ca]tion, and announces that the same cla[ssi]fications and rules of judgment will [pre]vail. There is no limit on the numbe[r of] stories which may be submitted by [any] newspaper or writer.

MacFadden Firms Combine

The Macfadden Publishing Comp[any] Inc., was formed Dec. 12, by consolida[tion] of Macfadden Publications and the M[ac]fadden Newspaper Publishing Comp[any] publisher of the *New York Even[ing] Graphic.*

Capital stock was given as $10,000 [in] in articles of incorporation filed at [Al]bany. Principal stockholders are Bern[ard] Macfadden, Orr J. Elder and H. [J.] Miller.

Salt Lake Men Promoted

H. F. Robinson, business manager [of] the *Salt Lake City Tribune,* has [been] appointed assistant general manager, [and] E. H. Holden, editor, has been gi[ven] title of editor-in-chief. No successor [to] General Manager A. N. McKay who [died] recently, has been named.

Two Hearst Magazines Merge

The *Cosmopolitan Magazine* [and] *Hearst's International Magazine,* [both] under the control of William Rando[lph] Hearst, have merged, it was formerly [an]nounced last week.

Paper Firm Increases Capital

The Honolulu Paper Company, L[td.] organized in October, 1918, with a capi[tal]ization of $50,000, has increased its ca[pi]tal stock to $150,000.

Editor & Publisher's 1924 Prize Winning Christmas Story

A Christmas Special

BY L. N. FULLER

Assistant Editor, Watertown (N. Y.) Daily Times

CHARLIE BATES, city editor of the *Eagle*, was making up the date book and the assignment sheet for the next day. The rest of the city staff had left. It was two days before Christmas and it was one of those days in late December which are neither fall nor winter. A drizzling rain had turned to snow late in the afternoon, snow which quickly melted as it fell and turned into a muddy slush. Big sticky flakes wandered down through the air and the street lights shed a murky glow through the darkness of the late afternoon. Belated Christmas shoppers were hurrying with their last minute errands. Cars slipped and slithered through the soupy mess, sending up showers of slush.

Just as Bates' shears wandered over a story which afforded the opportunity for a good follow-up the next day, the door of the city room opened. An unshaven face surmounted by a greasy cap was stuck through the opening. A nondescript form eased itself through. The visitor wore a tattered overcoat two sizes too small. Where buttons and button holes failed to meet a piece of jute string was employed. The trousers were frayed around the bottom and water dripped from them. Battered shoes squished and left tracks on the floor. An apologetic and husky cough released the fumes of cheap whisky which filled the room.

The newcomer was not given the bum's rush. "Hello, Walt," said the occupant of the desk.

"Hello, Charlie," extending a dirty hand in greeting which was accepted.

"Where bound?"

"Just passin' through. Say, Charlie Do me a favor. Let me have a dollar. It ain't a loan, because I'll never pay you back."

"How about a quarter?"

"You know, Charlie, a quarter ain't nothin' now. I can't get a drink for that. I used to hold you up for a dime, but you can't get a shot of home-spun for that."

"You never did cut out the booze, did you, Walt?"

"No, and I guess I won't. I guess this is my last trip. Got the T. B. Trying to get south. Cough something awful. Sleeping in box cars, booze and not enough to eat. Got to have a shot of booze. Remember, Charlie, when we were kids together and you pulled me out of the creek. Guess you might better have let me stay there. I wasn't such a bad sort then."

"Yes, Walt," said the city editor rather softly. "I remember all that. We did have great times when we were kids. And your mother has no idea of—what you are."

"No, she thinks I'm on the road building bridges. An engineer. That's the worst of it. I have to lie to her. I write to her once in a while and tell her I'm too busy to come home. Last spring I got three months for vagrancy up in North Dakota and I wrote and told her I was starting for South America and would be so far inland I couldn't write. I'm still the boy to her I was when I was a kid. Ain't it great, the faith a mother has in her boy?

"I dropped off back home last night. No one knew me. I sneaked up the street where mother lives and saw her sittin' there. I had all I could do from bustin' right in on her. There was the same old chair, the same old pictures and the same old mother waiting for her boy to come home Christmas."

"Yes, Walt," replied Bates, "your mother thinks you're all right. She thinks you're just what you think she thinks. I was up home on my vacation last summer and she told me all about you, how you were making good with a big bridge company. She felt you were working too hard and hoped some day you'd come home for a rest. She asked me to fix up a piece in the paper about you. It went against the grain to fake a story like that, but I did. I also printed one about your South American trip."

"Now, ain't that just like mother, Charlie. And it's just like you. I'd like to see her before I kick in, but I can't. And when I do kick in, how will she understand? I'll crawl off somewhere and die like a sick dog, or fall off a rattler and they'll find what's left of me along the right of way. Next day there will be two or three lines about a bum being found dead. When she don't hear from me she'll worry. I wish I could fix it up so she will never know. But don't let me bother you, Charlie. How about the dollar?"

Bates reached in his pocket. It was Tuesday and pay day was not until Friday. Six dollars stood between him and the next appearance of the "ghost." He drew out a bill and looked at it. He reached his hand in his pocket and pulled out another.

"Here's five, Walt. It's most Christmas, you know. Don't spend it all for booze."

"Thanks, Charlie. I knew you were a good scout. Well, I've got to be moving on. Good-bye, Charlie."

"So long, Walt."

Shoes squished as they moved out the door. Charlie looked out the window. A moment later a figure shuffled into the gathering snow. It leaned against a lighting post and shook violently with coughing. Then it shuffled on and disappeared in a place which had twice been raided by the federal agents, but was still doing business.

Next morning Jimmie Lane, who covered undertakers, came in after going around his beat.

"Nothing doing," he reported, "except a bum found run over down in the freight yards. Must have fallen off a freight. Gillman got it."

"We're short on space today," said the city editor. "Make about three lines."

When the city editor went out to lunch he stepped into Gillman's undertaking parlors.

"Hello, Bill," he said to the man of all work. "Jim said you had a bum here found down in the yards."

"Ye-ah. Don't know who he is. Funny thing about him. All he had was a half pint of bum booze and four dollars. Mystery is where he got the four dollars. Want to see him? He's in the back room."

Bates went to the back room where a form was covered with a sheet. He pulled down the covering, looked at the figure for a moment, and drew it back.

"Know him?" queried Bill.

"Never saw him before. What are you going to do with him?"

"The coroner ordered him buried in potter's field this afternoon. Another one of those charity cases."

That night there were two stories in the *Eagle* among the many others. Down in an obscure position was this:

"The body of an unidentified tramp was found beside the C. L. & N. tracks this morning. The body was badly mangled. There was nothing to reveal its identity. It was taken to Gillman's undertaking parlors and was buried in potter's field this afternoon with a brief prayer service."

In the lead position of page one was this with a four deck head:

(Special to The Eagle)

"New York, Dec. 24.—In an attempt to rescue a five-year-old boy who had fallen from a Staten Island ferry boat, Walter J. Marvin, aged 32, a well known bridge engineer, was drowned shortly before noon today. Marvin was standing on the deck of the boat when the child, son of Mr. and Mrs. J. W. Kinsella of the Bronx, in a spirit of adventure, clambered to the rail and lost his balance.

"Marvin, who saw the child fall, jumped overboard and swam for him. The boat was quickly stopped and a life boat was put out. The child had disappeared and before aid reached his would-be rescuer, he too, had sunk, weighted down by his clothing.

"Those who witnessed the tragedy pay tribute to the heroism of Marvin, who did not hesitate after seeing the child fall but plunged in without removing his coat. The bodies were not recovered and were swept out to sea."

Below was this, under a jim:

"Walter J. Marvin was the son of Mrs. Mary A. Marvin of Putney, 50 miles north of this city. He was born in Putney and spent his boyhood there. For the last eight years he had been a construction engineer for a large bridge company, his work frequently taking him to all parts of the world. His mother is the only surviving relative."

That Christmas eve in Putney a white-haired woman looked with pride through the mist of tears as she read a certain "special" in the *Eagle*. Then her eyes fell on a rather obscure item in the lower left hand corner.

"Poor boy," she said, as she wiped away her tears. "He was some mother's son."

STORY WINNER ONCE PRINTER'S DEVIL

LEE N. FULLER, winner of EDITOR & PUBLISHER'S Christmas Story Prize of $50.00, is assistant editor of the *Watertown* (N. Y.) *Daily Times*.



LEE N. FULLER

He was born in Hermon, N. Y., Feb. 12, 1889, a village of about 500 inhabitants. At the age of 12 he worked after school hours and Saturdays on the *Hermon News* filling the duties of printer's devil, reporter, press feeder, bill collector, and "nursemaid to the Editor's horse."

At the age of 16 he went to Michigan and obtained a job in a job printing office; after getting fired he says he took it out on the foreman by distributing eight point type in a nine point case, carefully avoiding that section of the city for several weeks. Fuller next became a boiler maker's apprentice on the G. R. and I. Railroad and drew 49 hours' pay.

In 1907 he came to the Watertown Times as cub reporter. After working about five years as reporter he went on the state desk and subsequently became telegraph editor, assistant city editor, city editor, and assistant editor.

He has long cherished the ambition to write the "Great American Novel" and the "Great American Drama." He is married and has one son. He is secretary of the Jefferson County Historical Society and his hobbies are civil war history and cross word puzzles.

FRED EDWARDS' SUBWAY STORY BROKE UP A MAGAZINE CONFERENCE

New York Herald Tribune Writer's Transit Yarn Halted the Nation's Meeting and Drew Praise from Oswald Garrison Villard

FEW are they who will ever be permitted to gaze upon a conference of *The Nation's* editorial board.

But one may imagine it. Very grave. Very sedate.

Oswald Garrison Villard raps for order and an awful silence ensues. Then the serious work begins.

But not long ago Mr. Villard rapped for order—quite loudly, too.

"Tee-hee," gurgled someone. Perhaps it was Freda Kirchway.

Bang! went the gavel.

"Haw-haw!" came the answer from behind a copy of the *New York Herald Tribune*.

Mr. Villard is by habit a reporter.

"What? When? Where? and Why?" he wanted to know.

And then he learned this, that Frederick B. Edwards, New York Herald Tribune reporter, had written one of the best bits seen in New York newspapers for some time under the headline:

"SUBWAY REBEL GETS TRAIN ALL FOR HIMSELF."

"Ho!" said Mr. Villard, and "Ha! Ha!"

This kept up for 10 whole minutes, delaying the conference by just that time, and ending in such a manner that today Mrs. Frederick B. Edwards has a letter to her husband from Mr. Villard stored away, telling that Mr. Villard thinks the "Subway" story one of the best pieces of newspaper reporting he has ever seen.

The story, which made every subway rider both chuckle and applaud, follows:

Benjamin Mehlig, a small man with an office at 132 Fulton street, who had a habit of leaving the West Side Interborough subway at 157th street and Broadway every evening at a little before 6 o'clock, set his teeth firmly together yesterday afternoon, looked a squad of subway guards firmly in the eye and started what may become a Movement.

Life in New York is like that. A plain citizen leaves his place of business immersed in conventional affairs. His thoughts are on this or that; his job, income tax, cross-word puzzle, the price of a new overcoat, or what he has forgotten that his wife told him to be sure and remember. Then without warning the Fates seize him and hurl him for a loss square into the middle of a revolution, a banditry, a fire or a Movement.

No vast impulses yeasted within the soul of Benjamin Mehlig as he boarded a subway train at Pennsylvania Station at a little after 5 o'clock last night. He wished to go home. A train came along empty, having been run through for the benefit of the midtown rush hour crowds. Benjamin Mehlig was among the surge, wishing merely to go home. He noted that the train was marked Van Cortlandt Park, and Benjamin Mehlig's heart was lifted within him. It was his train and it was empty!

Benjamin Mehlig's moment was at hand. But had some prophet, gifted with vision, whispered into his ear, "Benjamin, you are shortly to achieve something that Napoleon never even thought of attempting," he would have said "Go away, you nut," or words to that effect.

The ten-car train was quickly filled. Times Square added a quota to the grand 5 o'clock shove. Seventy-second street decanted merely a handful and others took their places. Benjamin Mehlig read his Wall Street edition and wondered what was for supper.

At Ninety-sixth street a guard poked his head into the car and shouted something that sounded to Benjamin Mehlig like "Awsingeackwowshoawlwow!" Benjamin's interest was merely casual until he observed a general restlessness among his fellow-passengers.

"What did he say?" asked Benjamin Mehlig, whose great moment was even now upon him.

"He said," a neighbor replied with bitterness, "that we should all change at 103d street because the train is going to the car barns."

Benjamin Mehligh pondered this for a while. He was not surprised. It had happened to him before. But somehow this time it was different. The soul of Benjamin Mehlig was in revolt. He felt filled with ire. He arose in his seat and shouted at the guard. Benjamin Mehlig, the small man of 132 Fulton street, yelled at a subway guard!

"Hey, you!" said Benjamin Mehlig. "What is this?"

"Yawlsingecawwahbaw," the guard replied, and Benjamin Mehlig said.

"Like hell!"

The guard tottered and caught at the door frame for support. He shook his head, puzzled. It appeared to his bewildered senses that the small Benjamin Mehlig was in revolt. That there was, in fact, a mutiny on board. Yet . . . impossible, surely.

The guard came into the car and addressed Benjamin Mehlig, whose strange conduct was now beginning to excite the interest of the other passengers.

"Whaddidyuh say-y-y?" demanded the guard.

Benjamin Mehlig stood up.

"I said like hell," replied Benjamin Mehlig. "That's what I said. What do you think of that? Like hell I'll change at 103d street. I'm going to 157th street. That's where I'm going."

"Ho!" said the guard. "Not on this train, brother, you ain't."

"Ho!" said Benjamin Mehlig, climbing on a seat. "But I am. On this train. An' don't you call me brother, you—you subway guard."

The train had stopped. It was 103d street. The passengers gathered around Benjamin Mehlig, who stood on his seat in a corner. Other passengers sensing a murder or a hold-up or some other mildly exciting vicarious adventure, crowded from other cars. People who had left the train got back on. Benjamin Mehlig was now making a speech.

"You're a lot of sheep," said Benjamin Mehlig the small man. "That's what you are—a lot of sheep. You let a subway guard tell you where to get off a train. You paid your fares, didn't you? You paid to go to wherever it is you're going to, didn't you? You're a lot of sheep—all but me. I'm not a sheep. I'm going to stay on this train until it gets to 157th street. Thank God I'm not a sheep."

"Yuh look like one," said the guard bitterly.

"I would rather," said Benjamin Mehlig gazing coldly down at the guard—he was still standing on the seat—"look like a sheep than like a subway guard."

Benjamin Mehlig was applauded by the other passengers. The Movement was begun. Other protestants arrived. There were cheers for Benjamin Mehlig, who, standing on his seat, implored every one not to be a sheep.

More guards arrived. The Interborough held a conference. The guard who had originally encountered Benjamin Mehlig's Movement favored an immediate slaughter with as much mayhem as possible thrown in. Calmer counsels prevailed.

"We'll take you people to 110th street," the spokesman of the guards conference conceded at last. "You'll have to get off there. This train is going to the car barns."

"No," said Benjamin Mehlig. "Only the sheep will get off at 110th street. I am not a sheep."

The train moved to 110th street. Some passengers left. They were going to 110th street anyway. Benjamin Mehlig remained, remarking at frequent intervals that he was not a sheep.

Another conference and a further compromise. The train would go to 137th street. Cheers. Mr. Mehlig, the small man, announced that he was prepared to tell the world that he was not a sheep.

At 137th street everyone left the train except Benjamin Mehlig and two others. The faithful disciples of the anti-sheep movement on the subway who stood by the grand old flag were Arthur Weiner, of 134 West 180th street, and Eleanor Booth Simmons, a writer and a suffragist, who was going to Dyckman street and who also is not a sheep.

The crowd at 137th street cheered Benjamin Mehlig, Arthur Weiner and Eleanor Booth Simmons. They cheered for themselves. They jeered the guard and the Interborough and the turnstiles and the slot machines. Jeers, cheers; and Benjamin Mehlig, standing on his seat, declining to be a sheep.

"You gotta get out," announced the guards' conference.

"At 157th street," said Benjamin Mehlig. "Don't kid yourselves that I'm a sheep."

"We'll put you out," said the guards' conference, and the voice of the original guard was heard lifted above all the rest begging to be allowed to get at him.

"You lay a finger on me," said Benjamin Mehlig, "and you'll hear from my lawyers. I got lawyers. Sheep haven't got lawyers, but me, I ain't a sheep."

The train continued. Ten cars. Three passengers, one of them Mr. Mehlig, but none of them sheep.

The train roared through 145th street and howled into 157th street. The brakes shrieked. The train, all ten cars of it, came to a stop. The doors were flung open.

Benjamin Mehlig walked out.

"I hope you choke," shouted the guard.

"I am not a sheep," announced Benjamin Mehlig, and went home to supper.

While Edwards personally still wonders whether or not he is a humorist, he has definite ideas which make him anxious to keep to the funny side as often as he can, although preferring straight newspaper reporting.

"The funniest things," he declared, "are often alleged serious meetings, accurately reported.

"Shorthand notes of some conventions, would make millions roar with laughter.

"We're living in a humorous age," he continued, trying to take himself seriously. "Too many things are happening for people to sit down and gloom. Americans like the ridiculous and they can take a joke on themselves philosophically.

"Movements, however worthy, are always disposed to think themselves more important to the world than they really are.

"Kidding is good for them. It helps them preserve their sense of proportion."

Somebody must "kid" Edwards sufficiently, because he doesn't think he is more important than he is. Only 37 years old, now, he has already had an eventful newspaper career.

His sense of humor was first tickled when he was at 14 a copy boy on the *Birmingham* (England) *Argus*.

The Argus wasn't equipped with many modern appliances. There was no pneumatic tubes and few telephones. Every newspaper had what was called a "fudge box," a space left open on the front page for late news bulletins. The trick was to get the late news from the editorial to the composing room. The Argus solved it by furnishing its copy boys with tennis balls, which were cut in two, the copy inserted, and then thrown down the dumbwaiter shaft, four floors to the composing room.

"While copy boys still have lots of fun, they miss one opportunity we had," he recalled. "That was throwing fudge balls down the dumbwaiter shaft, and counting the number of times we could hit the composing room foreman."

Edwards' first contact with big news was at the time of the Birmingham riots. Lloyd George, a pro-Boer, came to Birmingham to speak at the famous town hall. As a copy boy, Edwards duty was to get the stories written by Argus reporters within the hall and rush them to his newspaper office. But no reporter ever got out in time to make the deadline that day. The hall was mobbed, and Lloyd George was taken under police body guard to a room in the hall's basement, remaining there until quiet was restored. Edwards played ball with other copy boys on the outskirts of the crowd.

Coming to Canada when he was 17, he obtained his first position as a reporter on the *Montreal Witness*, receiving $8 a week. His first assignment was to report a sermon preached by the Bishop of Ontario. After six months he changed to the *Moncton Transcript*, where he was paid $15 a week.

From here he progressed upwards, working on the *Cobalt Nugget*, the *Montreal Herald*, *Montreal Star*, *Montreal Evening News*, *Philadelphia North American*, *Philadelphia Press*, *Philadelphia News* and *Baltimore Star*.

Edwards, while on the Star, was offered an opportunity to come to New York. But he was afraid to take the step.

A short time afterwards, however, he was "fired" from the Star, and he came to the Tribune, where he has been ever since.

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

GREETINGS

Friends of the Craft, these greetings of the Yule
From me to you. I may not know your name,
But we have felt the rod in life's same school,
Have bucked the line together in The Game!
We've felt the thrill that only comes to one
Whose restless reaching is a lot o' fun!

Stranger to Wealth, I cannot trim your Tree
Nor stuff your Chest with pearls from some far land;
I cannot give you more than sympathy,
The feel of Brotherhood, a comrade's hand.
But what I have, I give with faith, because
I honestly believe in Santa Claus!

So may you have a Christmas full of joys,
A season filled with everything that's good;
I cannot send you money, bonds or toys—
I cannot give you gifts—I wish I could!
But I can give an earnest wish to you,
Better than gold, if half of it comes true.

The author of Songs of the Craft expresses above, in the only language he understands, a Merry Christmas and a Happy New Year to all who read in this place; and he hopes that each of you will accept the greeting as a personal one, sincere and whole-hearted. May every good thing be yours now and through the year to come, and if you ever have any troubles, may they be overshadowed and forgotten in the enjoyment of life's richest compensations.

H. E. W.

NEWSPAPER MEN DISCUSS "IS THE PRESS KEPT?"

William P. Beazell, Bruce Bliven and William G. Shepherd Arrive at "Yes and No" As Best Answer at Nation Dinner—Oswald Garrison Villard Presides

WHILE Oswald Garrison Villard, editor of *The Nation,* did his best to ish on three dogs of war over the ques- on "Is the Press Kept?" at a banquet- bate in New York late last week, he me closer to arousing a mild sensation futility than the roar of fury.

The war dogs, supposed deadly en- mies, succeeded one another in howl- g at the moon in almost the same ellow key, but their mouths, it seemed, ere lacking in teeth.

Between howls, Mr. Villard did his est to incite anger somewhere. He iled.

His lashings, however, provided sen- ation in plenty.

"I have before me," he said at one me, "a scientific survey of the atti- ude displayed by 200 newspapers towards ie recent railroad reorganization bill. of the 200, the survey shows, 185 pub- shed repeatedly absolutely false state- ients about the bill."

The loudest bark from the scheduled ebators, with a real suggestion of snap, ame from the last speaker, W. G. Shep- erd, for many years with the United ress, and he attacked the allegedly ept foreign correspondent rather than he press.

What made the affair only "mildly utile," was the very evident entertain- nent afforded by three excellent speakers o the 450 people who attended the lebate under the auspices of The Nation.

Bruce Bliven, managing editor of the *New Republic,* formerly of the *New York Globe,* was the war dog expected o prove the press was kept. His an- swer was:

"Yes—and no."

William Preston Beazell, assistant managing editor of the *New York World,* therefore, was not over-taxed in the press defense, declaring in summation that some newspaper publishers desired success, some influence, but the majority were most interested in doing public good.

Shepherd hit harder, attacking the "kept American reporter in foreign capitals."

"The Foreign Offices," he charged, "have control of our foreign correspondents. Their only value to their newspaper is their ability to go to the foreign offices and get alleged stories about important questions.

"I have no doubt," he added, "that tonight, were you allowed a movie radiophotogram view of our press representatives in London, you would see a good many in some well-known bar, where, should they be queried on some story by their home editors, they could find some agent of the British foreign office nearby, ready to furnish them with the British point of view.

"It is the same at all capitals—only the bars are different.

"The only remedy I can suggest is that the home editors pick some intelligent reporter from the streets of their city, send him abroad to seek news in the same way he does at home, and keep him there until he comes under control of the foreign office. Then bring him back and send another.

"We have heard a little about the revolutionary flutter in Spain, but not all the truth from Madrid, because if our press representatives there told all the truth, they would be embarrassed in their foreign office relations."

Outlining the course the debate was to take, Mr. Villard first traced the history of American journalism, beginning with the Herald of the Bennetts and ending with what he called the "terrible tabloids." Because of his final conclusion, the three speakers referred to the small-sized newspapers, Bliven attacking their "vulgarity," Beazell declaring them "not so bad," and Shepherd endorsing them with enthusiasm.

Mr. Bliven, opening the debate, began by saying he was a liberal—"the man, you know, who walks in the middle of the road and gets the bricks from both sides."

"If the press is capitalistic," he declared, "the condition grows out of the present-day society, and cannot be criticized alone. It is no more subject to criticism than our schools or our churches. All are colored by the character of society.

"And after all, a great many newspaper publishers have found that their private interests are sometimes best served by being devoted to public interest. This devotion is sometimes bogus; sometimes real."

Mr. Bliven devoted a large portion of his address to asking and answering his own questions in pseudo-Socratic manner.

"Are editorial writers dishonest; are they all professional prostitutes ?", he asked himself first, and answered by expressing the belief that the majority do write as they believe, "drifting, if not swimming, to the newspapers that interest them."

"Not only editorial writers, but all newspaper executives, I believe, go through the same process," he said. "Metropolitan newspapers of today are large business properties. The man in charge is not likely to be the dreamy editor of the old school. He is very apt to become the same type of man as the owner of his paper."

The second question: "Do advertisers control a newspaper's policy?", he answered with an emphatic "no," citing a personal experience on the old New York Globe, when, he said he had the opportunity once to play the part of a movie hero, when he told an advertiser, in trouble in the courts, to "Go to Hell," when requested to suppress the story.

"I can't get excited over the suggestion that many of our newspapers are run by capitalists in high silk hats decorated by dollar signs, who sit back and pull the strings to make their jumping jacks jump," he concluded, "but I do deplore the moral failure of the American press.

"The present press battle for circulation is having a serious effect upon the moral and intelligent quality of our newspapers. When you print pictures of ladies with their legs crossed, you have a fine circulation builder.

"The whole movement of the press is towards superficiality, standardization, decreasing interest in public affairs, and the evil of 'giving people what they want.'"

Mr. Beazell found it easy to defend the press when called upon.

"The surest fire hokum I know of," he commenced, "is to attack the press. But the still rising tide of abuse cannot last much longer."

In answering the question: "Do advertisers influence newspaper policy?", he cited the case of Mrs. Irving I. Bloomingdale, the story of whose attempt to escape duty payment on a string of pearls, was carried prominently by all New York newspapers, despite the fact that the Bloomingdale department store spends $250,000 a year on newspaper advertising.

Concluding, the World executive charged there was more dishonesty in the labor press than in the so called capitalistic press.

"It has been proved," he said, "that a labor newspaper cannot exist without a subsidy.

"The daily newspaper publisher may have desire for success, hunger for influence, but the majority are really concerned in doing public good.

"It is easy, you say, for New York newspapers to be honest, because they are successful. I need only tell of one example out of many I know about to prove that small papers can be both honest and successful.

"That is the case of the *Fort Worth Press,* with a circulation of between 9,000 and 10,000, the newspaper which led the attack against fake oil stock promoters which brought about the arrest of Dr. Cook."

The touch of prophecy, which ended the evening, came from Mr. Shepherd.

"Not so very long ago, reading and writing was in about the same stage that radio is today. One hundred years from now, we may no longer be buying newspapers. We may be singing or dancing our news, which will come to us from the air."

JUDGE'S PLEA FOR CRIME NEWS BAN OPPOSED BY CANADIAN DAILY

THE Canadian attitude toward the reporting of crime news before trial was outlined in an editorial appearing in the *Toronto Globe,* recently, in which the practices of the newspapers in this country was also discussed.

The editorial follows in part:

"Chief Justice Martin, in reopening the civil courts in Montreal, deplored 'great newspaper publicity before trial.' He claimed that the law ought to make some restrictions on what papers are allowed to print, and, in his opinion, such news ought to be confined to official statements by the police and Crown Attorney. He alleged that much publicity now appearing frequently aroused public sympathy or hostility for or against an accused person which might be calculated to influence the verdict of a jury. Of course, he added, any restrictions he had in mind would be balanced at the trial itself by the publication of full details.

"Canadian newspapermen will find themselves almost in total disagreement with the remedy proposed by the Chief Justice. In this country the law of libel may be readily and easily invoked against newspapers which have done any person an injustice through inaccurate or premature publication. Average readers, and perhaps Chief Justice Martin himself, likely have little or no conception of the time, labor and expense employed in newspaper offices to keep within the libel law. * * *

"The restriction of news of crime or the details of the more important criminal cases to formal statements by the police or Crown Attorney would be calculated to excite suspicion on the part of the public. As matters now stand, reporters and news editors seek out the facts from these officials; and in addition from anyone else who is in a position to give authentic information of the offense in question. * * *

"Chief Justice Martin doubtless has more in mind the curbing of what is known as 'trial by newspapers.' There is no doubt that in some criminal trials in the United States the issues have depended far too much upon newspaper statement or allegation or coloring. Comment on the evidence and observations of one kind or another, all written by newspapermen or persons hired by newspapers, tend to influence the public mind as to guilt or innocence. In countless cases what look like deliberate attempts to create sympathy for the accused have been made by so-called 'sob sisters' and psychologists. There is no doubt that 'trial by newspaper' is practiced in the United States to such an extent as to make it detrimental to the ends of justice, and many leading jurists and journalists of that country are gravely concerned over a dangerous tendency. Were a Canadian paper to attempt to imitate such proceedings, its editor would promptly appear on a charge of contempt of court. While some Canadian papers do print comment on cases before United States courts, they take no such liberties with Canadian cases before Canadian courts. * * *

"Newspaper publicity in Canada has never had the effect of bringing the law into disrespect, as in some instances across the border. Examples are rare, indeed, where publicity by Canadian newspapers has made law enforcement more difficult. We do not believe that there will be any agitation for some time looking to a change in our present system. The ideas as expressed by Chief Justice Martin will not meet with any hearty approval on the part of the public; neither do we think that police officers or Crown Attorneys would care to be burdened with the task of giving out all the news of crime the public will continue to demand."

MERTON BURKE JOINS NEWS

Former N. Y. Daily News M. E., Now Managing Editor, Washington News

Merton E. Burke, former managing editor of the *New York Daily News,* and later with the *Baltimore Sun,* has joined the Scripps-Howard forces as managing editor of the *Washington Daily News* evening tabloid.

Prior to Mr. Burke's work in New York he was for 12 years on the editorial force of the *Boston American,* Mr. Hearst's evening paper in that city, and received his earlier training on the *Boston Post.* He was one of the accredited correspondents at the Peace Conference in Paris, and travelled extensively in Italy and the Balkans writing magazine articles, some of which appeared in *Scribner's.*

Mr. Burke is a member of the Overseas Writers, and of the National Association of Editors, and was one of the original incorporators and board of governors of the Newspaper Club of New York, of which he is still a member.

Woolen "Mills" Restrained

The Superior Woolen Mills, of Louisville, Ky., has been ordered by the Federal Trade Commission to discontinue doing business under the corporate name of Superior Woolen Mills or any other name which includes the words "woolen mills" or "mills" unless the respondent actually owns or operates a mill in which raw wool is converted into cloth. Another clause of the order prohibits the respondent from using in its advertising or otherwise the phrases "Direct from the Weaver to the Wearer with one Small Profit," or "Direct from Weaver to Wearer, Saving You the Middleman's Profit," or any other phrase having the tendency to create the belief that respondent manufactures the cloth from which it makes its suits and overcoats.

Employes Honor Publisher

To mark the 25th anniversary of his connection with the paper, employes of the *Toronto Star* on Dec. 13, presented J. E. Atkinson, president of the Star Printing and Publishing Company, with a handsome grandfather's clock. An address was read by Harry Parr, foreman of the composing room.

Spanish Daily to Move

The management of *La Tribuna,* Spanish daily published in Houston, Tex., has announced intention to remove the paper to San Antonio by Jan. 1. Rodolfo Avida de la Vega is editor.

NEW YORK TIMES CELEBRATES AS AD TOTAL TOPS 25,000,000 LINES

Interesting Comparative Figures on Volume of Times Advertising Given at Luncheon—Ochs, Wiley, Butterworth Address the Staff

THE *New York Times* celebrated the achievement of attaining a record of 25,000,000 agate lines of advertising this year, at a luncheon in the Times Annex restaurant, Saturday, Dec. 13.

This record volume of advertising, never before reached by any New York newspaper in a single year, was passed Friday, Dec. 12 and is a notable event in New York newspaper history.

About 70 members of the business and advertising departments joined with Mr. Ochs and other officers of the Times in commemorating the record.

B. T. Butterworth, advertising manager, presided. He gave interesting comparative figures of the Times volume of advertising over a period of years. Beginning with 1919, the Times attained the leadership, gradually gaining in volume, until it is expected that for 1924 the Times will outdistance the second newspaper by considerably more than 8,000,000 agate lines of advertising. Mr. Butterworth also mentioned that only three other newspapers in the United States have reached or exceeded 25,000,000 lines of advertising for a year—these being, in the order of record: *Los Angeles* (Cal.) *Times, Detroit* (Mich.) *News,* and *Chicago* (Ill.) *Tribune.*

In an address that will long be remembered by those present, Mr. Ochs emphasized the fact that the Times tremendous advertising lineage of 25,000,000 represents the highest class of newspaper advertising. Mr. Ochs said:

"We are striving to have in the Times only advertising that has character; that is unobjectionable; that can be trusted—that readers can respond to with a feeling that there has been effort made to protect them from improper and useless expenditures of time and money. We have accomplished a great deal in that direction. The 25,000,000 lines were closely scrutinized before acceptance, and we can boast of some measure of success in our endeavor to protect the public.

"Our advertising has grown nearly 16 times in value, but we have multiplied our rates scarcely four times. In 1897, we had about 2,400,000 lines of advertising and that year we received about $360,000 for it, approximately 15 cents a line. Our rate is now much greater. Our circulation has grown from less than 25,000 in 1897 to nearly 400,000 in 1924, sixteen times, but we have only increased our net advertising revenue from 15 to 60 cents a line. We are certainly showing great consideration for our advertisers. We have in fact materially reduced the cost of high class advertising in New York City—the best, largest and most profitable field in the world for newspaper advertisnig. Ten, twelve, fifteen, or twenty years ago, it cost from two to three dollars a line for the circulation that the New York Times now gives for less than a dollar a line.

"Has it ever occurred to you how inexpensive is newspaper advertising? Take, for example, the Christmas shopping column as an illustration. Five lines there—about five dollars. Suppose you were to go into a shop, and say, 'I see something in your window that is attractive and interesting. If you will give me a thousand of your business cards, I will furnish the envelopes and address them and send them to my friends who may be interested. All I ask you to do is to give me the cards and pay the postage.' The cards would probably cost five dollars, the postage twenty dollars; a total expenditure of $25. Do you think any sane shopkeeper would decline the proposition? Now the New York Times will place the announcement before 600,000 people and asks less than $5—one fifth the cost and 600 times the service.

"Now, another observation. You have heard that the Times is a national newspaper. We have no such aspirations. We are a New York newspaper of national interest, of national circulation. The Times is made for a New York audience, and if it interests hundreds of thousands of people throughout the world, it is because they are interested in what interests this great center of population.

"I have talked on advertising a little more seriously than I had expected, but I wish you to better understand the management's point of view; that we may go from strength to greater strength with pride in our achievements.

"We have not only occasion today to celebrate the acquiring of 25,000,000 lines of advertising, but we have today made another record, for we passed over the total of $1,000,000 sent in cash to the Times for the 'Hundred Neediest Cases'—growing from $3,000 twelve years ago to $175,000 last year and a prospect of $200,000 this year. That is a record never equalled by any other newspaper in the world. No direct appeal, no mail announcements, no canvassers, no soliciting, but wholly left to the drawing qualities of the columns of the Times. It is strictly and solely an appeal to the charitable sympathies of the readers of the Times, and the response is entirely spontaneous. Twenty odd thousand people responded last year—every year more and more. It is a lesson to advertisers to 'keep everlastingly after it.' Incidentally, it may interest you to know that this annual campaign for the 'Neediest' actually costs the Times over $10,000 for editorial and clerical service and print paper."

Dr. John H. Finley, associate editor, who represented the editorial staff, said:

"I suppose you advertising people think the editorials do not have much to do with the newspaper. We appreciate that we editors could not exist without this wonderful foundation of 25,000,000 lines that has been built under us. But I want to say just this: we are trying to tell the truth.

"When I was a college president, I used to divide those who did not tell the truth into three classes. First, those who didn't know what the truth was. Of course, if they ever told it they told it by accident. The second, were those who know what the truth is but don't want to tell it. So they don't tell it. The third class consisted of those who know the truth and want to tell it but don't know how to tell it.

"We know how to tell the truth, and certainly those in the advertising department of the Times have made that demonstration. I don't belong to the millionaire club. I think we editors are only in the hundred thousands. But I am proud to be associated with the millionaires of this institution."

Mr. Louis Wiley, business manager of the Times, spoke as follows:

"I feel that it is not incumbent on the members of the advertising staff to actually sell advertising space. In view of its high and recognized qualities as an advertising medium it is frequently necessary, however, to give information about these qualities—that is the province of the advertising representatives of the Times.

"There is not a newspaper in the world with so great an avenue of approach to the public for advertisers, not only in this Metropolitan District but throughout the nation.

"The advertising staff, under the intrepid and intelligent direction of Mr. Butterworth, deserves the highest praise and commendation for the achievement of 25,000,000 lines so far this year."



Makers of the New York Times celebrate record advertising achievement and million dollar charity enterprise.

VANDERBILT SETS DATE

Miami Morning Tabloid to Start Next Month

MIAMI, Fla., Dec. 16.—Cornelius Vanderbilt, Jr., today announced he would begin publication here early in January of a tabloid newspaper. It will be a morning paper, according to present plans.

Tentative dates were announced as Jan. 5 or 12.

Mr. Vanderbilt designated the organization as follows:

Alfred Birdsall will be mechanical assistant to the publisher; Verne Collier, managing editor; Charles E. Fisher, organizing business manager; B. B. Marcum, organizing circulation manager; Gus Thornrose, chief photographer; H. K. Rhodes, chief of the art department; George Lemonds, organizing advertising manager; Thomas H. Fowler, foreman of the engraving department; T. H. Kanagan, foreman of the composing room.

Vanderbilt today has contracted for the United Press Service for a period of three years. No publishing site has been announced and no machinery has arrived. Local reports are that Vanderbilt may take over the old plant of the *Miami News* when former Governor J. M. Cox moves the News into its new building. No confirmation could be obtained of reports that Cox and Vanderbilt had formed an alliance.

Advertise Bonds As Christmas Gifts

Ten bond houses are co-operating this month in placing a series of 10 full page advertisements in Boston newspapers advocating the giving of bonds as Christmas presents. The copy was handled by Doremus & Co., New York, which claims the series to be the first of its kind in the country.

Gunnison Heads Eagle

At the monthly meeting of trustees of the *Brooklyn Daily Eagle* Wednesday, Herbert F. Gunnison was elected president to succeed the late William Y. Hester. Raymond M. Gunnison was elected vice-president. William Van Anden Hester, Jr., was elected secretary and also trustee to fill the vacancy caused by the death of his father. Harris M. Crist was elected treasurer.

NEW BUFFALO POST LIKES COOLIDGE IDEAS

Generally Republican, It Promises Independence When Needed—For City Reform and "Light Wine" Laws

The *Buffalo* (N. Y.) *Commercial* ceased its existence Monday, Dec. 15, appearing as the *Buffalo Evening Post,* Tuesday, Dec. 16, following its sale last week by Charles A. Finnegan, to the Richard R. Coley Publishing Company. Mr. Coley is now editor and publisher.

The new company is incorporated for $800,000. It has unionized the mechanical department whereas the Commercial had been on an open shop basis.

The Post was scheduled to make its first appearance on Monday, Dec. 15, but Mr. Finnegan, holding the new owners strictly to a clause in the contract which provided he need not vacate the Commercial building until midnight, Monday, Dec. 15, kept the Coley forces from assuming control until Monday evening. It is also understood that the contract signed by Mr. Finnegan in selling the Commercial requires that personal theatre passes be furnished the former owner of the Commercial for a long time.

It stands for the present national policy of the Republican party, but the statement is made that the paper desires to be regarded as independent.

The Post comes out against the present Commission form of city government in Buffalo, but asserts it will support the administration which places efficient men in municipal posts.

Modification of the Volstead Act by permitting the sale of light wines and beer as "the best guarantee for the suppression of strong drink" is one of the aims of the new paper.

W. A. Schweizer is treasurer and will act as financial manager of the Post. Mr. Schweizer has been assistant treasurer of the Statler Hotel company. He is a Chicagoan and a graduate of the University of Illinois.

A. H. Longbotham, general manager is another Buffalo man. Fourteen years of newspaper work are included in his business record. For four years past he has been publicity director of the Hotels Statler company, and editor of Statler Salesmanship.

The other incorporator of the Coley Publishing Company is Clarence Webster but he will have no active part in the management of the paper. Mr. Webster is a former Buffalo man but is now president of the Curtiss Exportation Company of New York.

The Post succeeds a paper which has been prominent in Buffalo since 1811 although not always known as the Commercial.

Under the name of th *Buffalo Gazette,* the first issue appeared Oct. 3, 1811, as a weekly. Smith H. Salisbury and Hezekiah A. Salisbury were the owners and publishers. The paper was forced to move to Harris Hill during the war of 1812 but never missed an issue.

In 1818 the name was changed to the *Niagara Patriot,* but two years later the paper again was changed to the *Buffalo Patriot.* Another change followed in 1834 and the paper became known as the Buffalo Patriot and Commercial Advertiser. One year later the name *Buffalo Commercial Advertiser* was first used.

The paper went into the hands of Rufus Wheeler, Joseph Candee and James D. Warren in 1861 and until 1918 was conducted by some member of the Warren family. The final change in the name of the Commercial, before the present one, came in 1890.

It continued under the management of the Warren interests until 1918 when it was sold to Mr. A. Finnegan.

The Commercial passed without a swan song. All editorial department employes are retained for the present but the entire mechanical force was discharged. The sale price was between $200,000 and $250,000.

Advertising Men Acclaim Space Buyers' Guide Achievement

EDITOR & PUBLISHER this week was deluged with superlatives as members of the advertising profession expressed their appreciation to the SPACE BUYERS' GUIDE number issued last week as a 268-page supplement to the regular issue.

Advertising agencies, newspaper representatives, publishers, and chamber of commerce officials joined in acclaiming the issue a distinct contribution to the science of advertising.

Following are some of the comments received from various parts of the country:

A Tremendous Achievement

TO EDITOR & PUBLISHER:—Your tremendous achievement in the production of the SPACE BUYERS' GUIDE number for 1924 compels me to send you my compliments and congratulations.

In addition, I wish to acknowledge the outstanding service you have rendered in putting into one great issue of EDITOR & PUBLISHER the basic market data of the more important of 1,200 cities in the United States.

In making widespread such a vast amount of knowledge of market conditions you have done much to stabilize advertising and to enable it to render a still wider service to the general prosperity.

JAMES O'SHAUGHNESSY,
Executive Secretary, American Association of Advertising Agencies.

Of Practical Value

TO EDITOR & PUBLISHER: Have examined your SPACE BUYERS' GUIDE carefully. It contains much data of practical value to us in service to our clients. Congratulations!

GEORGE BATTEN COMPANY,
New York.

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE came today. It is very complete and a valuable right-hand aid to rate and data service.

DEFORREST PORTER ADVERTISING SERVICE, INC.,
Buffalo, N. Y.

A Great Contribution

TO EDITOR & PUBLISHER:—I consider the SPACE BUYERS' GUIDE number for 1924 a great contribution.

F. D. REINHART,
Wm. H. Rankin Company.

Splendid Contribution to Advertising

TO EDITOR & PUBLISHER:—I want to congratulate you on the EDITOR & PUBLISHERS' special feature SPACE BUYERS' GUIDE number for 1924. It seems to me you have produced something here well worth while—a splendid contribution to the advertising business that I am sure will be appreciated by agents and advertisers generally. With the compliments of the season,

DAN A. CARROLL,
Publishers' Representative, New York.

Concise and Convenient

TO EDITOR & PUBLISHER: Please accept my congratulations on your SPACE BUYERS' GUIDE number for 1924.

The issue is filled with information, concisely and conveniently arranged. The condensed surveys of the principal towns and cities of the United States and Canada is a service that advertisers, advertising agents, publishers, and allied interests will appreciate.

This contribution to the cause of advertising and selling is another evidence of the progressiveness of EDITOR & PUBLISHER.

EDWIN S. FRIENDLY,
Business Mgr. *New York Sun.*

Has Ready Reference Value

TO EDITOR & PUBLISHER: I should have hated like the devil to read proof for your 1924 SPACE BUYERS' GUIDE number. This, however, is simply another way of indicating or expressing to you my appreciation for its completeness and ready reference value.

ALBERT J. STOWE,
Secretary, Jacksonville (Fla.) Chamber of Commerce.

Of Constructive Value to Advertising

TO EDITOR & PUBLISHER:—Space buyers and advertising agencies are deeply obligated to EDITOR & PUBLISHER for the big spirit in the production of the SPACE BUYERS' GUIDE, 1924. No one asked you to incur an expense of this kind, you did so for its constructive value to we, of the advertising profession.

CHARLES F. W. NICHOLS,
President, Charles F. W. Nichols Company, Chicago.

A Most Remarkable Issue

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is the most remarkable issue that has come to our notice in a long, long while. It contains a vast fund of valuable information. Congratulations!

H. H. CHARLES,
President, H. H. Charles Agency, New York.

Another Achievement

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is a most valuable compilation.—Just another one of those achievements which we have grown accustomed to expect from you—and greatly augments the value of your remarkable and continuous service to the profession.

ALBERT A. SNOWDEN,
President, Snowden Advertising Agency, Inc., New York.

"A Real Monument to E. & P."

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is certainly a great boon to the science of selling advertising, also a real monument to EDITOR & PUBLISHER. We join in extending to you our unbounded gratitude and appreciation.

A. F. BAUMGARTNER,
President, The Thompson Koch Company., Cincinnati, O.

Most Complete to Date

TO EDITOR & PUBLISHER:—We consider your SPACE BUYERS' GUIDE the most complete and useful compilation of its kind we have seen. Congratulations!

THE JOHN VANHAAGEN ADVERTISING AGENCY, Philadelphia.

Most Comprehensive Digest Published

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is invaluable. It is the most comprehensive and helpful digest ever published. Hearty congratulations on your great achievement.

FOX & MCKENZIE,
Philadelphia.

Distinct Assistant to Agencies

TO EDITOR & PUBLISHER:—We have always appreciated your Year Book and your current SPACE BUYERS' GUIDE is certainly highly valuable and should be of distinct assistance to every agency.

GUNDLACH ADVERTISING COMPANY,
Chicago.

"A Most Thorough Compilation"

TO EDITOR & PUBLISHER:—The new SPACE BUYERS' GUIDE is a most thorough and complete compilation of valuable space buying data. Congratulations and best wishes for success during the coming year.

THE EUGENE MCGUCKIN COMPANY,
Philadelphia.

Comprehensive and Compact

TO EDITOR & PUBLISHER:— Congratulations on your SPACE BUYERS' GUIDE number. It is comprehensive, compact, and should be of tremendous service to the advertising world.

H. KRAWITZ,
Peck Advertising Agency, Inc., New York.

Invaluable Agency Reference Work

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is an invaluable reference work for agency media and research departments.

A. J. SLOMANSON,
Manager, Plan and Media Department, Dorland Agency, Inc.

Opens Door to Profits

TO EDITOR & PUBLISHER:—Your standardized town and city service in the SPACE BUYERS' GUIDE opens the door to immeasurable profits for the advertiser and merchandiser. We congratulate you on this far reaching contribution to business development.

The DAVIS SMITH COMPANY,
Boston, Mass.

"My Hat Is Off to You"

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE number received at my home this morning. You have done a big job very well. It has involved an enormous amount of work that will never be half appreciated by newspaper publishers. They in the large do not seem to recognize the fact that only through advertising and the assembly of such data their newspapers and fields may become known for what they are.

My hat is off to you.

With best good wishes for a Merry Christmas and Happy New Year, I am

JASON ROGERS,
Editor, *The Advertisers' Weekly.*

Value Cannot Be Over-Estimated

TO EDITOR & PUBLISHER:—The value of your SPACE BUYERS' GUIDE cannot be over-estimated. Congratulations.

C. B. LOVELL, Advertising Manager,
Poster Advertising Company, Inc.

Tops Them All

TO EDITOR & PUBLISHER:—We received in this morning's mail your Dec. 13 issue, including the SPACE BUYERS' GUIDE for 1924.

The first paragraph of this section says that you present this book "with unconcealed pride." You certainly have every right in the world to be proud of this work.

This department searches everywhere for information on the markets. We have surveys and market information from almost every publisher that has such a service, but we unreservedly say that this is the most complete and satisfactory layout of market information that we have ever seen.

We hope it is possible for us to buy *additional* copies for the several offices in this organization. We would like to have you tell us by return mail what the cost will be. We presume that it is within reason, and in such a case we would like to have you send us ten additional copies of this Space Buyer's Guide number.

Please accept our hearty and sincere congratulations on publishing a work of this kind.

D. HEER, Vice-President.
The Miller Agency Company.

"An Invaluable Aid"

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is an excellent contribution towards advertising. We will find it an invaluable aid during the coming year and will look forward each year to its publication. Heartiest congratulations on your good work.

FRANK J. REYNOLDS,
President, Albert Frank & Co., New York.

A Great Help to Agencies

TO EDITOR & PUBLISHER:—Congratulations to EDITOR & PUBLISHER on the SPACE BUYERS' GUIDE just received. A number of the metropolitan newspapers send us market surveys on local conditions from time to time. The great thing in your SPACE BUYER'S GUIDE is the fact that you rolled all into one volume on all the cities and towns of the United States and Canada in a concise manner which is a great help to the advertisers and the advertising agencies.

You have rendered a great assistance to newspaper advertisers and a debt of gratitude should be yours from all the advertisers, agencies and publishers. You have done your work well and we extend our hearty congratulations and hope the good work will continue.

CHARLES C. GREEN,
Charles C. Green Advertising Agency, New York.

Valuable to Every Agency

TO EDITOR & PUBLISHER: Your SPACE BUYERS' GUIDE is well worthy of the highest commendation and will prove to be very valuable in every advertising agency.

FRANKLIN P. SHUMWAY,
Boston, Mass.

He Puts It in Latin

TO EDITOR & PUBLISHER: Congratulations on your SPACE BUYERS' GUIDE. Truly *Multum In Parvo.*

C. W. BUGGY,
Oklahoma Publishing Co.

A Credit to E. & P.

TO EDITOR & PUBLISHER: Your SPACE BUYERS' GUIDE a real service to advertisers and much credit to EDITOR & PUBLISHER.

J. D. BATES ADVERTISING AGENCY,
Springfield, Mass.

Very Good

TO EDITOR & PUBLISHER:—EDITOR & PUBLISHER'S SPACE BUYERS' GUIDE very good.

JOHN O. POWERS,
Publishers' Representative.

Wants Another Copy

TO EDITOR & PUBLISHER: Your SPACE BUYERS' GUIDE edition far exceeds our expectations and we hasten to congratulate you upon a splendid piece of work.

Please send us another copy of this edition, as we wish to present it to our Chamber of Commerce.

H. L. OPIE,
President, *Staunton* (Va.) *Leader and News-Leader.*

"Most Helpful"

TO EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE number received last week. We consider it most helpful from the Space Buyers' standpoint.

THOS. F. LOGAN, INC.,
New York.

MARTIN H. GLYNN, EDITOR AND FORMER OWNER, ALBANY TIMES-UNION, DIES

Was Former Governor of New York and Prominent in Democratic Politics—Author of Wilson Phrase "He Kept Us Out of War"

MARTIN H. GLYNN, 53, editor and former owner of the *Albany* (N. Y.) *Times-Union* and president of the *New York Daily Mirror,* died of heart disease at his Albany home Dec. 14. In addition to his newspaper career, Mr. Glynn had played an important part in New York politics, and was a former Governor of the State.

The story of Mr. Glynn's life is the story not only of a poor boy who upheld the American tradition by struggling upward in success in one line of endeavor, but that of a man who, starting with nothing but his own brains, courage and determination, won to a position of eminence in several fields—journalism, law, government, statesmanship, politics and oratory.

Mr. Glynn and Mr. Hearst had long been intimate personal friends, and he entered the Hearst organization with his usual zest.

Recently he was chosen to be President of the *New York Daily Mirror,* Mr. Hearst's tabloid nature.

At Albany he was well-known to all classes of people and greatly beloved.

Mr. Glynn was born in Kinderhook, near Albany, on Sept. 27, 1871, the son of Martin and Anna G. Glynn. He received his preliminary education in the public schools of the neighborhood and later earned degrees of A.B. and A.M. from St. John's College and Fordham University. In later years he received honorary degrees from Syracuse, Union and Georgetown universities and from Fordham.

He was admitted to the New York bar in 1897, but never practiced law to any extent, entering newspaper work at an early age, and later becoming managing editor of the Albany Times Union. He gained financial control of the paper, but last spring sold it to William Randolph Hearst, continuing to direct the paper as editor.

For the greater part of his life Mr. Glynn was interested in politics, and for many years was prominently identified with the Democratic party. He began his political career by being elected to the 56th Congress as Representative of the 20th New York District. He was named vice-president of the National Commission of the Louisiana Purchase Exposition in 1901. He became Comptroller of the State in 1906.

He was elected Lieutenant Governor in 1912, and became Governor on August 14, 1913, after Governor William Sulzer had been impeached and removed from office by the State Legislature. He ran for the office in 1914, but was defeated by Charles S. Whitman, the Republican candidate.

Mr. Glynn was credited by the late Theodore Roosevelt with making the greatest single contribution to the re-election of Woodrow Wilson as President through his invention of the phrase, "He kept us out of war." The Governor said this at the Democratic National Convention of 1916, in St. Louis, of which he was temporary chairman. The phrase swept the country and was used in all of the campaign literature of the Democrats.

That speech established him as one of the foremost orators of his day. He defended President Wilson's policy of neutrality.

Several years later, in a dingy room in London, Mr. Glynn made what he himself considered his most important contribution to mankind. He arranged the interview between Lloyd George and Eamon De Valera, out of which grew the peace between Ireland and England and the creation of the Irish Free State.

Lloyd George, in a speech in Albany in October, 1923, paid him the compliment of saying "no man did more to bring a settlement of the Irish question than Martin H. Glynn."

Mr. Glynn married Mary C. E. Magrane, of Lynn, Mass., in 1900, who survives him. He also leaves three brothers James T. Glynn, of Albany, who was associated in the management of the Times-Union; John J. Glynn and Frank M. Glynn, of Valatie, N. Y., and two sisters, Mrs. John E. Hickey, of Valatie, and Mrs. P. J. Shaughness, of Boston, Mass.



MARTIN H. GLYNN

British Outlook Bright

The British market is easier for American goods than it has been since pre-war days—that is the summarized verdict of the American Chamber of Commerce in London after an examination into this market for U. S. products.

An interesting sidelight upon the exploitation of the British market by American manufacturers is the fact that whenever a new American line is introduced by advertising, a British manufacturer rises to the occasion and launches a native-made production. And both sell. I could give a dozen instances of the kind, from refill pencils to soap, dentifrices, and automobiles.

The American Chamber of Commerce in its report refers particularly to toilet preparations, and says that in these lines American products are very well known and widely used. The importation of American articles into the British market is undoubtedly much larger than before the war. There was a considerable change in the attitude of the public towards toilet preparations during the war. This psychological change, combined with educational work and advertising, has made for a much larger use of all kinds of toilet requisites.

M. E. FOSTER WOULD BAN USE OF "XMAS"

M. E. FOSTER, editor of the *Houston* (Tex.) *Chronicle,* in his daily first page column recently joined the attack on the use of "Xmas" for Christmas.

"Let's stop it," he said. "Conservation is all right, but why butcher the English language to save a few letters in a word many centuries old, especially when the change is inexcusable and borders on the sacrilegious? We are talking about that good word Christmas and its abbreviation to Xmas. Isn't that a disgrace to philology, euphony and even to Christianity itself? Probably the newspapers are partly responsible, therefore editors and reporters should now join in the movement to end the miserable misspelling or makeshift abbreviation. This is notice to all Chronicle writers and contributors to stop it. We also urge our advertisers to show a little more respect for a word that ought to mean so much to us at this glad time of the year."

"H. A. Kelly, writing in EDITOR & PUBLISHER, calls attention to the fact that X is an unknown quantity in algebra, and certainly means worse than nothing when substituted for Christ in Christmas. He urges the elimination of the undignified X, and we are ready to join with him in the reform movement. Stop calling it Ecksmas; stop writing it Xmas. If you are a Christian you certainly don't want to be called an Xian. Would you refer to the Golden Rule as Xlike, or to the sermon on the mount as X's gospel? Then eliminate the X when trying to abbreviate Christmas. There are some words too good and sacred to be shortened. You might as well describe "love" as Y, or "good" as Z, as to attempt to shorten the sacred name that describes the season we are preparing to celebrate."

DAY OF SPECIALISTS I NEWS WRITING HERE

"All-Round" Men Being Distanced b Men With Special Knowledge of Single Subject, Dean Walter Williams Says

"I'm looking for a job," remarked th young man to the editor.

"Well, what can you do?"

"I've had general newspaper exper ence."

"Fine, but what can you specificall do? Politics? Radio? Business? Fi ance? Law? Economics? Literature Agriculture? What is your specialty?

These are the questions asked ne phyte newspaper men today, according Dean Walter Williams of the Universit of Missouri, School of Journalism Columbia, Mo., who was interviewed i New York this week, and who believe that "specialization is the chief charac teristic of the new journalism."

In the course of the interview, Dea Williams made the startling statemen that the demand for newspapermen fa exceeded the supply. This state affairs, he said, is true in the smalle cities of the country.

"But what the newspaper editors today are looking for are specialists i some line", he added.

"The trouble with the old-school news paper man was that he knew a litt about a lot of subjects, but stopped righ there.

"He had a thin smattering of know edge on a great variety of matters. he was vivacious and facile with his pe he could play on this knowledge to certain extent over a period of time.

"It was, however, an ability, which soo wore out; and after it was gone, th newspaper man was thrown to the dis card by the editor, who was continuall on the outlook for new talent.

"Now the tendency is for men wh plan to enter journalism to sink thei roots down into some one subject i which they can become an authorit They are the sort of men sought for b the editors. Their job remains sure.

"Authoritativeness is what holds dow a job."

Dean Williams traced the developmen of this "new journalism" as seen in th work of the school he heads. When th school was founded 17 years ago, h said, there was considerable hesitation o the part of editors to ask journalism graduates to become members of thei staffs. But now this attitude has en tirely changed. They are asking for me trained along some specific line, wel grounded, however, in general knowl edge.

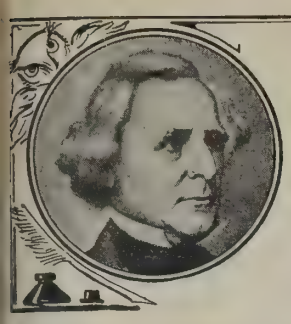
"It is remarkable", he explained, "th number of calls we receive for agricul tural editors, for instance. We are als being requested for men who have studie radio, who have taken a course in gen eral electricity, plus a history of the de velopment of radio itself.

"A foreign correspondent came to m a short time ago, and told me he wishe he had spent more time in college study ing international politics, governments and economics. It would have helpe him far more than the idea of genera newspaper training and writing, whic he had followed.

"The specialist makes journalism profession," he concluded. "He has field, which no one can take away fro him."

New Canadian Printer Circuit

A considerable increase in the volum of news interchanged between the Eas and the West by the Canadian Press wa brought about this week by the openin of an automatic printer telegraph servic between Ottawa and Winnipeg. Con gratulatory messages were exchanged be tween E. Norman Smith, president of th Canadian Press and vice-president of th *Ottawa Journal,* and Honorary Presiden E. H. Macklin, president and general man ager *Manitoba Free Press.*



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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Stanley's Meteoric Career

Probably one of the most interesting and romantic journalistic stories is that of Henry M. Stanley's rise to fame as an explorer of world-wide eminence and finally as a member of the British House of Commons. It also incidentally shows how unerring was the junior Bennett's judgment in the selection of the best men for his purposes. Stanley, naturally a reticent man, withheld all information as to his birthplace and the years of his boyhood; the statement that he had been born in New Orleans was never denied by him, and it remained practically a secret until the time of his death, that he was born in Denbigh, Wales, in 1841, in obscurity and extreme poverty. As his parents were unable to support him, he spent several years of his boyhood in a workhouse, registered under his real name of John Rowlands, and attended the free school of St. Asaph. At the age of 16 he came to New Orleans as a cabin boy on a cotton ship and by chance attracted the attention of Henry M. Stanley, a merchant of that city, who adopted him and by whom the expenses of a good high school education were defrayed. His benefactor dying intestate, the young man, now known as Stanley, was thrown on his own resources, and after a temporary residence in Arkansas, in 1862 enlisted in the Confederate Army. Taken prisoner, he was liberated on joining the United States Navy, where his abilities caused him to be promoted to be ship's clerk, and finally he became secretary to the Admiral, on the flagship "Ticonderoga," and at various times contributed important news items to both the Herald and the Tribune. After his discharge from the Navy in 1865, he joined an expedition under command of General Hancock, sent against the western Indians and became correspondent for the Tribune. Later on he represented the Herald as correspondent with General Sherman's forces on the Plains, and his accounts of the campaign received high praise.

When the junior Bennett took control of the Herald, with vast cash resources at command, as previously stated, he evolved his policy of secretly sending correspondents to accompany military or other expeditions to distant lands, and selected young Stanley in 1867 to go to Abyssinia and report the military operations of Sir Robert Napier against King Theodore of that country.

The first intimation the Herald's contemporaries had of Bennett's costly enterprise was the appearance on the morning of Feb. 20, 1868, of a page of correspondence from Stanley, telling of the landing of the expedition at the port of Mulkatto, and which at once demonstrated Stanley's abilities as a descriptive writer and as an energetic correspondent. His splendid news letters appeared in the Herald, at intervals, up to June of that year, the final one giving, through the Herald, the first news to the world of Napier's success, and enabling Bennett, with becoming pride, to supply the British Government and press with the news in advance of their own despatches. Stanley's fortune was made. Mr. Bennett sent him a congratulatory letter with a draft for a large bonus enclosed. Stanley's name had not been appended to the correspondence, and much curiosity was manifested as to who was the brilliant writer that was so ably representing the Herald in the wilds of Africa.

The Bennetts, father and son, now realized that they had in Stanley a courageous explorer and a reliable, resourceful correspondent, and he was kept busy on various secret journeys, supplying his paper with stories of his ascent of the Nile; visits to Tartary and Syria; interviews with the chiefs of the Cretan rebellion; and finally was hurriedly sent to witness the enforced departure of Queen Isabella from Spain.

On Oct. 16, 1869, Stanley, then in Madrid, received a telegram from the junior Bennett to hasten to Paris. On his arrival, Bennett asked him:

"Where do you think Livingstone is?"

"I really don't know, Sir."

"Do you think he's alive?"

"He may or may not be," Stanley guardedly replied.

"Well, I think he's alive and that he can be found, and I'm going to send you to find him."

"Yes, Sir."

"My instructions are these: Draw one thousand pounds now; when you have gone through that, draw another thousand, and when that is spent draw another thousand, and when you have finished that, draw another, and so on—but find Livingstone."

Stanley didn't hesitate. His naval and journalistic training had accustomed him to implicit obedience. Just as he had done when the Herald proprietor had given him 10 minutes to consider whether or not he would accept the mission to Abyssinia, so now he drew a long breath and agreed to find Livingstone living or Livingstone dead!

The journey, which was to be kept a profound secret, to avoid exciting competition, was to begin after he had first attended the opening of the Suez Canal in November, 1869; then to visit Jerusalem to describe Capt. Warren's antiquarian work, and it was not till December, 1870, that he sailed from Bombay to Zanzibar, which he reached on Jan. 6, 1871.

Stanley had to act with great tact and diplomacy, for he was still under instructions of secrecy. Hiring 200 armed men for a year, and carrying immense supplies of all kinds, including sheeting and beads for barter with the native tribes, on March 21, 1871, he left the coast, and after a 236-day march, after overcoming obstacles of all kinds, arrived at Ujiji and found Livingstone. Stanley with enforced calmness greeted the great pioneer, later admitting that he felt like rushing into the forest to give vent to his feeling of joy. After doing some exploring on his account in an endeavor to locate the sources of the Nile, Stanley parted from Livingstone on March 14, 1872, with pathetic farewells and returned to Zanzibar.

On May 2, 1872, his first despatch, announcing the finding of Livingstone was published in the Herald, creating a great sensation, and as Bennett wrote editorially, it draw forth "a number of manly and cowardly recognitions—recognitions anyhow—of Herald enterprise."

Stanley on his return journey landed at Marseilles and was met, on behalf of the Herald, by Dr. Hosmer, who gave him the first intimation that the Royal Geographical Society questioned the truth of his reported discoveries. However, this unwelcome news did not disturb him, and he received a warm welcome in Paris; was spoken of as "The Lion of the Day" by the French press, and suddenly found himself a great man, banqueted by the Americans in the city, and on which occasion he first fully described his journey in Africa, and reviewing his achievements, gave hearty recognition to the Herald's enterprise.

Mr. Washburne, the United States Minister to France, entertained Stanley at breakfast, the principal guest being Gen. William T. Sherman, then a visitor to Paris.

Mr. Washburne, in speaking of Stanley's successful journey to the heart of Africa, said:

"It is a great thing. I only know of one other great expedition brought to so successful a termination. That is Sherman's march to the sea."

Proceeding to London, Stanley found that the public and press generally recognized the importance and value of his expedition and he was congratulated warmly on his having found Livingstone. Queen Victoria complimented him and presented him with a magnificent gold snuff box set with brilliants.

The Royal Geographical Society at first had looked with suspicion on his report, and he reviewed its criticisms in a somewhat caustic style. However, later on the Society voted the Victoria Medal to him, and Sir Henry Rawlinson, its president, complimented Mr. Bennett for "the generous and philanthropic spirit in which he conceived the idea of relieving Dr. Livingstone, and also for having supplied the funds for that purpose."

The *London Saturday Review* was the only journal that persisted in its criticisms of Stanley, for keeping back Dr. Livingstone's letters until he had reached Paris, and also claiming that he had prevented the sending of a British Relief expedition to the doctor.

Stanley was ordered back to New York, where he was enthusiastically received, was entertained by the Lotos Club on Nov. 22, 1872, and was the honored guest of the American Geographical Society at a banquet on the 27th, and his name figured prominently in the Herald's stories.

An amusing incident occurred shortly after Stanley had been put on waiting orders. One morning while sitting in the city room reading the paper, he was requested to see Mr. Connery, who asked him if he would not kindly go over and report the Police Court trials as the city editor was short a man.

Stanley is said to have flushed up at the request, but obeyed the order and went over. That Bennett intentionally slighted him is altogether unlikely.

Where, now, an enterprising newspaper would arrange to syndicate news gathered on such costly expeditions as those of Stanley and MacGahan, in those days the proprietor of the Herald bore the entire cost, content with the added reputation and fame thus acquired as against present-day monetary profit.

(To be continued next week)

WILLIAM V. HESTER, BROOKLYN EAGLE PRESIDENT, DIES AT 66

Succeeded His Father, the Late Col. W. H. Hester in Paper's Management in 1921—Began as Counter Clerk on Daily in 1881

WILLIAM VAN ANDEN HESTER, 66, president and general manager of the *Brooklyn Eagle,* died Dec. 14, at his summer home at Glen Cove, L. I., following an illness of several months. He had succeeded his father, the late Col. William H. Hester, at the head of the Eagle in June, 1921.

He was born in Brooklyn on Dec. 1, 1858, and was an only son. As a youth Mr. Hester prepared himself to carry on the work of his father by going to work as a clerk in the business office of the Eagle. Other employes always observed that he was quiet and unassuming in his manners, and that he applied himself as diligently as any of his associates to selling newspapers, receiving advertisements and performing other duties.

The younger Hester grew up with the Eagle. He submerged his identity in the publication as completely as did his father and by perseverance fitted himself for its eventual control.

He was educated at the Brooklyn Juvenile High School, Polytechnic Institute and the Bryant and Stratton Business College. After leaving school he went to work for Thomas T. Barr & Co. He was employed in the coffee department and remained with that firm for a year and a half. From Dec. 6, 1881, he was connected with the Eagle.

As a counter clerk Mr. Hester sold papers that carried the news of the death of Henry Ward Beecher. He sold others with the story of the opening of the Brooklyn Bridge. He rose step by step, and on June 9, 1891, was elected secretary of the Eagle Corporation. He was made secretary-treasurer on Dec. 4, 1900. He then became vice-president and president of the corporation.

As a young man Mr. Hester joined Company H, Twenty-third Regiment, New York National Guard, and throughout his life always maintained an active interest in that military organization and in all military events.

Mr. Hester was a member of the Dutch Reformed Church. He was interested in many charitable organizations, including the Home for Aged Men and Women.

Mr. Hester was a director of the Eagle Warehouse and Storage Company, and of Frederick Loeser & Co. Previously he had been a director of the Brooklyn Edison Company and the Corning Light and Gas Company, secretary of the Nassau Development Company and a trustee of the Long Island Loan and Trust Company.

Editor Awarded $1 Damages

Nate E. Reece, editor and publisher of the *Pratt* (Kan.) *Daily Tribune,* was awarded a verdict of $1.00 damages growing out of an attack made upon him in September, 1923, by Walter Peacock, son of the then Mayor, because of editorials in the Tribune. Reece sued Peacock for $5,133.

RADIO AIDS NEWS SERVICES

Pressed Into Service When Storms Break Western Wires

How radio came to the rescue as news conveyor Dec. 4, after storms had crippled wire service in Colorado, Nebraska, and other points on the East-West circuit, was learned this week. All press associations made use of broadcasting stations in delivering their news reports to clients.

The Associated Press, when wires were blown down, at first routed their report over the Canadian Press wires in Canada. Later, however, news for members in Colorado and Nebraska was put on the air from an Omaha station.

Tom Ingoldesby, United Press correspondent at Omaha, immediately got in touch with station WOAW, the Woodmen of the World, which began broadcasting the U. P. report. Ingoldesby was able to notify some U. P. clients by telegram and about 20 U. P. client newspapers were able to tune in and were furnished with complete news protection through his resourcefulness.

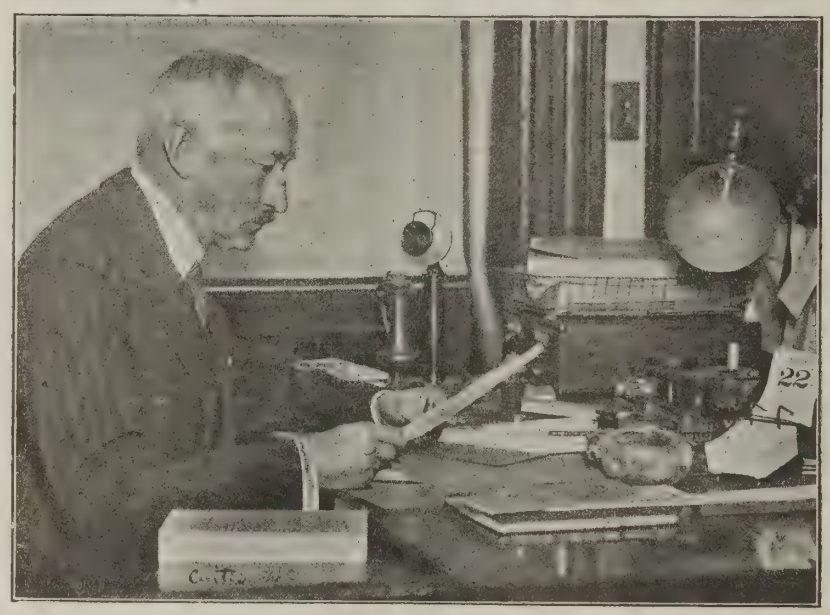
News messages, aggregating 10,000 words a day, were transmitted by International News Service from New York, during the storm period. The Universal Service sent a similar volume of news from the same station, that of the Radio Corporation of America.

SWISS HAVE SPOKEN NEWSPAPER

Public Crier Announces News Each Sunday in Champery

A spoken Sunday newspaper in the Swiss village of Champery was described by James Melvin Lee, director of the Department of Journalism, New York University, and conductor of the "Our Own World of Letters" department in EDITOR & PUBLISHER in a radio talk broadcast by station WNYC, New York, recently. Each Sunday from a balcony overlooking the principal street "public cryings" are held immediately after mass. The public crier announces, first, the decisions and decrees—both federal and state, the ordinances passed by the municipal council, fines or penalties decided upon by the local police court, and other news items.

Advertising is not neglected. For a small fee the crier announces wares for merchants and gives publicity to lost and found articles.



WILLIAM V. HESTER

IS THERE A SANTA CLAUS?

Originally printed in the *New York Sun* on Sept. 21, 1897, when Charles A. Dana was editor of that newspaper, and often reprinted—but never too often.

IS THERE A SANTA CLAUS?

WE take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of THE SUN:

"DEAR EDITOR—I am 8 years old.

"Some of my little friends say there is no SANTA CLAUS.

"Papa says 'If you see it in THE SUN it's so.'

"Please tell me the truth is there a SANTA CLAUS?

"VIRGINIA O'HANLON.
"115 West Ninety-fifth street."

VIRGINIA, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, VIRGINIA, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, VIRGINIA, there is a SANTA CLAUS. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no SANTA CLAUS! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in SANTA CLAUS! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas eve to catch SANTA CLAUS, but even if they did not see SANTA CLAUS coming down, what would that prove? Nobody sees SANTA CLAUS, but that is no sign that there is no SANTA CLAUS. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, VIRGINIA, in all this world there is nothing else real and abiding.

No SANTA CLAUS! Thank GOD! he lives, and he lives forever. A thousand years from now, VIRGINIA, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

R. W. HOWARD SHARES IN EDITORIAL CONTROL

W. W. Hawkins Made General Business Manager and G. B. Parker Editor-in-Chief of Scripps-Howard Organization

Roy W. Howard, for five years in control of the business management of the Scripps-Howard newspapers, has now assumed a share in the editorial direction of the organization, held before solely by his partner, Robert P. Scripps, EDITOR & PUBLISHER learned this week.

Mr. Scripps will continue to dictate editorial policy on major matters, relinquishing only partial and the more active direction to his partner, who now will function in both editorial and business departments.

This realignment has occasioned two changes in the executive staff. W. W. Hawkins, formerly executive manager, has been made general business manager, and George B. Parker, general editorial director, has been appointed editor-in-chief.

Mr. Parker succeeds W. B. Colver, whose five-year contract expired this month. Mr. Colver, when questioned by EDITOR & PUBLISHER over long distance telephone to Washington, said he was not ready to announce future plans. Mr. Parker became general editorial director Feb. 1 of this year, being promoted from editor-in-chief of the Southwestern group of Scripps-Howard papers.

Both Mr. Hawkins and Mr. Parker will act under Mr. Howard's direction.

CHIROPRACTOR SUES

His Radio Device Challenged, Texan Demands $1,000,000 Damages

(By Telegraph to EDITOR & PUBLISHER)

SAN ANTONIO, Tex.—Dr. George D. Rogers, San Antonio Chiropractor and former Dean of Texas Chiropractic College, filed in District Court here a suit for $1,000,000 damages against the Experimenter Publishing Company of New York. The suit is based upon an article by Hugo Gernsback, editor of *Radio News,* in the December issue of that publication. The article headed "The Latest Radio Swindle," dealt with an invention by Rogers called the "Neurophonometer" and claimed to be capable of measuring the conductivity of the nerves of the entire human body.

Rogers' suit asks $500,000 actual and similar exemplary damages claiming the article was untrue and printed maliciously with intent to injure his reputation and expose him to public ridicule.

The article by Gernsback, who is a member of the American Physical Society, was accompanied by an offer, in which Radio News challenged Rogers to demonstrate his invention before a body of six physicians and six scientists of repute. If the twelve found claims for the "Neurophonometer" based on scientific truth, Radio News offered to pay Rogers $1,000 and expenses to New York.

Guide Has Many Uses

To EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is a comprehensive compilation of essential information and should prove its value and usefulness in a hundred and one ways to the man who wants to know where to find what he wants to know when he wants to know it. Thanks for it.

ANDREW CONE GENERAL,
ADVERTISING AGENCY.
New York.

Valued Highly by Agency

To EDITOR & PUBLISHER:—We value the SPACE BUYERS' GUIDE very highly and commend you upon its completeness.

THE ADAMARS COMPANY,
St. Louis, Mo.

Wisconsin
Daily Newspapers

Choose The News To Tell Detroit

THE selection of The Detroit News as the medium in Detroit to carry their messages of Wisconsin prosperity and achievement is significant of the reputation that The Detroit News enjoys among the members of its own fraternity. No other Detroit newspaper is publishing this series of Wisconsin publicity for the reason that The News, alone, reaches practically everyone in the great Detroit territory.

More than 86% of Detroit's executives, earning $10,000 or more a year read The News. Actual investigation has shown this. Practically every retailer reads The Detroit News; a survey has verified this fact, and every English-speaking home receives The News. Naturally the advertising agents of Michigan do so.

No other city of Detroit's size in America is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Day and Sunday in Michigan.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Idealism Is Economically Sound—GEORGE MARBLE

"A NEWSPAPER can make or break its own community."

With this truism as introduction, George W. Marble, editor and owner, *Fort Scott* (Kan.) *Tribune Monitor* and president, National Editorial Association, this week told EDITOR & PUBLISHER how his newspaper in a town of 12,000 population pays profits by playing commerical prophet to its circulation field.

In the telling was woven the intimate story of a printer's devil of New England ancestry, who from raw disheartening beginnings at $10 a week on a struggling country newspaper finally became owner and taught the town where and how to find prosperity.

"Idealism on the part of a newspaper is economically sound," was what Mr. Marble said he learned through his experience.

"It is sound for the simple and obvious reason that a newspaper with ideals is always doing something to make its community better. And of course, unless the newspaper is left behind in the good work it sets in motion, it prospers equally with the prosperity of its town.

"A newspaper, more than any other agency, can analyze the needs of a town. It should always be on the look-out, ready to originate constructive movements.

"Naturally they must be intelligently directed. They cannot be mere fads or hobbies, wild guesses at what is best for the community. Any suggestion should be proved economically sound before attempted."

To illustrate his point, Mr. Marble need only consult his own experience. Twenty years ago Fort Scott faced a period of depression. It was then primarily an agricultural center. But the farms were run down. The farmers couldn't pay their taxes. They didn't have money enough even to paint their houses. Two alternatives faced them: they must find some new means of making a living, or move elsewhere.

Mr. Marble's newspaper lead the movement to meet the dilemma. Experts were caled in; the soil analyzed; and the authorities directed the farmers towards dairying.

"This was in 1912," Mr. Marble recalled. "An opposition newspaper was started then. I didn't stay in Fort Scott to fight them. Instead, I jumped on a train for Wisconsin to study dairy farming."

When he returned, he was equipped to help the farmers through his newspaper. Fort Scott became a great creamery center, and the city rallied to support the benefactor-newspaper, which became, again, as it is today, alone in its field.

Mr. Marble was born a mile from the office his newspaper now occupies. His father had come to Kansas from Massachusetts. The younger Marble started as printer's devil on the then *Fort Scott Tribune,* when he was 17. His first taste of newspaper work fired him with the ambition to study journalism in some Eastern college. But the publisher persuaded him to stay where he was and eventually gave him a reporter's job at $10 a week.

When he was 20, the publisher allowed him to apply one week's salary every month towards the purchase of one-third interest in the property. Marble made extra money as correspondent for larger city newspapers, his salary was increased to $12 a week, and in three years he became a partner in publication of the Tribune.

Six years later another newspaper entered the field. On Marbles shoulders fell the burden of fighting this rival. He bought the first linotype ever set up in Kansas to help him, and after being reporter and advertising solicitor during the afternoon, he would go to bed early and get up at four o'clock in the morning to put his own stories into type. In this way, the Tribune was able to get out first and with more news.

"You're carrying all the load" said his boss one day," "If you want to buy the paper, I'll sell reasonably."

Marble borrowed money and became owner of the Fort Scott Tribune in 1904, a four-page, seven-column newspaper. By consistent effort always working for his community, he has built up a newspaper several times as large, with a volume of business increased 1,000 per cent.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

Indiana Celebrities Revel

Many men prominent in the newspaper and advertising world were among those present Saturday night when the Indiana Club of Chicago held its annual meeting in the Congress Hotel. The club is composed of Indianians who have achieved note in their respective callings. John T. McCutcheon, famous cartoonist, presided at the meeting, which was designated as an aviation party in honor of Wilbur Wright, one of the guests. Others present were Wilbur D. Nesbit, John C. Shaffer, Carroll Shaffer, George Ade, Carey Orr, Gaar Williams and a host of other newspaper and advertising men.

Daily to Enlarge Plant

The *Beloit* (Wis.) *Daily News* has announced plans for a three-story addition to its plant. A new press will be installed.

Daily Starts Home Contest

Beginning with last Sunday's issue, the *Kansas City Journal-Post* instituted an "Own Your Home" contest, major prizes to be two homes constructed by the newspaper, one valued at $7,782 and the other at $6,369. Winners may have the homes or $7,000 and $6,000 in cash. The contest will center around identification of photographs of Kansas City scenes and institutions.

Editor's Wife Acquitted

Florence M. Waldron, wife of Malcolm Woldron, editor of the *Stamford* (Conn.) *Sentinel,* has been acquitted of charges of theft after trial in a Darien court. Harry T. Lutterman, alleged to be the King Kleagle of the Ku Klux Klan in Connecticut, brought the charges. He accused Mrs. Waldron of stealing information from his home which later found its way into newspaper articles.

Will Be Constantly Used

To EDITOR & PUBLISHER: Nineteen Twenty-Four Edition SPACE BUYERS' GUIDE Number of EDITOR & PUBLISHER has just reached my desk. There it will remain until the 1925 edition is received. If you could see the physical condition of the 1923 INTERNATIONAL YEAR BOOK you could appreciate the usages your publications receive in this office.

F. B. AVERY, Chicago.

Women's Civic Club of Wilbur, Wash., will edit a day's issue of the *Wilbur Register* some time in January.

MORNING PAPERS GET ACTION
THE SAME DAY

WITHOUT "DEDUCTS"

First Place in Cincinnati

—for the greatest amount of advertising lineage published during November, 1924, goes to

The Cincinnati Enquirer

The Enquirer carried during November

1,306,335 Lines

of paid advertising, leading both evening newspapers

One by .....131,133 Lines
The other by .....623,695 Lines

In this tabulation no evening paper classification has been omitted. No deduction of any sort has been made and no alibi is advanced by The Enquirer for something it may not have or cannot get. These figures tell *the whole truth* about newspaper supremacy in Cincinnati.

WHY THIS SUPREMACY?

Because The Enquirer taps the *real purchasing power* day after day—because the advertiser knows it and *gets results.* No waste circulation—no padded orders sent to and paid for by dealers and newsboys but not sold to the reading public.

The Enquirer ALWAYS leads the other newspapers in Classified, Automobile, Radio, Furniture, Resorts and Travel, Financial, and Building Material Advertising.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

25,000,000 Lines

THE NEW YORK TIMES published this record volume, 25,000,000 agate lines of advertising in 1924, up to Friday, December 12th.

The Times' record has never before been equaled by any other New York newspaper, and it exceeds by 8,000,000 lines the advertising in the next New York newspaper in 1924.

The volume of this advertising is significant, for not more than one or two other newspapers in the world publish a greater quantity.

But a more significant achievement, one unsurpassed and heartening to the newspaper world is the character of advertising printed by The New York Times. It is free from objectionable and questionable "catchpenny" offers; it is all subject to rigid censorship to protect the columns of The Times from those who misrepresent, raise false hopes and spread nets to catch the unwary.

THE VOLUME could have been millions of agate lines more if The Times had been lax in the enforcement of its rule that only honest and decent advertising would be accepted; or if The Times had been willing to grant single advertisers many pages in a single issue.

The New York Times takes more pride in the quality of advertising it publishes than in its quantity; but in both it has made a record in 1924.

The Times gives no concessions or rebates to advertisers that are not openly offered to all.

The unrivaled news reports of The New York Times are reflected in the character and volume of its ever-increasing circulation as well as in the appeal of its advertising columns.

ADVERTISING

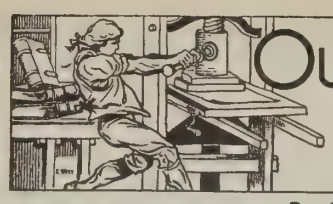
Year	*Agate Lines*
1896	2,227,196
1900	3,978,620
1905	5,958,322
1910	7,550,650
1915	9,682,562
1920	23,447,395
1923	24,101,226
1924 (to date)	25,000,000

The circulation of The New York Times, average daily and Sunday, for December, 1924, is 388,000.

CIRCULATION

October	*Copies*
1896	21,516
1900	82,106
1905	120,710
1910	191,981
1915	*318,274
1920	*342,553
1924	*383,005

*Average net paid daily and Sunday circulation reported to the Post Office Department for the six months immediately preceding.



Our Own World of Letters

By JAMES MELVIN LEE

ELMER DAVIS, the author of the "History of the *New York Times*" and formerly a member of the editorial staff of that paper, sends the editor of the *Times* the following letter which was printed in the Sunday issue:

Why must the Monday morning paper be filled up with the outgivings of the reverend clergy of the previous day? Monday morning is hard enough anyway without having it embittered by several columns of envy, malice, hatred and all uncharitableness poured forth from the pulpit. It may be argued that envy, malice and hatred from the pulpit are news, since this is not what we expect from the pulpit, and that a minister who merely preaches brotherly love is as lacking in news value as a minister's wife whose remains are not found in the furnace. But I suspect that a quantitative analysis of all sermons from the dawn of time might show that they assayed about as much envy and malice as brotherly love. At any rate, envy, malice and hatred are the sole stock in trade of certain eminent divines in this city, and a strict sense of journalistic ethics would require their invectives to be paid for at regular advertising rates.

Possibly a comment about this letter more properly belongs to the editorial page than in my department. At any rate, I want to say that many newspaper men share, to some extent, the views set forth by Mr. Davis. Preachers in their pulpits have called other ministers names for which they could be sued for libel. I am also of the opinion that newspapers printing these remarks could equally be held responsible in a court of justice.

Of one thing I am very proud, and that is, that in this controversy now raging in Christian churches the American newspaper has played down, rather than up, the element of bitterness and hatred set forth in the pulpit and at ministerial conventions. The press has had to print the news, but it has done so with a Christian charity that, at times, has been sadly lacking in many sermons. The rebuke from Mr. Davis should recall preachers from their petty squabblings, and direct their attention to the Man who preached "peace on earth, and to men good will."

Preachers can learn something from the experience of insurance solicitors. In bygone days these solicitors used to attack competing companies until the public almost questioned the ability of any insurance company to meet its death losses. Today the insurance agent no longer attacks a competing company, but devotes all his time to setting forth the merits of life insurance in general, and his company in particular. The result of this change may be found in the annual reports of the various insurance companies, which show remarkable gains from year to year. Might not a similar change produce a like effect in religious circles?

ARTHUR BRISBANE, beyond the permissibility of a doubt, draws the fattest pay envelope of any editorial writer. Consequently, any collection of editorials from his pen has unusual interest. His latest published collection is entitled "The Book of Today."

This volume well repays the newspaper worker who makes a careful study of its contents, not only for subject matter but also for mode of treatment. Brisbane has a wonderful catholicity in topics selected for special treatment. Usually he is especially fortunate in the selection of form for the presentation of a special topic.

One blueprint which he often uses effectively is a note, either at the foot or the head of the editorial. For example, in his editorial "The Snail Goes Like a Rabbit" he prints the following little chat about his theme:

This is perhaps the oldest editorial in the world. The cave man recited it to his son when he told him how to hunt for his prey. The squaws out West told it to their little papooses as soon as they were old enough to listen. Lord Chesterfield wrote it to his boy. Every mother in the country impresses it upon her children once a month. Yet, over and over, the same thing needs to be said. Meet opportunity when it comes toward you. If you wait until it passes you will never catch it.

His long editorial condensed into a thumbnail variety is as follows:

Opportunity comes like a snail, and once it has passed you it changes into a fleet rabbit and is gone.

Another secret of Brisbane's success is his remarkable ability to put a new dress on an old form. For example, the principal thought in "The Snail Goes Like a Rabbit" is repeated in "The Desert of Time Wasted." In connection with the latter editorial Brisbane inserts the following chat:

"If only the years would come back again, and bring their chances once more." That is the cry of millions of remorseful, disappointed men. The cry is vain. The hand of time writes and passes on. We cannot call it back. But regret for time wasted can become a power for good in the time that remains. And the time that remains is time enough, if we will only stop the waste and the idle, useless regretting.

Brisbane is often, like William Allen White, a wonderful lay preacher. Possibly the best lay sermon in this volume is the one entitled "The Unknown Land." But the Brisbane sermon which members of the working press ought to hear is "Well, It's Just Friendly Game." Like the Man of Galilee whose birthday is celebrated next week, Brisbane, in this editorial sermon, preaches in the form of a parable—the way more regular preachers ought to preach if they want their pews filled.

Sometimes Brisbane takes his editorial text directly from the Bible, as in the one which begins on page 91: "Young Men Shall See Visions—Old Men Shall Dream Dreams." But the sermon which immediately follows the one already mentioned strikes the highest religious note found in the volume—"The Importance of Religion in Man" (page 96). This editorial, by the way, was written by request to be read in a Young Men's Bible Class. No contribution in a denominational paper has ever set forth so ably the reasons why Bible classes should be organized for young men, and why those already established should be more largely attended.

If the following were printed separately and readers were asked to name the author I imagine it would require more guesses for the name than will be found in the attempt to solve the most complicated crossword puzzle that ever appeared in an American newspaper:

In all the history of the world there is no picture such as that on Golgotha, the patient, upturned face of the sufferer destined to change the world, the Roman soldiers at the foot of the cross gambling for His scanty garments, the rabble hooting, the thieves on either side denouncing Him because the miracle they hoped for did not come; the faithful women, Mary Cleopahs, Mary of Magdala, Joanna, wife of Khouza, and Mary, the mother of Jesus, watching patiently until death should come, and give His body back to them.

Many are the wonderful scenes of heroism and self-sacrifice painted in history by men willing to die for the truth. But there is nothing to compare with that one great picture, the crucifixion and the last words of Christ: "Father, forgive them, for they know not what they do."

Until a man has studied the character of Christ, and the effect of His teachings, no other study is worth while.

This is what Arthur Brisbane, the newspaper man, says in his collection of editorials—"The Book of Today."

WILLIAM G. SHEPHERD, who used to be a foreign correspondent for the United Press but is now connected with *Collier's Weekly*, took an assignment to interview eleven prominent clergymen of the United States. He has put the interview with these eleven divines into a volume called "Great Preachers as Seen by a Journalist" (Fleming H. Revell Company). Doubtless it is mere coincidence, but all of these eleven clergymen have, for various reasons, attracted considerable attention in the press.

An interview with David James Burrell, pastor of the Marble Collegiate Church on Fifth Avenue, opens the volume. Dr. Burrell's sermon, "Wanted—A Newspaper," when it was printed in pamphlet form was mentioned in this department. Of course Rev. John Roach Straton of the Cavalry Baptist Church, who so frequently gets first-page position in the press, is represented in the volume. But it is from Shepherd's interview with Christian F. Reisner of the Chelsea Methodist Church that I want to make a somewhat startling quotation:

I must frankly admit that I have discovered my newspaper impressions of every great clergyman I have met in preparing this book to be utterly wrong. Meeting the men face to face, hearing them talk and finding out what they stood for and what they aimed at, changed my early opinions in every case. These really great leaders have exactly that effect on men. When they come face to face with you, you may then measure their greatness, their sincerity and their sympathy. All of your preconceived ideas fade away; the impressions you have received of them through hearsay and through reading are usually quickly altered.

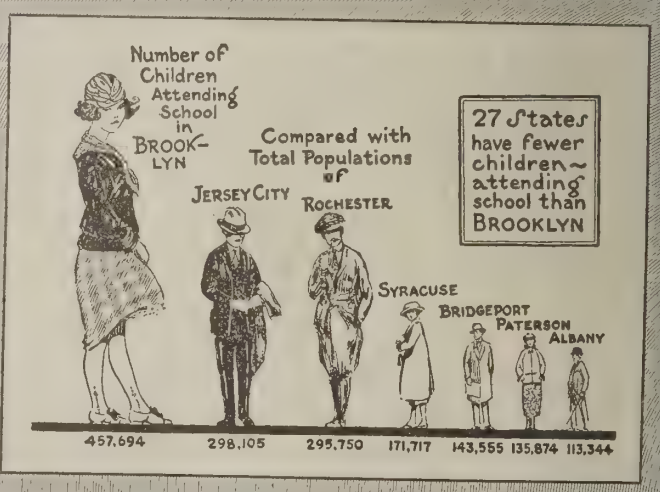
A perusal of this volume will change the opinion of many members of the working press about clergymen—especially those represented in the volume. Incidently, the volume gives many practical points to the wideawake reporter on the matter of interviews. For this reason—if for no other—it ought to have a wide reading in newspaper circles.

BOTH *The Saturday Evening Post* and *Collier's Weekly* for Dec. 13, have a feature that deserves mention in this department. The Post has a short story "Sssssssssshhhh!" by Richard Connell—the adventure of a journeyman reporter. Collier's prints "Hitting Bottom" by Samuel Merwin—as good a piece of work as George Gissing ever did.

W. E. DONAHUE, manager of local advertising of the *Chicago Tribune*, gives some valuable tips to advertising managers in "How Tribune Ad Solicitors are Picked" printed in *The Trib* for November. *The Trib* is the employes' magazine of the *Chicago Tribune*.

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia
and GROWING!

Nearly half a million children attend Brooklyn schools.



500,000 children eat up a lot and wear out a lot in necessities, comforts and luxuries.

The Standard Union never prints anything a school child ought not to read.

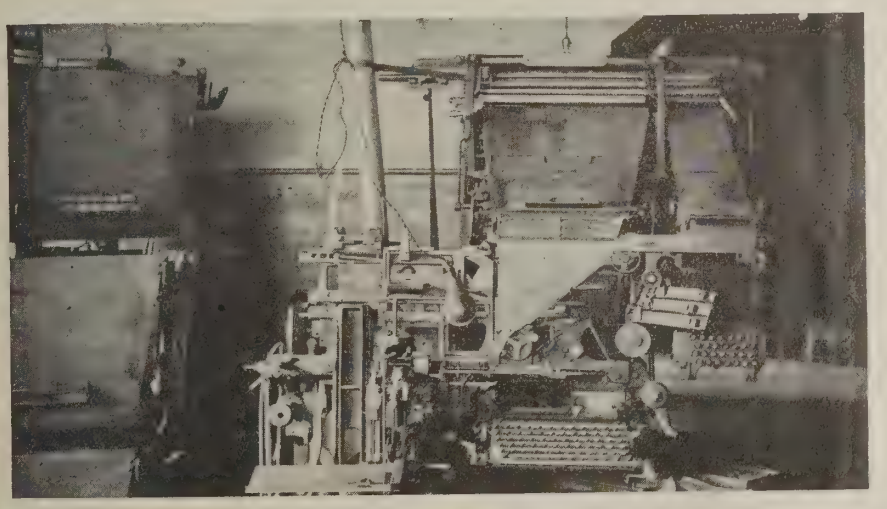
R. J. R. Stevenson
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

MORE COLUMNS OF ADVERTISING AT A LOWER PRODUCTION COST



Modern Plant of the Gary Post-Tribune



Model 22 Linotype in Composing Room of Gary Post-Tribune

TRADE LINOTYPE MARK

Gary Post-Tribune Cuts Page Cost from $7.93 to $5.58 with Model 22 Linotype

Typical of the saving that can be effected even in the most efficiently operated composing room through the installation of a Display Linotype is the experience of the Gary Post-Tribune. Without the Display Linotype, holiday advertising meant added help, overtime, extra work and worry all around.

With the Model 22 an even larger volume of holiday advertising is handled smoothly and easily by the regular force with a saving of almost 30% in the cost per column.

Similar results have been noted in practically every one of the hundreds of newspaper plants that are now setting their display on the Linotype.

Get Ready for a Big Year

All indications point to an unprecedented volume of newspaper advertising throughout 1925. Keep the profits that 1925 will bring; don't waste them in overtime and inefficient methods.

Wire the nearest Linotype Agency today to send a representative who can make a survey of your plant and recommend a display equipment that will set a Big Year's advertising efficiently and profitably.

Comparison of Advertising Production Costs—Four Weeks of December

	Columns of Advertising	Payroll—Advertising Composition	Cost per Column	Cost per Page—9 columns
1921 *Without Model 22*	1782	$1572.20	.882	$7.93
1923 *With Model 22*	1834	$1138.93	.661	$5.58

Comparative costs for 1922 are not available because of a fire which interrupted operation during the holiday rush

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

532.24.12-F

Set entirely on the LINOTYPE *in the Bodoni Series*

"COLYUMISTS" QUAIL BEFORE WOMEN

New York Wits Bow to City Editors When Asked to Be Brilliant at Newspaper Women's Club Christmas Party

An unprecedented modesty afflicted the columnists of the New York press when the Newspaper Women's Club gave a dinner in their honor at the Hotel Algonquin, Sunday, Dec. 14. Some never showed up at all, and others fled before the speechmaking began. The result was that Miss Nellie Revell, honorary member of the club, and S. Jay Kaufman shared all the glory which had been accumulated for a much larger number of wits.

Miss Revell, at her own request, was allowed to "sit in at a Hotel Algonquin round table" instead of at the speakers' table. This gave Mr. Kaufman the distinction of being the only columnist on the platform, from which he looked down and observed.

It was the Christmas celebration of the Newspaper Women's Club, with Santa Claus and small tinselled trees and red candles for decorations. Miss Jane Dixon, president of the club, opened the dinner and then turned the program over to Mrs. Josephine Ober, chairman of the dinner committee.

Mr. Kaufman was introduced as the most versatile colyumist in New York, since he could not only conduct a newspaper column, but conduct also a band of girl singers. He proved this by summoning his band of 18, who sang classical music, jazz and negro spirituals.

Major General William Weigel paid his tribute to Nellie Revell as mother of a soldier who died in France.

Andrew Ford, city editor, *New York Telegram and Mail;* Dwight S. Perrin, city editor, *New York Herald Tribune;* Zoe Beckley, who runs a corner instead of a column; Rube Goldberg, cartoonist, and Albert S. Crockett, formerly with the *New York Herald,* made short speeches for the newspaper people present.

Miss Fannie Hurst and Laurence Stallings were at either side of the toastmistress. The dinner committee consisted of Mrs. Josephine Ober, society editor of the *New York World;* Miss Ruth Byers, of the Phoenix News Bureau, and Miss Emma Bugbee, of the *New York Herald Tribune.*

Among the guests were: Philip Payne, managing editor of the *New York Daily News;* Franklin P. Adams, columnist, *New York World;* Harold Ross, Mr. and Mrs. Albert S. Crockett, Miss Rosefa Chisolm, Miss Julia Chandler, Russell Sims, Mrs. Anna Steese Richardson and Miss Lois Willoughby, Peter Brady, Captain Wells, George Boothby, Hyman Rosenblatt and Fred Hawthorne.

H.R.H. Honors R. G. Welsh

A resolution was passed commending Robert Gilbert Welsh, late dramatic critic of the *New York Telegram and Evening Mail,* for the gallantry he displayed when he lost his life in Bermuda last July in a vain attempt to save a drowning girl was passed at a meeting of the executive committee of the Royal Humane Society held in London recently. A script of the resolution signed by the Prince of Wales, president of the organization, has just been received by Miss Horatio Welsh, sister of the late critic.

New York Newspaper Woman Dies

Mrs Dorothy Carigie Morris, 30, wife of George D. Morris, political editor of the *New York Telegram and Evening Mail,* and herself a well known feature writer, died at her New York home Dec. 17. Mrs. Morris was associated with newspapers all her life, obtaining her first experience on the *Catskill* (N. Y.) *Examiner,* of which her father, Frederick E. Gragie was publisher. Later she was political writer on the *Albany Knickerbocker Press,* going from there to serve as correspondent for the Evening Telegarm.

Trib Santa Clears Book Pile

The Chicago Tribune will again distribute among employes before Christmas 1,500 books received for review during the year. Employes are permitted to request their preferences from a list printed in the "Trib," the plant newspaper.

Tribune Loans Bought 100 Homes

More than 100 employes of the *Chicago Tribune* have obtained homes through the Medill Building & Loan Association, maintained by that newspaper. On December 1, 767 employes of the Tribune and its affiliated companies were members of the association.

BALTIMORE POST WINS ITS TAX CASE

Judge Soper Upholds Demurrer to Indictment Decision Announced Tuesday—Government Plans to Appeal

The *Baltimore Post* did not violate the law when it published the amounts of the income tax paid by Baltimoreans, Judge Morris A. Soper decided in the United States Circuit Court in Baltimore Tuesday.

An appeal will be taken from Judge Soper's decision to the Supreme Court of the United States it was said in Washington. The appeal will be for the purpose of settling with finality exactly what was the intent of Congress in passing the law providing for making income taxes public.

"It is counter to the very spirit of the law," said Judge Soper in his decision, "to punish those who, by added publicity, materially assist to accomplish the very object Congress had in view."

Judge Soper said that he did not find the Constitutional question of the freedom of the press involved. He based his decision entirely on the Act of Congress.

The Judge said:

"Comparison of the two sections which deal with income tax publicity suggests an inconsistency in their terms . . . or confusion of underlying purpose or intention . . .

"The intention of the law-making body, however, should prevail even against the letter of the statute and if literal interpretation of every part of the statute operates unjustly or leads to absurd results, or be contrary to the evident meaning of the act taken as a whole, it should be rejected . . .

"The question is whether the right of public inspection given by Congress incurs a right to print and publish. The purpose of the amendments of the income tax law by the law of 1924 is plain. Congress determined to abandon the policy of secreting the amount of taxes paid from the general public. It was doubtless thought that thereby the chances of fraud, of favoritism, of improper concealment of income would be reduced. The taxpayer and the officials would be more likely to do their duty.

"To give consistency and clearness to the statute it is necessary to hold that Congress had no intention to apply the penalties against printing and publishing to so much of the returns as should be given out on the internal revenue commissioner's list. As to the other parts of the returns, the prohibition remains in effect. The demurrer to the indictment will be sustained."

Mrs. Mabel Walker Willebrandt, Assistant Attorney General of the United States, said in Washington that Amos W. W. Woodcock, the United States District Attorney in Baltimore, would be asked to file an appeal immediately. This would be done for the purpose of clearing up the situation. Such action would take the case to the United States Court of Appeals and probably finally to the United States Supreme Court.

WATCH OUT FOR ANOTHER TEA PARTY!



They met last week in New York, these four—William Griffin, vice-president of the American Press Association; Governor Scott C. Bone of Alaska, who never lost his taste for the society of newspaper people; Sir Thomas Lipton, able seaman and tea merchant; and William H. Rankin, expert in advertising tea and other marketable commodities. Rankin appears to be the only member on business bent.

"We Congratulate You"

To Editor & Publisher:—There is always a lot of information that can be gotten together for any city or territory but little information is used because few have the courage or time to get it together in usual form. But you have done it and we congratulate you.

Hooves Advertising Company.
Chicago.



THE CELEBRATED WEEK-END MYSTERY

Serialized in 32 Instalments for Daily Release.

For Terms and Sample Proofs Wire

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Publisher's Financial Bureau, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

NEW ENGLAND

Near the Top in Banking Facilities

A territory with money to save and money to invest, is an ideal merchandising territory, since there is always plenty of money to spend, as well. Advertising in such a territory will bring results that can be definitely valued on a dollar and cent basis.

New England is an Ideal Merchandising Territory

New England has 40% of the country's savings, as well as 11% of the total bank deposits in national and state banks and trust companies. Yet this territory has only 7½% of America's population. 85% of New England's population is urban, living in cities where there is greater desire and greater need to spend money and where the money to spend is within easy reach of all.

National Advertisers and Manufacturers owe it to their salesmen and themselves to use advertising in these listed dailies, over 2,000,000 copies of which circulate over the New England territory daily. They are sure result getters.

MASSACHUSETTS—Population, 3,852,356		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,628	.0275	.0175
*Boston Globe	(M&E)	274,892	.50	.50
*Boston Globe	(S)	322,030	.55	.55
Boston Transcript	(E)	.....	...	...
*Boston Post	(M)	371,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
*Fall River Herald	(E)	15,553	.05	.05
*Fitchburg Sentinel	(E)	11,383	.055	.045
*Haverhill Gazette	(E)	15,400	.055	.04
†Lynn Item	(E)	16,345	.06	.04
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
*North Adams Transcript	(E)	9,491	.04	.035
*Salem News	(E)	20,784	.08	.07
*Taunton Gazette	(E)	8,479	.04	.03
*Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
*Worcester Sunday Telegram	(S)	49,849	.18	.15
MAINE—Population, 768,014				
Augusta Kennebec Journal		.....	...	...
†Bangor Daily Commercial	(E)	14,750	.055	.05
*Portland Express	(E)	27,251	.10	.07
*Portland Telegram (Sunday Edition Express)	(S)	29,992	.10	.07
NEW HAMPSHIRE—Population, 443,683				
*Concord Monitor-Patriot	(E)	5,104	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
*Manchester Union Leader	(M&E)	27,864	.09	.07
RHODE ISLAND—Population, 604,397				
†Newport Daily News	(E)	6,249	.0336	.0296
†Pawtucket Times	(E)	25,555	.07	.07
†Providence Bulletin	(E)	64,524	.17	(B).23
*Providence Journal	(M)	36,686	.10	(B).23
*Providence Journal	(S)	61,575	.15	.15
*Providence News	(E)	26,845	.07	.07
†Providence Tribune	(E)	23,603	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
†Woonsocket Call	(E)	13,666	.05	.05
VERMONT—Population, 352,428				
*Barre Times	(E)	6,944	.03	.025
†Bennington Banner	(E)	3,067	.0125	.0125
*Burlington Free Press	(M)	12,983	.05	.05
*Rutland Herald	(M)	10,765	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015
CONNECTICUT—Population, 1,380,631				
*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†Hartford Times	(E)	48,875	.12	.12
*Meriden Record	(M)	7,348	.045	.03
*Middletown Press	(E)	8,050	.0325	.025
†New Haven Register	(E&S)	42,171	.12	.11
*New London Day	(E)	12,079	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
*Norwalk Hour	(E)	5,842	.04	.04
†South Norwalk Sentinel	(E)	4,280	.025	.025
*Stamford Advocate	(E)	9,305	.05	.04
*Waterbury Republican American	(M&E)	22,836	.08	.08
*Waterbury Republican	(S)	15,043	.08	.08

*** A. B. C. Statement, April 1, 1924.

††† Government Statement, April 1, 1924.

† Government Statement, Sept. 30, 1924.

* A. B. C. Statement, Sept. 30, 1924.

(B) Combination rate Daily Journal and Eve. Bulletin.

La Nacion, Buenos Aires

ARGENTINA'S GREAT MORNING DAILY

is the first South American Paper to have its circulation verified.

Although there is no Argentine law requiring a verification of circulation figures published, LA NACION does not want its Advertisers to deal with an uncertain factor—

Read the Official Report:

Buenos Aires, October 29, 1924.

To LA NACION, Buenos Aires.

Dear Sirs:

In order to verify the circulation of the Daily Newspaper "La Nacion" during the four years and nine months ending September 30, 1924, we have gone over the records kept by the management, and can now certify that the net sales, exclusive of copies distributed free and those for the use of the newspaper's staff, were as follows:

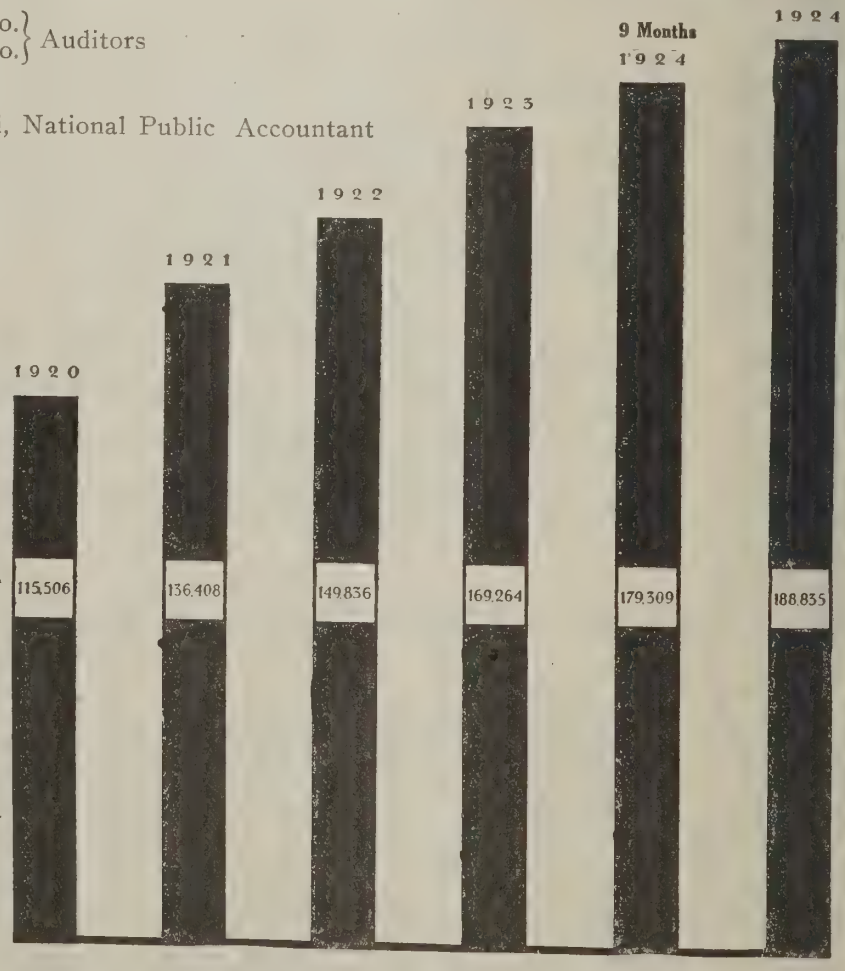
Period	Total Copies	Monthly Av'ge	Daily Av'ge
Twelve months, 1920.....	41,928,690	3,494,057	115,506
" " 1921.....	49,516,328	4,126,361	136,408
" " 1922.....	54,390,687	4,532,557	149,836
" " 1923.....	61,442,790	5,120,232	169,264
Nine months, 1924.....	48,771,733	5,419,081	179,309

(Signed) Deloite, Plender, Griffiths & Co.)
" Price, Waterhouse, Faller & Co.) Auditors

Very respectfully yours,

(Signed) Arturo A. Zoppi, National Public Accountant

This Graph shows at a glance this newspaper's splendid progress.



LA NACION OF BUENOS AIRES

Argentina's Great Morning Daily

La Nacion, Buenos Aires

has the complete service of the Associated Press as well as its own correspondents and offices in New York and in all the principal European capitals.

The certified circulation figures for the month of September, 1924, tell the story of LA NACION'S healthy, steady growth

SEPTEMBER 1924 CIRCULATION DAY BY DAY

	TOTAL COPIES
1	182.427
2	180.404
3	178.945
4	179.544
5	178.944
6	179.095
7	218.240
8	181.614
9	179.696
10	179.366
11	174.113
12	266.803
13	193.225
14	221.634
15	178.310
16	180.217
17	179.824
18	180.421
19	179.330
20	181.941
21	220.461
22	185.306
23	180.813
24	179.735
25	180.378
26	179.056
27	179,975
28	217.347
29	187.136
30	180.543
TOTAL SALES	5.665.043
Daily Average	**188.835**

The above figures are certified by:
Deloitte, Plender, Griffiths & Co. } Auditors
Price, Waterhouse, Faller & Co. }
Arturo A. Zoppi, National Public Accountant.

Editorial and general offices in the United States: 383 Madison Ave., New York City
W. W. Davies, Correspondent and General Representative

Advertising Agents—S. S. Koppe & Co., Times Building, New York City

EDITORIAL

SONG OF PERFECT LOVE

THROUGHOUT Christendom this week writers are expressing a seasonable sentiment. The press revives in public thought the eternal principles of peace and good will among men. It leads a song that children dance to, that refreshes the souls of men and women and must temper the coldest heart. It is the song of perfect love.

We are born into the world with such tender sentiments as the core of our being. Smiles, tears, yearnings for sight and touch, groping faith, hope soaring with birds, complete devotion to the objects and symbols of affection are attributes of all youth, flowers in the hand of every child.

Why do we ever drop the flowers?

What could compensate for their loss?

At Christmas time, in such contemplation, we realize how futile and unrequiting has been the yielding of any native grace as price of passion which could but burn to dross.

There are those who play with children around the Christmas tree who are young in wrinkled skin, gay in silvered hair, fresh in spirit throughout life. Such do not live with the great fact of this season as a mere calendar edict. The flowers are still in their hands. Love and good will are their treasures of life, ten thousand times enriching the great experience. Such are the beneficiaries of immortal truths which mock vanity and strife and crown the victories of the defeated.

What of our own hearts today? Is hate there? Is envy there? Are all men brothers? May heaven be here? May each clasp in his arms another child and sing at the Christmas tree? It is the song of perfect love.

The cross-word puzzle serves splendidly to return thousands to an interest in the language. Newspapers can publish nothing more valuable, as a feature, than sugar-coated educational matter.

HAS THE BREAK COME?

THE publishing business in this country has been built up on an economic formula consonant with the political theory that the post office is a public service without respect to profit.

Graven on the Post Office Building at Washington is this inscription: "Carrier of news and knowledge, instrument of trade and industry, promotor of mutual acquaintance, of peace and good will among men and nations."

On page thirty of EDITOR & PUBLISHER, this week, will be found reproductions of the writings of high authorities on postal policies, representative of public thought from the creation of the republic and firmly holding that the responsibility of diffusing knowledge is joint between the privately owned press and publicly owned postal system. The idea that the post office should encourage the free press has been repeated thousands of times by the best thinkers of each generation.

The press has kept faith!

Nowhere else on this round globe is the average man, woman and child so well informed of current events. The per capita consumption of printed material in the United States simply out-distances the records of the world.

The American newspaper business is founded upon a seeming economic paradox—few newspapers or periodicals retail at prices covering cost of manufacture, and thousands sell for less than the cost of print paper alone. Publishing, therefore, is possible because, to a greater extent than any people in the world, we have discovered and developed the advantages of display advertising, itself an incalculable service to the people and a pillar upholding the entire commercial and industrial structure. Advertising revenue makes possible our good press service. It has made publishing profitable, with honor. Our journalism has not been compelled to "sell out," to live. It has made information so cheap in the street that any man may possess it.

The biggest individual question now pressing Congress for decision is whether the time-honored and, we submit, highly successful tacit partnership between



AND there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them; and they were sore afraid.

And the angel said to them, Fear not: for, behold, I bring you tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

Glory to God in the highest, and on earth peace, good will toward men.

—St. Luke, 11; 8-14.

the postal department of the government and the privately owned press shall be torn asunder and shattered.

EDITOR & PUBLISHER last week quoted the highest newspaper authority, S. E. Thomason, President of the American Newspaper Publishers' Association, as stating that, to conserve the proposition of a profitable postal service, the Postmaster General had made known that "American newspapers are threatened with a legislative program at the present short session of Congress which, if carried through, will prove to be one of the most serious blows ever dealt by Congress to the distribution of newspapers outside of the metropolitan centers." He added that the Postmaster General's recommended increased rates would be ruinous to the country circulations of all newspapers distributed by mail.

In short, the menace is such that newspaper men are being called upon to prepare for a complete revision of out-of-town delivery methods. Driven from the mails by excessive rates, they must find cheaper means, such as privately-owned express companies and railroads.

The Postmaster General does not meet the issue when he recommends that increased second class rates apply only to the advertising sections of the press, thus perpetrating Mr. Burleson's intolerable zone system.

We are confident that the Postmaster General sincerely believes he is doing a public service by pressing his recommendations. He is trying to live up to the new, but totally false, standard of "business efficiency" in the conduct of his department. We contend that ordinary business rules do not apply. The work calls for far-sighted statesmanship, which does not neglect the high essential of public information service through the press, nor slight the rights of small newspapers and magazines and the minority opinion they express.

To the advertising portions, which make the "reading portions" possible, is to tax the whole. The issue is whether the press is to be driven out of the post office by excessive rates.

We have not gone into questions raised by the recent "cost ascertainment" report, which showed second class matter "losing" $74,000,000 in 1923, but information is that there is great doubt that there was a proper or just allocation of cost charges against second class. That matter is being sifted and it may be revealed that second class has not been nearly so expensive as other classes of mail.

Postmaster General Harry S. New favors EDITOR & PUBLISHER with a letter concerning our editorial of last week, in which we stated that there was no valid reason why the postal department should make a profit or break even. At the time of our publication his recommendations had not been made public. But now we learn from him that his proposed rate increases are specifically to meet a demand for $68,000,000 increased postal pay. The cost ascertainment report showed a postal "loss" of $40,000,000. We do not understand from Mr. New's letter that his proposed new rates have anything to do with meeting the alleged current deficit, but are being arranged to accommodate raised pay for postal workers.

With due respect to the Postmaster General we do not agree that the sole alternatives are making the taxpayers pay the whole or increasing postal rates. There is the alternative of denying increased pay to a vast number of postal employes who have had three raises in four years and, according to studies recently made, are as well or better paid than men doing similar work in private institutions. The postal carrier, who elicits our sympathies, represents but 9 per cent of employes who would benefit from a blanket pay increase. We think there are other alternatives. But taxpayers have never seriously complained of postal deficits in the past, but poor service has always been bitterly protested.

EDITOR & PUBLISHER's figures for 1921 and 1918 were found from the published "receipts" and "expenses" of the postal department in those years.

General New declares he believes that the "prime consideration is service," but not to the extent that the post office should lose money. On that basis rural free delivery and parcel post would never have been undertaken—on straight business logic the public service would have been limited in many directions.

The Postmaster General thinks that "you cannot run a concern spending more than $600,000,000 a year without some regard to ordinary business principles." Several other great departments of the government spend huge sums annually, without regard to ordinary profit principles of business.

If postal departments of other countries are all operated to produce revenue, as he says, perhaps something is to be said regarding the merit of our system over others in fostering and perfecting an informed public opinion upon which a democracy may safely operate.

Either return to first principles or definitely declare that the United States post office and the press have broken their long and successful partnership in publishing competent instruments of information and opinion, to sell at low prices, and distributing them, quickly and safely, to the people of this country as the basis of their judgments!

This week clean up the 1924 slate and prepare for greater achievements!

December 20, 1924 Volume 57, No. 30

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

PERSONALS

H. R. SWARTZ, president of the Intertype Corporation, returned to New York, Dec. 15, on the "Majestic," following three months' visit abroad.

Mrs. William Randolph Hearst returned to New York from a visit abroad on the "Majestic," Dec. 15.

Ralph Beaver Strassburger, publisher of the *Norristown* (Pa.) *Times Herald,* has leased a cottage in Palm Beach for the coming season.

W. H. Hornibrook, the new publisher of the *Provo* (Utah) *Daily Herald,* is a former Minister of the U. S. Government to Siam. He served during the period of the World War.

Mrs. Margaret H. Cobb, widow of Frank I. Cobb, editor of the *New York World,* with her two children, is preparing to leave soon for Italy where they plan to spend the winter.

Carlos Avery, publisher of the *Henderson* (Minn.) *Leader,* former Minnesota state game and fish commissioner, has been appointed vice-president in charge of all work of the American Game Protective and Propagation Association, New York.

Jonathan F. Comstock, publisher of the *Cranston* (R. I.) *News,* is on a short vacation in Louisville, Ky.

Jess M. Adams, editor of the *Plainview* (Tex.) *News* will make a trip around the world, early in 1925, embarking for Honolulu at San Francisco, Jan. 7. E. Q. Perry, his son-in-law, will have charge of the News in his absence.

IN THE BUSINESS OFFICE

TRACY W. ELLIS, formerly assistant advertising manager of the *Indianapolis News,* has been named advertising manager of the *Indianapolis Times,* succeeding Albert O. Evans, who recently resigned.

Russell E. Smith, formerly manager of the Promotion Department of the Star League of Indiana Newspapers, is now manager of the Merchandising Cooperation Service of the *Springfield* (Mo.) *Republican.*

William K. Hoyt, advertising manager of the *Trenton Times,* who recently left Trenton for a trip to Texas and the Pacific Coast, was given a dinner by the Kiwanis Club, of that city, before his departure, and presented with a wrist watch by the club members.

Kenneth Bourne, of the advertising department of *Salt Lake City Deseret News,* and Mrs. Bourne are parents of a son, born recently.

IN THE EDITORIAL ROOMS

HARRY HATFIELD is now assistant night city editor of the *New York American.*

Orville A. Welsh, formerly head of the *New York Graphic* copy desk, is now head of the *New York American* copy desk.

Charles A. Roberts, night editor of the *Springfield* (O.) *Daily News,* is now telegraph editor, succeeding Kenneth A. Simons who goes to the *Lima* (O.) *Gazette.*

E. M. Mecer, editor of the *Princeton* (Ill.) *Bureau County Tribune* for 40 years, and a veteran of the Civil War. celebrated his 80th birthday Dec. 6.

Jefferson D. Dickerson, court reporter for the *Witchita* (Kan.) *Daily Beacon,* was elected probate judge of Sedgwick County, Kan., recently.

Ernest Lindley has resigned from the staff of the *Witchita* (Kan.) *Beacon* to go to New York.

J. J. Shores of the *Toledo Blade* copy desk has resigned to make a motor trip to Florida.

Edward J. Hunter, city editor of the *Philadelphia North American* has joined the *Philadelphia Bulletin* staff.

Joseph Emsley, of the sporting department, *Providence* (R. I.) *Evening Bulletin* has been transferred to the news department of the Pawtucket office of the Bulletin.

Franklin Collier, cartoonist on the *Boston Herald* addressed the Greater Boston branch of the Direct Mail Advertising Association at a recent meeting in Boston.

Raymond Williams is doing the night police beat for the *Toledo Blade.* He is the son of Tom Williams, labor reporter for the Blade.

A. K. Mills, market editor of the *Kansas City Star* has joined the staff of the *Booneville* (Mo.) *Republican* as news editor.

Ted McDaniel, of the *Emporia* (Kan.) *Gazette* staff, is recovering from a recent operation.

Emily Jane McLaughlin, daughter of Drew McLaughlin, editor and owner of the *Miami* (Kan.) *Republican* has joined the staff of the paper as a reporter.

Carol Carpenter, associate editor of the *Oswego* (Kan.) *Democrat,* and Mrs. Carpenter, are parents of twin girls.

Harold G. Place, former editor of the *Des Moines* (Ia.) *News,* last week joined the staff of the *Cleveland Press.* Mr. Place left the Iowa paper when it merged with the *Des Moines Tribune.*

Ed Bang, sporting editor of the *Cleveland News* and *Sunday News Leader;* Henry P. Edwards, sporting editor, *Cleveland Plain Dealer,* and Billy Evans baseball writer for the *Cleveland Press,* returned last week from a five day assignment to New York, covering the annual meeting of the American League.

J. E. Wilson has turned to the *San Antonio Evening News* as reporter.

Joe Williams, formerly of the sport staff of the *Cleveland News and Sunday News Leader* under Ed Bang, was named sporting editor of the *Cleveland Press,* Dec. 10, the first official appointee to this post since the death, early in the year, of Ross Tenney.

William Kingsbury, for the past two years news editor of the *Booneville* (Mo.) *Daily Republican* has resigned.

Garland N. White, formerly with the *San Bernardino* (Cal.) *Sun,* and a former St. Joseph, Mo., reporter, is now with the *Pomona* (Cal.) *Bulletin.*

John W. Sheridan, son of Barney W. Sheridan, for 44 years editor of the *Paola* (Kan.) *Western Spirit,* has succeeded his father as editor.

H. R. Cox has left for his home in Austin, Texas, after doing rewrite on the *Chicago Journal.*

HOLDING NEW POSTS

C. D. McLUCAS, from classified manager, *Altoona* (Pa.) *Tribune,* to classified manager, *Canton* (O.) *Daily News.*

V. V. Hostetter, from copy desk, *New York World,* to copy desk, *New York Graphic.*

David H. Neill from copy desk, *Minneapolis Tribune* to staff, *Minneapolis Daily Star.*

Clayton Pryor, from copy desk, *Cincinnati* (O.) *Commercial-Tribune,* to staff, *Springfield* (O.) *Morning Sun.*

James Morgan, from *Columbus* (O.) *Dispatch,* to staff, *Springfield* (O.) *Morning Sun.*

J. Frank Quinlan, from city hall reporter, *Bridgeport* (Conn.) *Times,* to staff, *Bridgeport Sunday Herald.*

MARRIED

C. B. AXFORD, formerly with the *St. Petersburg* (Fla.) *Times* and the *Akron* (O.) *Times,* now in advertising work in St. Petersburg, Fla., to Miss Mary Hughes, formerly feature writer for the *Charlestown American,* at Daytona, Fla., recently.

Charles A. Merrill of West Somerville. Mass., to Miss Evelyn M. Erilksen of Cambridge, Mass., last week. Both are members of the *Boston Globe's* editorial staff.

FOLKS WORTH KNOWING

WALTER S. DICKEY, publisher of the *Kansas City Journal-Post,* now figuring in the fight for freedom of the press, has only been in the newspaper business three years, but he entered with the enthusiasm of a "cub" reporter, and that enthusiasm has not dimmed.



WALTER S. DICKEY

In April, 1921, Mr. Dickey, rated at several times a millionaire, became owner and editor of the *Kansas City Journal,* a long established morning newspaper. In May of the following year, he acquired the *Kansas City Post,* afternoon daily, the Kansas City Journal-Post resulting.

Mr. Dickey was born in Toronto, Canada, June 26, 1862. He left school at the age of 16 and obtained a job as accountant and entry clerk in a wholesale dry goods store at $50 a year. In 1885 he established in Kansas City a clay products manufacturing concern, which has become one of the largest concerns of its kind in the world.

He long has been an active worker in the Republican party, and has enjoyed the confidence of four Republican presidents, Roosevelt, Taft, Harding and Coolidge. On numerous occasions he has been called into consultation by national party leaders.

During breathing spells between looking after his newspaper and the clay products manufacturing company, Mr. Dickey looks after varied other interests of wide extent.

Mr. Dickey has become a serious student of his newspaper, and is an active guiding hand in its policy and conduct. A son, W. Laurence Dickey, is publisher of the Journal-Post.

WITH THE ADVERTISERS

CHARLES GOULD has been appointed advertising manager and director of sales of the Gray Motor Corporation, succeeding L. R. Martell, resigned.

B. W. Randolph has been appointed advertising manager of the Kny-Scheerer Corporation, 119 Seventh avenue, New York, manufacturers of surgical instruments and hospital equipment.

William Kier, formerly of the Kier Letter Company, Chicago, is now manufacturing the Kier letter press under the name of the Individualizing Company of Illinois, Chicago. He is in charge of sales and advertising.

George A. Brusch, formerly general sales manager of Osborn, Abston & Co., wholesale distributors of automotive and shop equipment of Memphis, Tenn., and Atlanta, Ga., is now general sales manager of the Walker Manufacturing Company, Racine, Wis., manufacturers of automobile jacks.

SPECIAL EDITIONS

PLAINFIELD (N. J.) *Courier-News,* 56-page edition, Dec. 12, the largest edition ever printed by the paper.

Fort Wayne (Ind.) *Journal-Gazette,* a 54-page edition celebrating the 100th anniversary of Fort Wayne, Dec. 12.

Davenport (Ia.) *Democrat and Times,* 20-page supplement Dec. 10, celebrating the opening of the First National Bank's new building.

Billings (Mont.) *Gazette,* 16-page "Greater Montana" edition supplementing the national advertising campaign of the Northern Pacific, Great Northern and Burlington railroads, Dec. 14.

Norristown (Pa.) *Times Herald,* a 48-page edition, Dec. 10.

CHANGES OF OWNERSHIP

DELTA, (Ia.) PRESS has been sold by G. Huntoon to Mahan Brothers of Des Moines, Ia.

Ernest Douglas, formerly publisher of the *Jerome* (Ariz.) *Verde Copper News,* has sold his interest in the paper to H. J. Minhinnick and C. H. Powell. Minhinnick will continue as editor of the paper, and Powell has been made general manager.

Joseph W. Kubler, for 20 years publisher of the *Custer* (S. D.) *Chronicle,* has turned over the management of that newspaper to C. W. Trent.

ON THE MECHANICAL SIDE

L. E. CAGLE, foreman of the *Independence* (Kan.) *Free Press,* and Mrs. Cagle are parents of a baby daughter.

William Byrne, foreman of the proofroom of the *Chicago Tribune,* has returned from his honeymoon trip to Havana.

I C. Spencer, head pressman for the *San Antonio Evening News,* has resigned to join the *Wichita Falls* (Tex.) *Record-News.*

Chester W. Hutchings has resigned as foreman of the *Bangor* (Me.) *Commercial* composing room, and returned to his home in Salem, Mass.

"Make ready" to be alive in 1925

GO after the good will of your readers. Earn it by delivering an agreeable and valuable free educational service furnished by Frederic J. Haskin from Washington, D. C.—four top-notch features that develop recurrent reader interest. Write now.

WHAT'S WHAT IN THE FEATURE FIELD

CONRADO MASSAGUER, caricaturist and editor of Havana, Cuba, arrived in New York last week on his honeymoon trip with his bride, formerly Senorita Elena Menocal, a niece of the famous General Mario Menocal, former



CONRADO MASSAGUER

President of Cuba. Senor and Senora Massaguer expect to remain in New York most of the winter. He is widely known in the field of caricature. For the last several years most of his work has been drawn for *Social* a magazine published in Havana of which he is part owner.

The Metropolitan Newspaper Service, Inc., New York, has bought the newspaper syndicate rights to a book-length western novel, "The Valley of Strife," written by Marshall R. Hall, financial editor of the *Cleveland Times and Commercial*. Max Elser, Jr., manager of Metropolitan, signed the agreement. The story appeared originally in the December issue of the *Frontier*, new Doubleday, Page fiction magazine.

Paul Robinson, who has animated "Felix," and other comics for the moving pictures, is now drawing H. C. Witwer's "Samson and Delila" strip for the King Features Syndicate, New York.

Henry D. Ralph, of Beloit, Wis., is now a member of the staff of the National Newspaper Service. Ralph was formerly with the United Press. Another new member of the same service is Charles Edgar Randall, of San Jose, Calif.

A new radio review for the smaller papers has just been put on the market by Carl H. Butman of the Washington Radio News Service. This service will specialize on short items of general interest to all radio fans. A "pony service" on national and foreign radio developments will be included in the radio review. Governmental regulations and changes in broadcasting stations will be carried.

Christy Walsh, head of the Christy Walsh Syndicate, New York, left this week for California where he will take personal charge of stories covering the Notre Dame-Stanford and the Pennsylvania-California football games Jan. 1, at Pasadena and Berkeley, respectively. Glenn Warner, coach of Stanford, will report the Pasadena game as will also Knute Rockne, Notre Dame coach. Coach Lou Young of Pennsylvania will report the Berkeley contest.

Edwin Balmer's "Keeban" has been prepared in 11 weekly illustrated pages for syndication by the McClure Newspaper syndicate, New York.

The McClure Newspaper Syndicate, New York, has increased their cross word puzzle service from six a week to seven.

King Features Syndicate, Inc., New York, is now offering to newspapers the daily short stories printed in the *New York Mirror*.

Robert (Rip) Ripley, sports cartoonist and creater of the "Believe It or Not" pictures is an athlete also. Ripley recently won the handball championship of the N. Y. A. C. He ranks as one of the leading handball players in the country.

ADVERTISING AGENCY AFFAIRS

CHALMERS PANCOAST, recently resigned as eastern advertising manager of *Liberty Magazine*, has purchased a substantial stock interest in the Charles C. Green Advertising Agency, New York, and has been named vice-president of that concern.



CHALMERS PANCOAST

Other associates with him in the agency include Charles C. Green, Douglas Wakefield Coutlee, Raymond Highet, and A. S. Bennett.

Pancoast was formerly advertising director of the Calumet Baking Powder Company. He has also been connected with *System*, the Martin B. Kelly Agency, and the *Chicago Tribune*.

George Coleman Dawson, formerly associated with Frank Seaman, Inc., and other agencies in New York City and for the past three years active in Pacific Coast advertising, is now a member of the firm of Kelsey-Mooney-Stedem, Inc., of San Francisco.

In his new connection he will direct the preparation of plans and supervise production.

The Advertising Corporation of Waterloo, Ia. will open a branch office in Cedar Rapids to accomodate its clientele in that city. An art and advertising service will be maintained there with Lee Lewis in charge of the art department. The Cedar Rapids office will be in the Bever building on First avenue.

E. I. LaBeaume has resigned his position as advertising manager of the Hercules Powder Company, Wilmington, Del., to become a member of the recently organized firm of Cross & LaBeaume, Inc. advertising agency with offices at 250 Fifth avenue, New York.

The Henry P. Boynton Advertising Agency, Cleveland, has moved to new offices at 703 Union Mortgage Building.

T. J. Villeneue has joined the copy staff of the Industrial Advertising Agency, Detroit, Mich.

The Harris Advertising Company, Philadelphia, has changed its name to the George F. Ingram Company, Inc.

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

ASSOCIATIONS

OKLAHOMA ASSOCIATED PRESS EDITORIAL ASSOCIATION, of which Walter M. Harrison of the *Oklahoma City Oklahoman-Times* is president, held its annual meeting in Oklahoma City, Dec. 14, in conjunction with the Good Fellowship Club of the A. P. Edgar T. Cutter, Chicago, division superintendent of the Associated Press; Milton Garges, New York, chief of the traffic department, and E. T. Wolford, division traffic chief, of Chicago, attended.

Seventh Minnesota District Editorial Association at its recent meeting at Olivia elected J. R. Landy, *Olivia Times*, president; B. K. Savre, *Glenwood Herald*, vice-president; M. J. McGowan, *Appleton Press*, secretary, and H. C. Sherwood, *Fairfax Standard*, treasurer. The spring business meeting will be held at Litchfield and the annual summer outing at the summer home, on Green Lake, of C. Burges of the *Clara City Herald*.

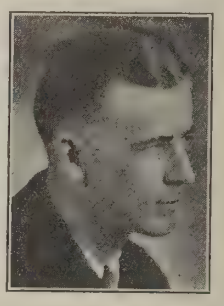
Oklahoma Press Association will hold its annual mid-winter meeting in the Huckins Hotel, Oklahoma City, Jan. 9 and 10, with George Marble of Fort Scott, Kan., president of the National Editorial association, principal speaker.

Theatrical Press Representatives of America will launch their own periodical, *The T.P.R.O.A. Quill* this month. Dixie Hines is chairman of the committee in charge. The membership of the organization includes press agents for dramatic productions, dramatic editors and managing editors of the principal daily newspapers, and theatrical producing managers.

NEW DAILY ANNOUNCED

Bristol (Va.-Tenn.) Bulletin, Evening Paper, to Start January 5

Beginning Jan. 5, 1925, Bristol, Va.-Tenn., is to have a new afternoon newspaper to be known as the *Bristol Bulletin*. The establishment of this publication is the consummation of plans laid more than two years ago by the publishers of the *Johnson City* (Tenn.) *Chronicle and Staff-News*.



GUY L. SMITH

Guy L. Smith, president of the Appalachian Publishers, Inc., Johnson City, Tenn., will be president of the new company and will continue to make his headquarters in Johnson City. Carroll E. King, vice-president of the Appalachian Publishers, Inc., managing editor and publicity director of the newspapers owned by the company, will be in charge of the Bulletin.

The new paper will be a six day afternoon daily and will carry the International News leased wire service.

The new paper will be represented in the national advertising, east and west, field by Frost, Landis & Kohn, New York newspaper representatives.

Your True-Cut Caslon series of typefaces is most satisfactory

says San Francisco Chronicle

IN writing of their Ludlow, Mr. Perry Epstein, Advertising Manager of the San Francisco Chronicle writes:

"Congratulations upon the new typefaces furnished by Ludlow. Your Caslon True-Cut series is most satisfactory for all advertising purposes, and I am glad it is being added to our Ludlow equipment.

"My experience is that advertisers are exceptionally well pleased with the Chronicle's Ludlow set-ups. Printing surely is making marked strides, at this time, and it must be a source of satisfaction to all Ludlow users to know that the Ludlow Company is keeping in the very front rank of this advance."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco Hearst Bldg. — CHICAGO — New York World Bldg.

SET IN LUDLOW TRUE-CUT CASLON WITH ITS ITALIC

HON. CLYDE KELLY'S POSTAL COMPARISONS

Herewith is Representative Clyde Kelly's comparison of the original, present, proposed Kelly, and departmental parcel post rates with express rates, and also the present and departmental proposed rates on second class advertising matter:

	Local delivery				Second class rates		
Pounds	Original rates	Present rates	Kelly rates	Department rates	Express rates	Present rate	Proposed rate
1.....	$0.05	$0.05	$0.10	$0.10	$0.37	$0.02	$0.03½
2.....	.06	.06	.11	.11	.37	.04	.07
3.....	.07	.06	.11	.11	.38	.06	.10½
4.....	.08	.07	.12	.12	.39	.08	.14
5.....	.09	.07	.12	.12	.39	.10	.17½
6.....	.10	.08	.13	.13	.40	.12	.21
7.....	.11	.08	.13	.13	.42	.14	.24½
8.....	.12	.09	.14	.14	.42	.16	.28
9.....	.13	.09	.14	.14	.43	.18	.31½
10.....	.14	.10	.15	.15	.43	.20	.35
11.....	.15	.10	.15	.15	.44	.22	.38½
12.....	.16	.11	.16	.16	.45	.24	.42
13.....	.17	.11	.16	.16	.45	.26	.45½
14.....	.18	.12	.17	.17	.47	.28	.49
15.....	.19	.12	.17	.17	.48	.30	.52½
16.....	.20	.13	.18	.18	.48	.32	.56
17.....	.21	.13	.18	.18	.50	.34	.59½
18.....	.22	.14	.19	.19	.52	.36	.63
19.....	.23	.14	.19	.19	.52	.38	.66½
20.....	.24	.15	.20	.20	.53	.40	.70
21.....	.25	.15	.20	.20	.54	.42	.73½
22.....	.26	.16	.21	.21	.54	.44	.77
23.....	.27	.16	.21	.21	.55	.46	.80½
24.....	.28	.17	.22	.22	.56	.48	.84
25.....	.29	.17	.22	.22	.57	.50	.87½

PUBLISHERS CHALLENGE POSTAL INCREASES

(*Continued from page* 3)

the alleged scandal had any real foun-tion and were aired thoroughly it ould probably lead in the direction of rcel post rates rather than in that of ostal employes. He intimated "there ould be another story to tell if the hole truth about parcelpost rates comes ut." He laughed at the suggestion the arge of scandal was likely to "kill" e postal wage increase bill, which he ill insisted was bound to become a law.

Mr. Kelly agreed, however, second class atter as represented by the cost ascer-inment report should not be made the sis for providing the revenue necessary meet the postal wage increase bill. He nounced he was preparing figures of s own to demonstrate that parcelpost tes and not second class rates should singled out as a means of providing ore money for the post office department d its employes.

He displayed one table he had pre-red for submission to Congress in port of this argument which he pointed t demonstrated clearly second class atter is now not only paying per 25 unds a rate close to the express rate, t the proposed increase would jump cond class matter beyond the express tes, whereas, the "small advance pro-sed for parcelpost, through either the ggested five-cent parcel fee, or the rates ggested by the Postmaster General ould not bring parcel post rates within iling distance of express rates."

Mr. Kelly said a study of his table ould prove to any impartial person the undness of his contention which he is ing to press upon Congress once the ttle over the cost ascertainment report started.

FORESHADOWED EVENTS

Dec. 30-31—Assn. of American Schools and Departments of Journalism annual meeting, Chicago.

Jan. 9-10—Oklahoma Press Assn., meeting, Oklahoma City.

Jan. 10-17—Winter Golf League of the Advertising Interests, Pinehurst, N. C.

Jan. 10—Alabama Press Assn., northern section, mid-year meeting, Birmingham, Ala.

Jan. 16-17—Virginia Press Assn., mid-year meeting, Charlottesville.

Jan. 17-23—American Society of Newspaper Editors annual meeting, Washington, D. C.

Jan. 29-30—National Advertising Commission, meeting, Detroit, Mich.

FLASHES

Many a politician, blown into office by a popular gust, is blown out by the poular disgust.—*Columbia* (S. C.) *Record.*

Polygamy has its advantages. Think of having an entire harem to look for your collar button.—*Cleveland Times.*

Anyway, there is some consolation in knowing that it is almost impossible to transmit a cross-word puzzle by radio.—*Hudson Dispatch.*

An Oregonian was refused admission to the poorhouse because he was the owner of a motor car. Did they expect him to walk over the hills and risk being run down by a car?—*J. R. W. in Milwaukee Journal.*

Mere cash seems to mean nothing to the lords of Cashmere.—*New York Herald Tribune.*

The plain people will continue in hard luck so long as the political machine is a mere auxiliary to the adding machine.—*Columbia* (S. C.) *Record.*

The fellow who rocked the boat last summer has just finished firing at everything that moved in the woods.—*J. R. W. in Milwaukee Journal.*

Having several hundred of its own, the United States Shipping Board declines to become excited over Germany's sailless ship.—*Norfolk Virginian-Pilot.*

The new advertising technique has unearthed a lot of queer words, but at least it has buried "elegant."—*Detroit News.*

"Almost every girl wants to marry a rich man."

"There aren't enough rich men to go around. What's the next step?"

"Marry what offers and nag him up the ladder."—*Louisville Courier-Journal.*

If Pittsburgh is to have a skyscraper college, why let professors' salaries remain the bungalow type?—*Brooklyn Eagle.*

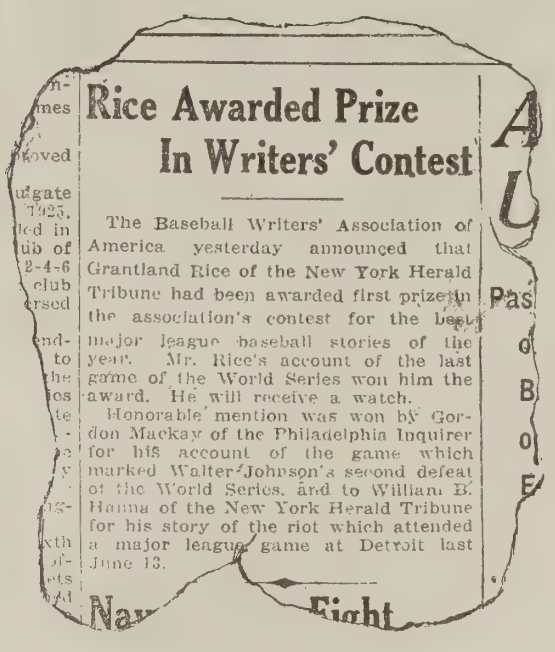
Many a wife is now able to buy Christmas cigarets for her husband intelligently —*Buffalo Enquirer.*

Once there was a mother who didn't suspect her little daughter of musical talent.—*Rochester Times-Union.*

Perhaps knights would be bold even now if the maidens weren't.—*Baltimore Sun.*

Another state governed by women is the state of matrimony.—*New York Telegram and Evening Mail.*

Grantland Rice always a winner



The prize winning story was just a part of the Rice service to newspapers. Rice covers all big sporting events—prize fights, golf tournaments, tennis matches, football games, the World's Series.

In addition you get, six days a week,

"The Sportlight"

a bit of verse, an expert survey of sport events of national interest, a crisp editorial on big sporting questions.

Ask your Sport Editor about Grantland Rice and about what the Rice service will mean

The New York
Herald Tribune
Syndicate

POSTAL REPORT ANALYZED

EDITOR & PUBLISHER *has in its possession the full Post Office Department Report on Cost Ascertainment, covering more than 200 pages. This report was submitted to Frederic W. Hume, secretary of the National Publishers Association, who for six years has been actively connected with the postal situation. Mr. Hume, after study of the report submited the following analysis:*

IT is somewhat of a difficult matter to summarize a report made by the Post Office Department which required over a year's time to produce and bring out clearly the amount of detail compiled and the methods utilized so that they would be comprehensible to the average layman, or even to a great many publishers.

The original purpose of the appropriation for the compilation of the Cost Ascertainment of the Postal Service was to determine, as far as possible, the expenses of each class of mail and the revenues from each class, also the volume of the various classes and a correct allocation of expenses attributable to the services rendered to the several classes and whether or not the various classes were handled at a loss or a gain, from which an intelligent policy could be adduced.

The advance copies of the Cost Ascertainment Report, comprising over 200 pages, goes into infinite detail as to the forms used and the methods employed, and to render a definite opinion on just a cursory observation of this report would be hazardous and possibly subject to considerable controversy. However, from quotes of this report it is very easy to establish the fact that the methods employed are fallacious as compared with good modern business practice, and the protests that have already followed upon the introduction of the proposed revenue measure to raise the necessary revenues are thoroughly justified.

When the United States Senate [illegible] for the Cost Ascertainment Report [illegible] Senate resolution of Senator Sterling, on December 2nd, the Postmaster General promptly submitted the same and the closing paragraph of his letter read as follows: "The report is merely a fact finding statement and does not make any recommenadtion with respect to postal rates." Within ten days following this the Post Office Department undertakes, at the request of the Chairman of the Post Office and Post Roads Committee of the Senate, to recommend rates, as embodied in his letter of December 12th, which will bring about increases in the first and second zones of 100 per cent, a 33⅓ per cent increase in the reading matter of second-class other than newspapers, and a general increase of nearly $11,000,000.

The report, of which EDITOR & PUBLISHER has secured an advance copy, dwells a great deal upon the forms that were used in the gathering of these figures. It is well to bear in mind that these many forms and diagrams were but data collecting sheets and did not imply or convey the policies that would be used in the deductions after such figures were compiled as a whole. All of which brings out the methods that were adopted by the Department without consultation of any of the interests that would suffer from such proposed changes.

A hasty study of this report reveals the fanciful and mythical methods used, as exemplified in the method of computing the average haul, which reads as follows: "The average hauls for the *several classes of mail* obtained for each office in the first group during the destination weighing period, were used as multipliers for the total annual weights of such mails respectively at such offices, producing annual pound-miles for each class of mail matter." This brings out the theories that were carried, apparently, throughout the entire investigation, that is, of placing each class on an equal basis, regardless of the service rendered. Again, later on in the report, in the analysis of the methods of pro-rating the cost of the carrier service, the report states: "On stops where but one class of mail matter was delivered or collected, or but one special service was performed, a full stop unit, 100, was noted. In the example given on stop number one where first, third and fourth classes were delivered, the relative values would be 33 for the first class, 33 for the third class and 33 for the fourth class. These processes were carried through for all the stops on each trip made during the entire 30-day period on each character of route tested. After the checked columns were converted into units and fractional parts of units in this manner, each column was totaled." Thus further briging out the point of pro-rating expense equally to each class of mail handled. The report also adds: "It will be noted that with the exception of fourth class the average time per stop for first class is generally slightly higher than for the over classes and sub-classes." Which only draws our attention to the special privilege or license which throughout the entire report seems to be cheerfully accorded to fourth class matter or parcels post, which in the final report is shown as losing the least of any of the four classes of service.

One could go on and quote innumerable instances of the methods employed in this report such as the subdivision of services in third and fourth class offices which constitute, more or less, the rural districts, where again they persist in prorating equally not only the services of postmasters therein, but all of the overhead expenses and time consumed, whether it be for the writing of money orders or sorting first class mail, which is all important. The total expense is again equally divided between the four classes; which brings out the woeful lack of business policy that evidently our Post Office is in great need of.

How well I recall the well-known Penrose-Overstreet investigation, which consumed a great deal of time and money in 1904, and later, in 1909, the report of the Hughes Postal Commission. The findings of these reports were that the Post Office never knew and never would know the cost of any of its classes under the methods employed. After we have waited all this time and spent all this money, it does not seem as though we were going to get any further enlightenment through the present report on the methods pursued.

It is incomprehensible that with so large a business as the Post Office, constituting today over $600,000,000 a year, that any one representative of a Department could assume the responsibility for policies that affect so many users of the mails. Imagine, if you can, an arbitrary body laying on a tax on the processes of business in freight rates. We have the Interstate Commerce Commission, which is supposed to hear both the carriers and the shippers of all classes of commodities and appropriate rates are established for them. Rate hearings are common practice. But in this compilation there has been no opportunity offered to any of those who contribute to this tremendous mail business to state their case. The methods employed even though, as the Postmaster General points out, they were endorsed by well-known firms of accountants and engineers (yet it is simple enough to account for such endorsement), would show that the figures were correct and undoubtedly represent a picture of their present costs. All of which does not in any way change the question of the formula used. The very fact of establishing such an amateur method of prorating equally these costs can be readily likened to similar public utilities such as railroad companies.

Primarily the railroads of this country were built and operated for passenger service. Road beds and monumental stations, easy of access, constitute the great fixed overhead expense. Over these same lines express freight traffic is carried. Definite policies are established for the allocation of overheads to the various classes of service. Likening it to the poundage basis, the passenger service would run about $30.00 a hundred on passengers from New York to Chicago. Imagine, if you can, if they should apply them to merchandise; or in an analysis of the operating costs of a railroad if they were to take an average car of coal weighing 60,000 pounds and figure it on a pound basis and then count each piece of coal in the car to ascertain the price per piece. This would be just as practical as the methods empoyed by the Post Office Department.

The same might be argued about telegraph companies, which are considered a public utility, that the actual cost of transmitting a word whether it was sent as a day message or a night message is physically the same, as it requires overhead, personnel and delivery; yet today the successful public utility companies will send fifty words at night at the same rate as ten words in the day time. So with the telephone companies. All these economic and business considerations have been omitted from this Cost Ascertainment Report. But fundamentally in the operation of any public service, it must be submitted to those best acquainted with business practice as to what any traffic will bear.

The elaborate appendix which accom-

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President. Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City.
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

October circulation (net paid)
Daily Circulation.....137,824
Sunday Circulation.....197,347
Member A. B. C.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely By

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.

Mount Vernon—New Rochelle

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.

National Advertising Representatives

(New Jersey Newspapers Exclusively)

New York Chicago Philadelphia Newark

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Stops Newsprint Waste

REDFIELD, FISHER & WALLACE. Advertising Agency of NewYork points out a tremendous WASTE that is going on:

"The only part of a newspaper we are interested in is the page containing our advertising account. During the past year we have used practically every newspaper in the country on one account alone and the receipt of thousands of complete newspapers has taken up considerable space in the handling, and we feel sure that much labor and news-print could have been saved by the receipt of tear-pages throughout."

An expensive waste that our service will stop for you.

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE,

The Pittsburgh Press

A Scripps-Howard Newspaper

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives

ALLIED NEWSPAPERS, INC.

New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

nies this report is made up most graphically at the same time presenting most attractive subdivision and allocation based upon these fundamental principles employed, but it does not change the injustice that has been done to the ers of the mails when it is accompanied by such radical recommendations are embodied in the Post Office Department suggestions of December 12th. The utter hopelessness of ever convincing the Representatives of the rural districts that this increased postal charge must be passed on to the readers in an increased price of subscriptions on the newspapers and periodcials of their constituents is impossible to believe. The attempt to discriminate between the reading matter of newspapers and periodicals will arouse no end of protest. The very subtle and sinister suggestion of making this increase in the first three zones indicates a far greater knowledge of this question than would be ordinarily implied in the report as a whole, because it is readily seen that this would mark the greatest hardship on newspapers whose distribution is in a radius of some 300 miles of their point of publication, and at the same time deal a death blow to those larger publishers of periodicals who have been utilizing the shipment by freight to far removed entry points and then distributing in the first, second and third zones.

The report itself shows the utter futility of adopting business principles to Government functions if left to the Department. The success of the Interstate Commerce Commission in its dealing with railroads and shippers of various kinds of merchandise proves the necessity for some intelligent adjustment of policy both as to the methods to be employed in the proper allocation of fixed overhead expenses, as well as the correct ratio and proportion of supervisory personnel, such as postmasters, assistant postmasters, the supervision of the service of the city letter carrier in the large cities, where he makes from five to seven deliveries a day, with the slower service given for the other classes of mail.

The principal opposition that has been brought forth to this report by the publishers is the allocation of the above mentioned expenses, together with that of Rural Free Delivery, of which second class matter is charged with over 40 per cent. The Rural Free Delivery was never meant for second class matter. Primarily it was established for the benefit of the farmer, to save him the time and expense of going to his post office to get his first class mail. By transposing this service to piece per stop basis, it is readily seen that such an allocation works a great injustice particularly on second class mail.

There is one point that has not been brought out in the discussion of the report, and that is that parcel post, which represents 64 per cent of the total weight against second class, which represents but 24 per cent, bearing in mind the unusual paradox that the Government pays for transportation on a space basis per zone mile and collects by the weight, and that with the variable bulk of parcel post made up of all shapes and sizes of parcels, taking up a great deal of room in many cases and weighing very little, would only lose $6,000,000 as against second class matter, which is about as close a weight per pound as is handled on the mails, which is shown as losing as much as $74,000,000. Taking into consideration also the fact that each package of parcel post must be stamped, weighed and handled at the point of entry and, secondly, that it requires vehicle space in the transmission from trains to local post offices, sorting in bins and ultimate delivery in wagons, necessitating the employment of two or three additional employees, and the further fact that it possibly constitutes equally as big a factor in the Rural Free Delivery wagon service, for which second class is taxed so high. It is hard to reconcile one's mind to such glaring statements even though they are partially justified by this report. It is high time that the users of the mails, including first class, second class, third class and fourth class, present their cases to some impartial body capable of reflecting standard business practice in the handling of so large a volume of business.

If the present postal salary bill should be enacted regardless of its merits in its present form and these recommendations suggested by the Postmaster General enacted, I predict that it will reduce revenue rather than increase it, because of the fact that has already been proven in a great many instances, that even the existing rates established by the War Revenue Act of Oct. 1917, have forced some of the largest publishers out of the mails. It is a well known fact that the largest of our weekly magazines are at least some 70 per cent out of the mails. This is only the working of an economic law and would be applied to newspaper mail, and some joint organization would produce a delivery system that would enable them to reach some of their own mail trade. Nevertheless, it would withdraw revenue from the Post Office Department.

This is proven in this report when it brings out that newspapers (daily and weekly) are alleged to cost $66,000,000, creating a deficit of $54,000,000, whereas all other magazines cost but $13,000,000 and produce a deficit of $4,000,000, which explains what has happened with the large shippers of magazines. However, there is little encouragement or hope offered in the methods employed in this report. It must be attacked from a basis of good business policy, whether it be under Government supervision or private operation. It is a simple matter to point out the glaring irregularities of the methods that they have employed, and the strong appeal being made by the newspapers at this particular time will undoubtedly produce some method of creating a policy which would be acceptable to those who are forced under present conditions to use the mails.

ELISHA HANSON OF A. N. P. A. CHARGES POSTAL COSTS ARE IMPROPERLY ALLOCATED

THE American Newspaper Publishers' Association, through Elisha Hanson, its Washington representative, Tuesday addressed a letter to Senator Dale in which it alleges that in the preparation of their cost-ascertainment report officials of the Post Office Department improperly allocated as against the paying users of second-class mail a total of $82,507,565.98.

The publishers attack the method in which the department allocated overhead to the paying users of second-class mail.

Mr. Hanson's letter to Mr. Dale says:

You are undoubtedly familiar with the fact that for a number of years the Post Office Department, through its rate experts, consistently has claimed that it suffers a tremendous loss on account of handling second-class mail. The publishers of daily newspapers have contended, in opposition, that the Post Office Department actually makes a profit on the handling of newspaper mail.

The cost ascertainment report recently submitted to Congress shows that the department does make a profit on the transportation of second-class mail by railroad. In order to prove that the department suffers a tremendous loss in the handling of second-class mail, the officials of the department in this cost ascertainment report have allocated to the second class mail approximately 46 per cent of the cost of the rural free delivery service.

This allocation, the publishers contend, is not only improper, but unjust and unfair. In addition to this, the officials of the department have charged second-class mail with more than $35,000,000 of expense incident to the handling of certain classes of publications which have been sent through the mails free of charge or at a nominal rate since the establishment of the Post Office Department.

Consider for a moment the allocation of costs of the rural free delivery service. Table No. 75 of the cost-ascertainment report shows that $30,000,000 out of a total expense of more than $87,000,000 incident to the rural free delivery service is charged to first-class mail, while more

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than $34,000,000 of this expense is charged to second-class mail. The balance is distributed over third and fourth class. * * *

When this service was created Congress had no idea that it could ever pay for itself by revenues received therefrom, and made no provision that the rural free delivery service should be put on a revenue-producing basis.

The Post Office Department, notwithstanding this situation, and having contended for years that it has been carrying second-class mail at a loss, has allocated to the users of second-class mail more than 46 per cent of the cost of the rural free delivery service. The department has done this by counting the number of pieces of mail carried on the rural routes of this country, by figuring the stops made by the rural carriers on those routes, and then by figuring the cost per piece as per stop.

The utter absurdity of this method of calculation can easily be demonstrated. The cost of rural free delivery service differs from that of every other service in the Post Office Department in that it is not based either on the weight or number of pieces of mail handled or the hours required by carriers to serve their routes.

The only proper and fair method of allocating the cost of the rural free delivery service is to spread that cost over the general postal service and to apportion to each class of the mail its proper percentage of cost incident to the rural free delivery service in proportion to the gross receipts from the various classes of service.

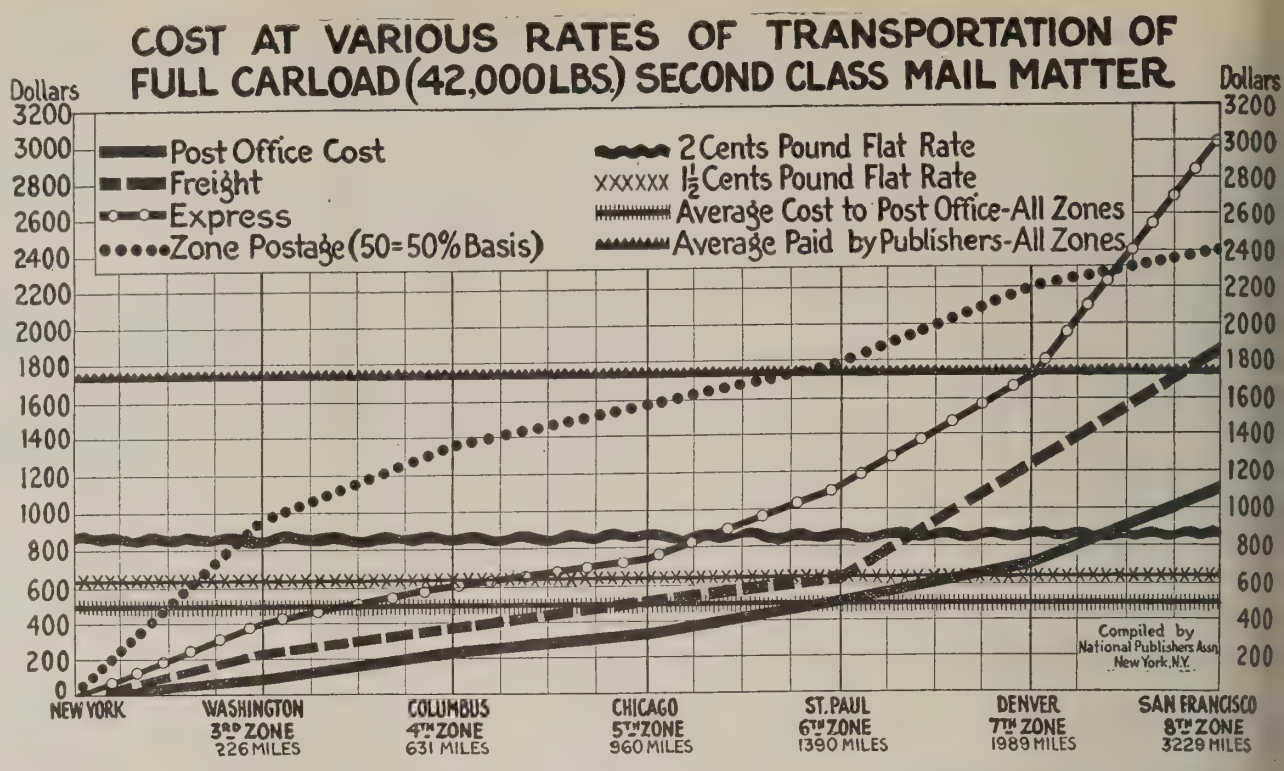
If this proper and fair method of allocation had been adopted by the cost ascertainment officials of the Post Office Department we would find that, instead of charging the users of second-class mail with approximately 46 per cent of the rural free delivery cost, or a gross total of $34,375,097.11, the department would have found that the proper charge to second-class mail on the basis of receipts would be only about 6 per cent, or $5,250,000. In other words, the department improperly has added more than $29,000,000 to second-class costs.

For a good many years it has been the contention of the publishers of this country that those portions of the second-class mail which pay the full rate to the department are handled at a profit. According to the department's own figures, it makes a profit on the transportation of second-class mail by railroad and other carrier service. * * *

The department's own figures show that daily newspapers pay approximately $12,000,000 a year for the use of the mails. As against this, the department expends $8,500,000 a year for the transportation of these newspapers on the railroads. Practically the only other service performed by the department for daily newspapers is delivery by rural carrier. If the entire cost of the rural free delivery service properly applicable to all second-class mail—namely, $5,250,000—is added to the cost of transportation of newspapers only, it will be found that the department suffers a loss of but little more than $1,000,000 incident to that service. To offset this charge of approximately $14,000,000 in expenditures, the department has an income from second-class mail in excess of $30,000,000 a year.

It has been the policy of our Government, since the Post Office Department was founded, to give the small weekly newspapers the right of free distribution in the counties wherein they are published. According to the department's calculations, this service cost $20,112,153 annually above all receipts from such publications. The Postmaster General, in his letter to Senator Sterling, ignores this alleged deficit, but in other communications has insisted the county free service should be maintained.

With this policy the publishers of daily newspapers agree in full, but they most emphatically disaprove of his effort to charge this special service cost of more than $20,000,000 to their amount, as he has done. It should no more be charged to second-class mail generally than the franking privilege of Congress or the postage free privilege of the various Government departments.



It has also been the traditional policy of the Government to allow scientific, agricultural, religious and fraternal publications to go through the mails at a favored rate. This public service is performed at a cost above receipts of $14,951,858 per year.

So, by analyzing these figures, we find that in order to prove a deficit to second-class mail of more than $74,000,000 annually the Postmaster General improperly has charged it with a loss of $29,125,097.11 incident to rural free delivery; a loss of $20,112,153 incident to the county free circulation privilege, and the loss of $14,951,858 incident to the distribution of scientific, religious and fraternal periodicals, or a total charge of $64,189,108.11, which, under no theory of fairness, propriety or good accounting, should be loaded on the backs of those publishers who pay their full postage bills.

The remainder of this alleged deficit is easily got at in the allocation of general overhead for the entire postal service. Under this allocation daily newspapers are charged $9,447,754.49; county free papers, $8,455,955.04; scientific and religious, $9,862,502.83; all others, $4,383,060.05.

The total overhead for the scientific and religious papers added to that of the county free papers is $18,318,457.87. Again, the newspaper publishers, contend, it is not only improper and unfair, but entirely unjust, to put this charge against them, for this allocation of overhead, added to the improper charging of $64,189,108.11 above referred to, brings the total charges improperly assessed against second-class mail to $82,507,565.98. This sum exceeds by $7,794,697 the deficit charged to second-class mail generally.

To indicate not only the absurdity, but the absolute unfairness, of such overhead allocation, I want to cite the case of one publication, the *Minneapolis Journal*. The Minneapolis Journal has a mail circulation of more than 40,000. It is one of the largest contributors to the receipts of the Post Office at Minneapolis, if not the largest single contributor of any business institution in that city.

Now, what service does the Post Office at Minneapolis perform for the Minneapolis Journal? Out of an entire mail circulation of upward of 40,000, but 34 single copies go through the Minneapolis Post Office and are handled by the clerks of that office. The entire remainder of this circulation is addressed, tied in bundles, perfectly routed, sacked in the office of the paper and delivered by employees of that paper to the mail trains which emanate from Minneapolis.

One clerk of the Minneapolis Post Office, and one clerk only, checks the weight of these sacks of mail. For the service of this one clerk and for the handling of thirty-four single wrapped copies of that newspaper, the Minneapolis Journal, is charged 12.35 per cent of the overhead of the Minneapolis Post Office and the general postal service by the department's ascertainment report.

The same situation is identical in all other cities where daily newspapers are published.

Mr. Hanson makes it plain that the association expects to have full opportunity to present it views before a Senate committee. He recalls the increase made on postage rates during the war, and goes on:

It is a matter of record in the Post Office Department that the first two increases of a quarter of a cent a pound produced $15,000,000 additional revenue to the department, whereas the fourth increase of but a quarter of a cent a pound caused the revenues to fall off nearly $500,000. In the light of that situation it is impossible to understand how the department, at this time, can sustain its position that a further increase of 2 cents per pound in the first and second zones, which will cover 95 per cent of the mail circulation of daily newspapers, will provide additional revenues, when less than three years ago an increase of but a quarter of a cent a pound caused a falling off in revenues.

Mr. Hanson concluded by declaring that if the proposed increase of rates is put into effect, it will drive all the newspapers from the mails and will cause a loss of $20,000,000 to $30,000,000 to the Post Office Department.

LUMBER MEN AGREE TO FIGHT WASTAGE

Vote to Accept Task of Carrying on Utilization of Forest Products Work Following Washington Conference

The government will depend largely upon the lumber industry for practical results from the recent national conference on the utilization of forest products.

The Departments of Agriculture and Commerce are planning to co-operate with the committee in furthering the objectives of the conference.

At the quarterly meeting of the directors of the National Lumber Manufacturers' Association, held in Washington immediately after the conference, it was decided to give the full support of the association to these objectives.

John W. Blodgett, announced the lumbermen had voted to "accept the task of permanent direction of the utilization campaign and provision was made in the 1925 budget for its full quota of financial assistance for its new work."

Mr. Blodgett added that "with the lumbermen taking the lead in this way and having already achieved great results through lumber standardization and other channels of economical utilization of forest products, the success of the conference as a permanent body would be up to other organizations."

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Cartoons

WALT MUNSON'S "TIME TO CRAB"
Appearing in Brooklyn Eagle
Tri Feature Syndicate, 110 W. 40th St., N. Y.

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TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
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A "DIFFERENT" SUNDAY SCHOOL LESSO
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Newspaperdom. Twenty-five years of continuou
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the Sport World. Featured by Brooklyn Time
Tri Feature Syndicate, 110 W. 40th St., N. Y

Industrial Recruits Increase Southern Population

The rate of increase in population among the Southern States, in many cases exceeds the country's average of 15%. Florida shows an increase of 28% and North Carolina, 16%.

Throughout the United States there is a constant trend towards the concentration of people into cities. In the South, however, two and one-third times as many people live on farms and in villages as do in its larger centers.

From the two foregoing facts two deductions can be made. First, agriculture, always the cornerstone of Southern business, still remains unchanged. Second, new industrial workers are recruited from beyond Southern borders.

The growth of population is generally most evident in those cities where large manufacturing establishments and great markets are located. This has been caused through an influx of workmen and their families from the North and West.

The varied opportunities offered in the South increase population, which in turn increases sales possibilities.

The one best way for National Advertisers to reach and sell this market is through these daily newspapers.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
**Birmingham Age-Herald (M)	33,184	.08	.08
**Birmingham Age-Herald (S)	41,448	.10	.10
**Birmingham News (E)	76,312	.18	.18
**Birmingham News (S)	86,185	.18	.18
**Mobile News-Item (E)	11,722	.05	.05
**Mobile Register (M)	20,824	.07	.07
**Mobile Register (S)	33,130	.085	.086
FLORIDA			
**Daytona Daily News (ES)	2,648	.03	.03
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald (M)	18,300	.06	.06
**Miami Herald (S)	21,681	.07	.07
**Orlando Sentinel (M&S)	4,473	.035	.035
†St. Petersburg Independent (E)	6,007	.04	.04
**Tampa Times (E)	15,176	.05	.05
**Tampa Tribune (M&S)	24,783	.07(.08S)	.06(.07S)
GEORGIA			
**Augusta Herald (E)	15,095	.05	.05
**Augusta Herald (S)	15,554	.05	.05
**Macon Telegraph (M)	26,822	.07	.07
**Macon Telegraph (S)	27,376	.07	.07
**Savannah Morning News (M), 21,372. (S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	19,395	.06	.06
**Lexington Leader (S)	19,368	.05	.05
**Paducah Sun (E)	8,616	.04	.04
NORTH CAROLINA			
†Asheville Citizen (M)	14,066	.055	.055
†Asheville Citizen (S)	14,540	.055	.055
**Greensboro Daily News (M)	24,423	.07	.06
**Greensboro Daily News (S)	31,592	.07	.07
**Raleigh News and Observer (M)	29,921	.07	.07
**Raleigh News and Observer (S)	33,403	.07	.07
Winston-Salem Sentinel (E)	14,855	.06	.06
SOUTH CAROLINA			
**Columbia Record (E)	16,107	.05	.05
**Columbia Record (S)	15,907	.05	.05
**Columbia State (M)	24,246	.07	.07
**Columbia State (S)	24,442	.07	.07
**Greenville News (M)	20,190	.065	.06
**Spartanburg Journal (E)	3,940	.05	.05
**Spartanburg Herald (M) 6,726 (S)	9,357		
TENNESSEE			
**Chattanooga Times (M)	24,189	.08	.08
**Chattanooga Times (S)	24,726	.08	.08
†Nashville Banner (E)	54,189	.11	.11
†Nashville Banner (S)	53,069	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,128	.05	.05
**Danville Register (Sunday)	7,184	.05	.05
**Newport News Times-Herald (E)	7,326	.05	.05
**Newport News Daily Press (S&M)	5,622		
**Roanoke Times & World-News (M&E)	24,993	.07	.07
**Roanoke Times (S)	16,894	.06	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

POST OFFICE FOR SERVICE, NOT PROFIT, IDEA OF MANY STATESMEN

Washington, Andrew Jackson, Sumner and Woodrow Wilson Attacked Profit Making Principle Now Being Pushed at Capital

THERE is ample historical support for the proposition that the United States Post Office is not and never was established as a profit making institution.

Time and again, when an increase in second class postal rates has been under discussion, or the principle attacked, brilliant minds have risen in opposition.

From the many quotations in history on the subject, the following few are cited as typical.

GEORGE WASHINGTON

In his fourth annual message to Congress, in 1792, George Washington said:

"It is represented that some provisions in the law which establishes the post office operate, in experiment, against the transmission of newspapers to distant parts of the country. Should this upon due inquiry be found to be the fact, a full conviction of the importance of facilitating the circulation of political intelligence and information will, I doubt not, lead to the application of a remedy."

And in his fifth annual message to Congress, 1793, with this subject still in his mind, he again lays emphasis upon the social function of the post office and of publications in these words:

"But here I can not forbear to recommend a repeal of the tax on the transportation of public prints. There is no resource so firm for the Government of the United States as the affections of the people, guided by an enlightened policy, and to this primary good nothing can conduce more than a faithful representation of public proceedings, diffused without restraint throughout the United States."

PRESIDENT WOODROW WILSON

President Wilson, when a socially destructive postage increase law was being urged, stated:

"It must be that those who are proposing this change of rates (magazine postage rate increase) do not comprehend the effect it would have. A tax upon the business of the more widely circulated magazines and periodicals would be a tax upon their means of living and performing their functions.

"They obtain their circulation by their direct appeal to the popular thought. Their circulation attracts advertisers. Their advertisements enable them to pay their writers and to enlarge their enterprise and influence.

"This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion—its more deliberate formation and expression—just at a time when opinion is concerning itself actively and effectively with the deepest problems of our politics and our social life.

"To make such a change now, whatever its intentions in the minds of those who propose it, would be to attack and embarrass the free processes of opinion.

"Surely, sober second thought will prevent any such mischievous blunder."

BENJAMIN RUSH

Benjamin Rush, one of the signers of the Declaration of Independence, in 1787, wrote an article entitled—"The Revolution is Not Over"—in which among other observations, he made the following:

"For the purpose of diffusing knowledge, as well as extending the living principles of the Government to every part of the United States—every state, city, county, village, and township in the Union should be tied together by means of the post office.

"This is the true non-electric wire of Government. It is the only means of carrying heat and light to every individual in the Federal Commonwealth. 'Sweden lost her liberties,' says the Abbe Reynal, 'because her citizens were so scattered that they had no means of acting with each other.' It should be a constant injunction to the postmasters to carry newspapers free of all charges for postage. They are not only the vehicles of knowledge and civilization, but the sentinels of the liberties of our country."

ANDREW JACKSON

Andrew Jackson in his message to Congress in 1829 declared:

"In a political point of view, this department is chiefly important as affording the means of diffusing knowledge. It is to the body politic what the veins and arteries are to the natural—conveying rapidly and regularly, to the remotest parts of the system, correct information of the operations of the government, and bringing back to it the wishes and feelings of the people. Through its agency we have secured to ourselves the full enjoyment of the blessing of a free press."

CHARLES SUMNER

Senator Charles Sumner's great speech on postal principles of June 10th, 1870, is clear and convincing:

"There is nothing in the Constitution or in reason to distinguish the Post Office in this respect from the Army, the Navy, or the Judiciary. The Constitution confers upon Congress the power 'to establish post offices and post roads' precisely as it confers upon Congress the power 'to raise and support armies'—the power 'to provide and maintain navies,' and the power to 'constitute tribunals inferior to the Supreme Court,' and in each of these cases it is empowered 'to make all laws which shall be necessary and proper for carrying into execution the foregoing powers.' Nobody suggests that now in peace our armies shall amplify their commissariat by enforced contributions; that our Navy shall redouble its economies by supplementary piracy; or that our tribunals inferior to the Supreme Court shall eke out a salary by requisitions on the suitors—to the end that each of the departments may be in some measure 'self-supporting.' Why, then, should the Post Office be subjected to a different rule? Not, surely because it is less beneficent; not because it is the youngest child of Government, a very 'Benjamin' coming into being long after the others. But such is the case.

"The rule for others is discarded when we come to the Post Office, and here for the first time we hear that a department of Government must be 'self-supporting.' As there is no ground in the Constitution for this pretense, so is there none in reason.

"Of all existing departments the Post Office is most entitled to consideration, for it is most universal in its beneficence. That public welfare which is the declared object of all the departments appears here in its most attractive form. There is nothing which is not helped by the Post Office.

"Is business in question? The Post Office is at hand with invaluable aid, quickening and multiplying all its activities.

"Is it charity? The Post Office is the good samaritan omnipresent on all the highways of the land.

"Is it the precious intercourse of family or friends? The Post Office is carrier, interpreter, and handmaid.

"Is it education? The post-office is schoolmaster with school for all and with scholars counted by the million.

"Is it the service of Government? The Post Office lends itself so completely to this essential work that the national will is conveyed without noise or effort to the most remote corners, and the Republic becomes one and indivisible.

"Without the post office where would be that national unity with irresistible guarantee of equal rights to all, which is now the glory of the Republic? Impossible—absolutely impossible. Therefore, in the name of all these, I do insist that now, in these days of equality, the post office shall be admitted to equality with all other departments of the Government, so that it may discharge its own peculiar and many-sided duties without being compelled to find in itself the means of support. It has enough to do without taking thought of the morrow. On every side and in every direction it is the beneficent helper. To the Army it is a staff; to the Navy it is a tender; to the Treasury it is a support; to the judiciary it is a police; to President and Congress it is an adjunct; and to all else, public or private, whatever the interest, aspiration, or sentiment, it is an incomparable ally. Better than two blades of grass where only one grew before, and when the precious product is measured by millions you see the vastness of the benevolence."

WILLIAM F. VILAS

Postmaster General Vilas, in his annual report, June 30, 1887, stated:

"The paramount duty of the Government, so far as concerns this department, is to furnish the most perfect and useful postal facilities to the people, within the authority of the Constitution, which the skill of man can provide. It is due to the character of the citizens of this country, to their freedom and enlightment, to their enterprise and activity, to their wealth and power, and especially to the intimacy of their personal relations maintained over so great an expanse of territory, to an extent never equaled, hardly aimed at, elsewhere on the globe, from which arise the fraternity of feeling and community of interest that furnish the safest guarantees for the future stability and value of our Federal institutions. It is, indeed, their due as a personal, individual right, because the Government monopolizes the postal business and forbids them all other attempts of self service.

"Upon every ground the postal service rightfully urges a constant and exacting demand upon legislative and executive wisdom and labor for its enlargement and improvement to the utmost of perfectibility."

Will Aid Mercantile Census

TO EDITOR & PUBLISHER: I just had an opportunity to glance over hastily your issue of Dec. 13, called your SPACE BUYERS' GUIDE NUMBER for 1924 and have found it very interesting, indeed.

The writer is withdrawing from the Domestic Commerce Division in the immediate future to devote his entire time to the work of the Committee for the Promotion of a Mercantile Census, i.e. a census of wholesalers and retailers, which will be comparable with our present Census of Manufactures. I believe there is a great deal of information in this number of your publication which will be of material assistance to me in the work.

W. LEONARD THOMPSON,
Acting for Mr. Feiker, Vice Chairman
Committee for the Promotion
of a Mercantile Census.

New Press Installed

The Jamestown (N. Y.) *Evening Journal* printed its Dec. 13, issue with its new Goss sextuple press. The press has a capacity of 24,000 twenty-four page papers per hour. A new 3-story plant will be built soon.

Advertise For Better Morality

Newspapers which have asked for proofs of Series No. 6 have available a suggestive advertisement which will stimulate church attendance, and which ties up with New Year's.

The churches of your town and the business men who are interested in church work may be very willing to underwrite space to put this message before your readers. Some papers are using this material in space they donate themselves in order to build up the morale of the community and stimulate everything that is good.

This department asks 3 cents per week per thousand circulation for the use of this copy. This small income is used for promoting church advertising. Proofs of Series No. 6, 52 ads, are available from Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

More Customers With More Dollars Per Square Mile in

New York State

New York State is the Most Populous State in the Union
New York State is the Wealthiest Community in the World

There are more people per square mile in New York State than in any similar area in America. The average number of persons per square mile is 217.9. The ten million people living in New York State constitute a market that exceeds that of many European countries as well as any country in South America except Brazil.

This population is for the most part centered in 59 cities, six of which have over 100,000 inhabitants and the rest have from 25,000 to 100,000. The city people in New York State number 8,589,844.

New York State with a total wealth of $36,986,638,000 represents the greatest concentrated wealth in the world. The per capita wealth is $3,431. This wealth is derived from various sources, chiefly its industrial, agricultural and commercial pursuits.

Besides this, vast sums of money are annually left within the borders of New York State by the millions of transients, vacationists and foreign visitors that temporarily become a part of this great Empire State.

Where there are people in such stupendous numbers, there are customers. Where there are so many dollars there must be sales.

The New York State newspapers represented in this list are able, through successful co-operation and unexcelled business-getting ability, to bring both of these to your door.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News .....(E)	21,982	.08	.08
*Albany Knickerbocker Press .....(M)	33,239	.10	.10
*Albany Knickerbocker Press .....(S)	53,649	.14	.14
*Amsterdam Recorder-Democrat .....(E)	7,502	.04	.04
Auburn Citizen .....(E)	6,429	.04	.035
*Batavia Daily News .....(E)	8,737	.04	.04
*Binghamton Press .....(E)	32,006	.09	.09
*Brooklyn Daily Eagle .....(E)	67,646	.22	.22
*Brooklyn Daily Eagle .....(S)	77,839	.22	.22
*Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18
*Buffalo Courier .....(S)	118,603	.25	.22
†Buffalo Evening News .....(E)	125,618	.25	.25
*Buffalo Evening Times .....(E)	93,202	.21	.21
*Buffalo Sunday Times .....(S)	89,844	.21	.21
*Buffalo Express .....(M)	51,288	.14	.12
*Buffalo Express .....(S)	53,362	.18	.14
*Corning Evening Leader .....(E)	8,613	.04	.04
*Elmira Star-Gazette Advertiser.....(E&M)	33,102	.11	.11
*Geneva Daily Times .....(E)	5,052	.04	.04
*Gloversville Leader Republican.....(E)	6,852	.035	.035
*Ithaca Journal-News .....(E)	7,411	.04	.04
*Jamestown Morning Post.....(M)	11,112	.04	.035
*Middletown Times-Press .....(E)	6,714	.03	.03
*Mount Vernon Daily Argus.....(E)	9,293	.05	.05
*Newburgh Daily News .....(E)	11,591	.05	.05
*New Rochelle Standard-Star .....(E)	7,741	.04	.04
*The Sun, New York .....(E)	253,763	.60	.56
†New York Times .....(M)	352,100	.70	.686
†New York Times .....(S)	569,623	.90	.882
*New York Herald-Tribune .....(M)	270,159	.594	.576
*New York Herald-Tribune .....(S)	316,585	.6435	.624
†New York World .....(M)	378,807	.595	.58
†New York World .....(S)	558,779	.595	.58
†New York Evening World .....(E)	314,489	.595	.58
*Niagara Falls Gazette .....(E)	18,103	.055	.055
*Port Chester Item .....(E)	4,359	.03	.03
*Poughkeepsie Star and Enterprise.....(E)	12,110	.05	.05
*Rochester Times-Union .....(E)	64,727	.20	.18
*Syracuse Journal .....(E)	42,103	.14	.14
*Troy Record .....(M&E)	22,621	.06	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

NEW OUTLINES POSTAL RATE CHANGES IN LETTER TO SENATOR STERLING

POSTMASTER GENERAL HARRY S. NEW outlined his proposals for increasing postal revenues in the following letter to Senator Thomas Sterling:

My dear Senator Sterling:

In compliance with your request for the suggestions of the Post Office Department as to the sources from which may be derived revenues approximately aggregating the additional cost the Department would be compelled to meet in the event of the passage of the bill increasing the pay of post office employes, I transmit herewith the following in the form of a bill, which will, in the judgment of the Department, meet the desired end. It will be observed that the suggestions affect every class of mail on which the Department now sustains a loss, as revealed by the result of the cost ascertainment just completed by direction of Congress, except foreign mails, and it is the purpose to distribute these with due regard to equity.

By practice of every economy possible consistent with good service and by reason of the gradual increase in the volume of business, the Department has been slowly approaching the point where its receipts would balance its expenditures. According to Departmental estimates, the postal pay bill will add approximately $68,000,000 to the annual expenditures and it is at once obvious that the money to meet this must come from somewhere. The question is whether it shall be assessed against the general taxpayer or whether it shall be obtained by providing increased rates for mail now carried at a loss. It is my belief that the latter is the correct method.

Inasmuch as these suggestions are based upon the conclusions arrived at by the cost ascertainment, I desire to say that I have implicit faith in their accuracy. It has been made by some of the most efficient and experienced experts in the postal service and has later been most carefully analyzed by two of the best known firms of expert accountants in the country, and both the accountants and the Department are prepared to explain and defend it if attacked.

The loss incurred by fourth-class mail, or parcel post, is much less than had been popularly believed. Most extravagant statements have been repeatedly made concerning the deficit incurred through carrying parcel post, but the figures demonstrate these exaggerations. In submitting the rates proposed herewith, the Department proceeds upon the theory that while the handling of this class of mail is a very useful and in fact indispensable feature of the postal service, it is nevertheless commerce and should be regarded as such when it comes to making rates for carrying it. Fourth-class mail is made up of commodities and not of intelligence. It should pay its full way and leave a slight margin of safety sufficient to provide for unforeseen changes. The loss sustained on this class of mail closely approximates $7,000,000. In order to wipe this out and provide the margin referred to, the Department suggests increases amounting to about $12,000,000. However, after the cost of the salary bill is added to the expense of the Department, the proportional share chargeable to fourth class will practically balance this margin.

Third-class mail consists largely of circulars and of direct mail advertising. It has to some extent the treatment of first-class mail. Concerning it, it is the view that, like parcel post, it also should pay its way and leave a slight margin. The loss on this class is $16,000,000. It is proposed to increase receipts by $18,000,000 by means of the new schedule of rates herein proposed.

First-class mail as a whole yields a profit in excess of $80,000,000, but the postal card feature of it is carried at a loss of about .45 of a cent on each card. It is proposed to cover this by increasing the price of postal cards to 1½ cents. There will be those who will regard this as much more difficult of accomplishment than the Department believes will prove the case. Postal cards are principally used by those who buy them in considerable numbers and employ them in sending out notices of various kinds and the individual sales are not nearly so numerous as is popularly believed. By this means we estimate added revenues of $12,500,000.

Second-class mail consists entirely of publications, newspapers and periodicals. and the loss on it is placed at $74,712,000. Nothwithstanding this, the recommendation for increases on second-class calls for $10,876,000. One million of this is expected to be derived from newspapers mailed by individuals and not by the publishers.

In holding the increase on this class within the limits named the Department has been governed by numerous considerations. It has been the traditional policy of the Government to give publications the benefit of low rates, recognizing them as distributors of general information. It always has and still does recognize the desire of the public for daily news and current information and reading matter. The increases proposed will apply to the advertising pages of both newspapers and magazines, with a slight increase on the reading portion of magazines.

About $4,000,000 is estimated from registered letters, and about $3,500,000 from money orders, on which under present rates there are very substantial losses. These features are more or less in the nature of banking transactions and may be fairly so regarded, but the rates fixed cannot be so large as to make them greater than those charged by the banks and express companies for a similar service, and it is believed that the sums are as large as can be justified.

On insurance and collect-on-delivery services increases of $3,058,000 and $1,103,000, respectively, are estimated for.

The total increases provided by the rates in this bill are estimated to yield $66,390,750.87 and will approximately cover the $68,000,000 estimated as the cost of the bill S. 1898 providing the increased schedules for the pay of employes.

The Department will be glad through the Postmaster General, and still better through the experts of the Department, to give to your committee any further information desired.

HARRY S. NEW,
Postmaster General.

PROPOSED CHANGES IN POSTAGE RATES AND FEES

FIRST-CLASS matter; postal and post cards: These rates are increased to 1½ cents each, being an increase of ½ cent.

Second-class matter: No change in rate on reading portion of newspapers. No change in rate on reading portion of periodicals classified as scientific, agricultural, religious, fraternal, etc., when published and mailed by organizations not conducted for profit of any private stockholder or individual. The present rate on reading portion of newspapers is 1½ cents per pound; this is not changed. The present rate on the reading portion of scientific, agricultural, etc., publications not conducted for profit is 1¼ cents per pound; this is not changed.

The rate on the reading portion of all other publications is increased from 1½ to 2 cents per pound.

The present rates on the advertising portions of publications now subject to zone rates are increased 2 cents per pound in the first, second and third zones and 1 cent per pound in the fourth, fifth and sixth zones, over present rates. No increase is proposed in the 7th and 8th zones. It is also proposed that the increased rates on the advertising portions of publications now subject to the zone rates will apply alike to advertising portions of all publications, except publications where the advertising matter is 5 per cent or less of the total printed space.

Under the Department's recommendation any publisher or registered news agent may elect to mail a portion or all of the issues of any publications entered as second class matter under the rates recommended for fourth-class or parcel post matter, such rates to be applicable to each piece for each addressee. This will enable publishers and registered news agents to ship large bundles of second-class matter to a single addressee at the parcel post rates.

The rates on transient second-class matter are changed from 1 cent for four ounces to 1½ cents for each two ounces, up to and not exceeding 8 ounces and parcel post rates to apply to weights above 8 ounces.

Third-class matter: Third-class matter is changed so as to limit the weight to 8 ounces. All matter now in third-class weighing more than 8 ounces will go at parcel post rates. Third-class rates of postage on matter not exceeding 8 ounces are increased from 1 cent for each 2 ounces to 1½ cents for each two ounces, with the exception of books, catalogues, seeds, bulbs, scions, etc., which will go at present rates of 1 cent for each two ounces.

Fourth-class matter: The recommendation provides that fourth-class matter shall be limited to weights in excess of 8 ounces, embracing all matter now in the third-class weighing in excess of 8 ounces. The proposed schedule of increases in the zone rates averages approximately 2 cents per package for all zones with increases averaging more than 2 cents per package in the nearby zones, with a lesser increase in the sixth zone, and no increase in the seventh and eighth zones, with a proviso that rates on books, catalogues, etc., weighing in excess of 8 ounces shall be 1 cent per piece less than the rates applicable to merchandise.

Insurance and C. O. D.: The minimum fee on insurance is increased from 3 to 5 cents with lesser adjustments in the higher fees. In lieu of the present fees of 10 and 25 cents for C. O. D. services the proposed legislation provides for fees of 12, 15 and 25 cents.

Money orders: In lieu of the present fees on money orders ranging from 3 to 30 cents, a schedule of fees has been devised ranging from 5 to 22 cents.

Registered mail: The present fee of 10 cents on registered mail is increased to 15 cents, with a proviso that when the sender shall request a return receipt, a fee of 3 cents shall be paid therefor.

Special Delivery: The present fee of 10 cents for the special delivery of mail matter applies to all mail matter regardless of weight. The Department's recommendation proposes a fee of 15 cents for the special delivery of mail matter weighing in excess of 2 pounds, but not in excess of 10 pounds, and 20 cents for the special delivery of packages weighing in excess of 10 pounds.

Fought With Grant

Levi Willits Myers, 94, correspondent for St. Louis papers with Grant's army during the Civil War, died Dec. 6 in Portland, Ore. At the close of the war he bought the *Wapello* (Ia.) *Republican*, which he conducted for 26 years.

Selecting Pretty Girls

Kansas Daily Newspaper Advertising Association, composed of 24 of the leading daily newspapers in Kansas, is conducting a State-wide popularity campaign to select "The Kansas Wheat Girl" to carry a message to President Coolidge on Jan. 29, Kansas Day.

Sammis on Annalist

Walter Sammis, formerly of the business department of the *New York Times*, has joined the staff of the *Annalist*, published by the Times.

Color Advertising Salesman

To the man who has had experience,

—who knows the national field,

—who likes to travel, working out of New York and Chicago when conditions warrant it,

—who can plan and visualize possibilities to the maximum.

We will aid by every legitimate form of newspaper cooperation. None but the best will suit.

This unusual opportunity is presented by a leading and influential newspaper in the Eastern field.

We are keen to expand our color advertising, on which considerable missionary work has already been done.

In answering, please give all details which we will hold in the strictest and fullest confidence.

Address Box C-552, care Editor & Publisher

The Cathedral Towns of England

RIPON (Yorkshire)

Ripon, a city of picturesqueness and charm belonging to the Middle Ages, is taking rank among the inland Spas of England, but it is chiefly noteworthy on account of its Cathedral. One has to go back as far as the 7th Century to find the beginning of Ripon. St. Wilfrid founded a Monastery there of which the remarkable crypt, entered from the nave of the Cathedral, still remains. The Cathedral is of exceptional interest by reason of its varied styles of architecture.

The old Saxon custom of blowing the horn at 9:00 o'clock each day before the Mayor's house and afterwards in the Market Place is still observed.

On the London & North Eastern Railway

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent

LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

ROM POOR IMMIGRANT BOY TO A $40,000 INCOME TAX PAYER

I. Annenberg Couldn't Count Change When He Started Selling Newspapers, and Now He Is Circulation Director of Chicago Tribune Publications

By LUCILE BRIAN GILMORE

A NINE-YEAR old newsboy stood on a Chicago street corner, calling his ares timidly in broken English. When patron handed him a coin that required ange, he dug into his pocket, held out handful of pennies, and permitted the stomer to pick out the correct amount. he intricacies of American coinage were ill beyond the immigrant boy.

And thus—approximately 40 years ago did Max Annenberg make his debut in e newspaper business. Today Mr. nnenberg is director of circulation for e Tribune papers, which include the *hicago Tribune,* the *New York Daily ews* and *Liberty Magazine.* His in- me tax last year was more than $40,000, it it's safe to say that no matter what e size of his present income may be it no larger than the few hard-earned ollars he managed to eke out seemed him those many years ago.

Mr. Annenberg was born on a farm ar Koenigsberg, Prussia, 49 years ago. hen he was just nine years old, his arents and the eight children in the mily came to America and settled in hicago, where the father opend a small rocery store at 1,255 S. State street. or three years Max attended grade hool at Fifteenth street and Wabash venue.

Then the father died and Max's hooling came to a sudden end. During ie previous three years he had helped ie family's finances by selling news- apers after school, in the mornings and n Sundays. When he first began, he ouldn't even pronounce the strange names f his wares, and making change was ompletely beyond him. But never, he ys, did a customer take a cent too much, spite his ignorance.

The death of the father put it squarely p to Max, and he was forced to look for job. The newspaper business, being his rst commercial venture, naturally cap- ired his fancy, and it wasn't long before e was working for the *Chicago Tribune.* his was immediately after the World's air in 1893. He didn't have any par- cular job, but he drove a wagon, solici- d subscriptions and did anything else at came his way.

Perhaps this work, more than anything se, gave him the insight into the work- gs of newspaper distribution that have ade his fame. It didn't take him long move up step by step in the Tribune rganization, until 1900, when the Hearst ewspapers obtained the services of this ising young circulator. In 1904 he was ade circulation manager of the Hearst ewspapers, and "Circulation Manager", e has been ever since, although in 1910 e returned to his first love—the Tribune.

Mr. Annenberg makes it his particular im to keep in close touch with the news- oy and newsdealer.

"From personal experience I know the ials and tribulations they encounter," e explains. "I want to help them make eir services worth while. Any success



M. ANNENBERG

that I have attained would have been impossible without their co-operation and support."

Many circulation innovations have been introduced by Mr. Annenberg, and although some of them have been radical, all have been justified. For instance, Liberty, the newest publication of the Tribune company, does business with news dealers only. It solicits no subscriptions, has no cut rates and does not club with any other paper.

After the Daily News, New York's tabloid picture paper, was well started, it instituted an independent delivery system to news dealers. Now the paper is handled by more than 8,000 of them.

The Chicago Tribune was also among the first newspapers in Chicago to institute an independent delivery system.

Mr. Annenberg divides his time between Chicago and New York. His working hours are half days and half nights. In the daytime he does detail work, in the evening he watches the product in the making. He keeps in close touch with the editorial departments of the three papers and knows what they have to sell. He considers the merchandising of newspapers and magazines as much a place for salesmanship as any other field.

He believes in using his own medium for selling purposes, too. The Tribune company exploits its newspapers exclusively through other newspapers. It uses no outdoor advertising or promotional advertising of any kind. Its promotion funds are all spent in other newspapers.

Mr. Annenberg is married and has three married children—two daughters and one son. He also has one grandchild, six years old.

Friends of Mr. Annenberg say he is a bundle of energy, and his career amply bears this out. Throughout his years of hard labor he has kept physically fit in spite of his average of only five hours of sleep. He has two rules for keeping in condition—outdoor exercise and recreation. Riding is his favorite pleasure, and he has three fine horses in his stable. When he cannot ride, he resorts to golf.

A. P. DIVISION CHIEFS TO MEET JAN. 2

Second Annual Conference Called to Discuss Possible Service Improvements—Executive Committee Meets

To discuss possible service improvements and effect stronger co-ordination, the annual conference of Associated Press superintendents will be held in New York, Jan. 2-4, 1925.

This announcement was made coincident with the regular monthly meeting of the A. P. executive committee, held at New York headquarters, Dec. 17.

The January conference of superintendents will be the second in the association's history. The first was held last February. The A. P. board of directors, meeting the following April, were enthusiastic over results obtained and directed that similar meetings be held annually at the call of the president and general manager.

In attendance at the executive committee meeting were: Frank B. Noyes, *Washington Star,* president; E. H. Butler, *Buffalo News,* first vice-president; Melville E. Stone, secretary; Frederick Roy Martin, general manager; J. R. Youatt, treasurer; Charles Hopkins Clark, *Hartford Courant;* E. H. Baker, *Cleveland Plain-Dealer;* Robert McLean, *Philadelphia Bulletin;* Adolph S. Ochs, *New York Times.*

While not members of the executive committee, John H. Perry, *Pensacola* (Fla.) *Journal and News,* and B. H. Anthony, *New Bedford Standard,* were also present.

Kent Cooper, assistant general manager, returned from a business trip to the Pacific Coast in time to attend the committee sessions.

The Associated Press officials declined to disclose the business discussed.

While the executive committee was in session, a meeting of the advisory board of the eastern division was held in the office of Edward McKernon, eastern division superintendent.

The board commended the expansion of Associated Press regional organizations. There are now six such organizations in the east, representing members in New York state, New Jersey, West Virginia, New England, Pennsylvania, and Connecticut.

Members of the board present were Richard Hooker, *Springfield* (Mass.) *Republican,* chairman; Frank E. Langley, *Barre* (Vt.) *Times;* and Frank E. Gannet, *Ithaca* (N. Y.) *Journal News.*

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES

The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles

New Orleans States

first!
—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results
The Indianapolis NEWS

Detroit Times
Evening 220,000
Sunday 250,000

A Stable Market
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST - by Merit

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

Mr. Publisher
or
Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

SUPREMACY
Publishes more lineage in practically every important classification than any other New York evening newspaper.
NEW YORK EVENING JOURNAL

WHAT THEY ARE SAYING

SUNDAY ADVERTISING

"THE world is full of people most of whom are extremely busy. Sunday is their one day of leisure—of relaxation. And if daughter is to have that evening dress or that set of costly fur it is on Sunday that she coaxes Daddy for it. Sunday is the ideal day to advertise better grade merchandise—the most costly items."—Harry Casey, Allied Promotion Service.

* * *

STRAIGHT NEWSPAPER ADVERTISING WINS

"DON'T let anyone tell you there is a better and cheaper way to get business for yourself, at Christmas time or any other time, than by using newspapers. Selling a city is like selling merchandise. Make your business attractive, keep your charge accounts in order and advertise both as individuals and as a community and you can't lose. We have conducted a most successful six months' campaign through our merchants' association. We avoided stunts, circulars and accessories. We used newspapers only and our Christmsa business is such that we know it has paid."—W. J. Talty, President, Moline (Ill.) Retail Merchants' Association.

* * *

NEWSPAPERS BETTER THAN THEIR READERS

"ON the whole, the press today is better than its readers. Not so long ago the system of newspapers was chiefly to print that which people would talk about. This opened the door to salacity and sensationalism. Certain successes, so-called, proved that theory to be sound, from the standpoint of mere circulation. But today, the best part of the press prints mostly what its public OUGHT to read, although, at the same time, if it is to continue to live it must supply, in some measure, what the public WANTS to read."—Herbert Bayard Swope, Executive Editor, *New York World.*

* * *

WHEN AN AD "DOESN'T PULL"

"WHEN an advertiser states that his advertising is not 'pulling,' I often wonder why he does not analyze his advertising methods as he does his business. Too many advertisers today have pet ideas which they enjoy seeing in type in the daily newspapers. If these ideas would get as much business as they give personal satisfaction to the advertiser, they would be 'world beaters.' Until the advertiser can put himself into the position of the average reader, regardless of his personal opinions, so long will there be a great quantity of advertising that does not have the pulling power it should."—B. P. Perkins, Automobile Depatrment, *Portland* (Me.) *Express.*

* * *

POSTOFFICE IS PUBLIC SERVICE

"IN view of the fact that the extensive circulation of newspapers and magazines is a means of intellectual enlightenment and a contribution to national well-being, there seems to us no serious objection to the national government bearing the extra cost on second class postal matter and making up the deficit through general taxes. We are quite certain that the imposition of an extra hundred per cent on the already burdensome second class postal rates will raise a serious storm throughout the country. The great sufferers from the extra burden will not be the publishers, although they will first feel the effect of it, but the reading public who will either have to pay more for their reading matter or have less of it."—George D. Lindsay, in the *Marion (Ind.) Chronicle.*

* * *

HIGH SCHOOLS SHOULD TEACH NEWSPAPER READING

"I BELIEVE that a systematic study of the newspaper, in the form of a course in 'How to Read a Newspaper,' should be offered in every high school. * * * The purpose of such a course is not to direct young persons into newspaper work, nor is it to increase newspaper circulation—in fact, some newspaper circulation would probably suffer from the study. But the relation of the newspaper to the community is such that no citizen can avoid being a newspaper reader. And it's a great deal better for him to read it intelligently than to dally through it, using it ar a form of amusement. * * * America has never known a better newspaper than is produced today—nor does any other country. For all the froth and comics and screaming headlines the modern newspaper is delivering at a smaller price a greater quantity of accurate, useable, timely information than any newspaper ever has pretended to do before—a more honest, disinterested product."—Prof. Grant M. Hyde, University of Wisconsin.

AD-TIPS

George Batten Company, 383 Madison avenue, New York. Has secured the account of the Kolynos Company, dental cream, New Haven, Conn.

Bellamy-Neff Company, 345 Madison avenue, New York. Placing orders with some New Jersey and Connecticut newspapers for the Copp Sales Company, glassmobile, Long Island City.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia. Reported will place account of J. Harker Chadwick, Atlantic City Gardens, real estate, Longport, N. J.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Preparing copy for a large list of newspapers on Liberty Magazine.

W. K. Cochrane Company, 30 North Dearborn street, Chicago. Preparing copy and campaign on the Dolphin Chemical Company of Chicago.

Collins-Kirk, Inc., 752 North Michigan avenue. Chicago. A list is being prepared on the James S. Kirk Company, Chicago.

J. H. Cross Company, 1500 Locust street, Philadelphia. Renewing newspaper contracts for H. H. Munyon Remedy Co., Scranton.

Dorland Advertising Agency, Preston Building, Atlantic City, N. J. Reported will place account of the India Tea Growers Association, New York, after January 1, 1925.

Dorland Advertising Agency, 244 Madison avenue, New York. Reported will place account of the French S. S. Line, New York, after January 1, 1925.

E. N. Erickson Agency, 15 Park Row, New York. Making 1,000-line contracts with newspapers generally for the Alcock Mfg. Co., porous plasters, New York.

Erwin, Wasey & Company, 844 Rush street, street, New York. Making contracts with newspapers in various sections for the Hoover Company, suction sweeper, Canton, Ohio.

Evers, Watrous & Company, 360 North Michigan avenue, Chicago. Making contracts with newspapers in selected sections for Schleicher, Inc., radio furniture.

Charles Daniel Frey, 30 North Michigan avenue, Chicago. Reported will shortly make newspaper contracts for the Simmons Company, bed springs and mattresses, Chicago.

Gardner Advertising Company, 17th and Locust streets, St. Louis. Placing orders with newspapers in various sections for the Reichmann Company, "Thorola" loud speaker radio, Chicago.

E. J. Goulston Advertising Agency, 18 Tremont street, Boston. Reported to be planning a newspaper campaign in New England for the Georgian Cafeteria Company, Boston.

Charles C. Green Agency, 450 4th avenue, New York, recently obtained account of Viavadou, Inc., of New York and Paris, cosmetics, to be placed largely in newspapers. Also placing account of Bovinine Company, New York, Foot Tonic, exclusively in newspapers.

H. W. Kastor & Sons Advertising Co., 52 Vanderbilt avenue, New York. Reported to be making plans for newspaper campaign which will begin after January 1, 1925, for the Sleeper Radio Corp., Long Island City.

Kling Gibson Company, 220 South State street, Chicago. Planning a campaign in a number of metropolitan papers on Edna Wallace Hopper.

Lennen & Mitchell, Inc., 366 Madison avenue, New York. Will handle 1925 advertising of the Elgin National Watch Company, Elgin, Illinois.

Lord and Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. Sending out copy to a number of papers in the West on the California Prune and Apricot Growers.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Has secured the account of the Edmonds Shoe Company, Milwaukee.

Matteson-Fogarty-Jordan Company, 215 North Michigan avenue, Chicago. Newspapers in scattered territory are receiving orders and contracts on Fawcett's Triple X Magazine, Fawcett Publications, Robbinsdale, Minn.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Making local contracts with newspapers generally for the Horlick Malted Milk Company, Racine, Wis. Said to have recently taken over the advertising of the U. S. Alcohol Company.

Williams and Cunningham, 6 North Michigan avenue, Chicago. Making contracts with newspapers in different parts of the East on the Ingersoll Redipoint Company.

Young & Rubicam, Atlantic Building, Philadelphia. Making contracts with newspapers, copy to start in June, for Gilpin, Langdon & Company, "Black Flag," insecticides, Baltimore.

TRENTON N E W JERSEY

It serves an industrial city of 129,000, also prosperous suburban territory.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives
FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

The **Plain Dealer**
has the
Largest Circulation of Any Cleveland Daily Newspaper
205,569
J. B. Woodward, 110 E. 42d St. New York — Woodward & Kelly, Security Bldg. Chicago

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

The Greatest

The New York Sun's Radio Section of last Saturday, December 13th, consisted of 48 pages. It carried 34,480 agate lines of advertising, a greater amount than was ever published in any New York newspaper.

There is only one BEST—The New York Sun's Saturday Radio Section is IT.

The Sun
280 Broadway New York

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY.

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

Obituary

LFRED F. HOWE, for years a political ter for the *New York Herald* and the *w York Evening Journal,* died Dec. 13, New York. He had been a member he Connecticut Legislature and had ed three terms as mayor of Derby, n.

RDMAN DOLAINSKI, 65, business agent Typographical Union 7, and for 30 s a compositor on the *New York nan Herald,* died suddenly in New k, Dec. 13.

ILLIAM H. GOFFE, 82, former bus- manager of the *Boston Sunday nscript,* and associated with the ton Evening Telegram, died in Provi- e, R. I., Dec. 7.

HN BENNIGSEN, 50, for thirty years harge of advertising in the programs ost of the larger theaters in Chicago, recently in Chicago. Bennigsen was ciated with the Claude W. Riley Ad- ising System.

EVI WILLIAM MYERS, 94, for 26 years isher of the *Wapello* (Ia.) *Repub-*, following the Civil war, died re- ly in Portland, Ore. He was a U. S. t in the Bering Sea controversy be- n this country and Great Britain and appointed consul to Victoria, B. C. resident Harrison.

URY IRWIN DASENT, former dramatic r of the *New York Herald* and a ew of the late Sir George Dasent of *London Times,* died recently in Los eles.

HOMAS TRACY, 66, connected with the neapolis office of the Western News- r Union for 40 years, died Dec. 13.

L. WITHEROW MCCLELLAN, 36, of editorial staff of the *York* (Pa.) *atch,* died Dec. 14, as the result of njury sustained when he fell on the t Hanover, Pa., last March.

B. CLAWSON, 78, treasurer of the *ren* (Pa.) *Times,* died at his home 14.

HOMAS B. DONNELLY, a veteran spaper man of Pittsburgh, died at his e there, Dec. 16, after a long illness.

J. R. PITTENGER, 49, a compositor for *Des Moines* (Ia.) *Register and Trib- News* for several years, died Dec. 6.

ENTON B. CLARK, 60, advertising man- of the *Wichita* (Kan.) *Daily Stock-* died suddenly Dec. 12. He formerly advertising manager of the *Wichita y Beacon.*

ASON J. ROCKWELL, 71, father of Guy ockwell, financial editor of the *Cleve- Plain Dealer,* died Dec. 10, at his e in Cleveland.

HN GEYE, 56, for many years linotype ator on the *Independence* (Kan.) *Press* and *Reporter,* died in a hos- in Topeka recently.

ILLIAM L. REID, 60, for the past six s editor and owner of the *Fayette .) Advertiser,* died recently follow- an illness extending over nearly six s.

RACE DOUGLAS JONES, 65, died in and, Cal., Dec. 5. Mr. Jones years was a reporter on the *San Francisco nicle,* later was connected with the ciated Press and was city editor of *Portland* (Ore.) *Journal* in 1903.

ISS CATHERINE FORSYTHE, sister of mas Forsythe, owner and publisher of *Boston Post,* died Dec. 5, in San o, Cal., after a three weeks' illness.

NEW NEW YORK DRAMA EDITOR

ard Kaufman Succeeds Miles on New York American

rnard G. Kaufman is now editor in e of the dramatic page of the *New American,* succeeding Connie Miles, ned. He came to the New York paper from the now defunct *Newark J.) Press,* which he joined after y three years' service with the *ester* (N. Y.) *Journal* and *Post- ess* and the *Rochester Sunday erican.*

ior to his Rochester experience, Mr. man served on the staff of the *New World,* coming to this country from and, where, with the exception of the war period, when he was with the British army, he was associated at different times with the *London Daily Mail* and the *London Times* as special correspondent.

Rhode Island Circulator Dies

Luke A. Keenan, 52, assistant treasurer and circulation manager of the *Providence* (R. I.) *News,* died Dec. 14 of pneumonia. In addition to his newspaper work, he had served as Representative and Senator in the New York State Legislature, and was at one time Deputy Secretary of the State of New York.

William B. Walker

William B. Walker, 40, since 1910 a member of the New York office of the John Budd Company, newspaper representative, died in New Rochelle Dec. 13. He began his newspaper work in the business office of the *Richmond Times-Dispatch* at the age of 18.

RECEIVERSHIP ASKED

Lynn Wilson Says Bridgeport (Conn.) Times' Debts Exceed Assets

Lynn W. Wilson, editor of the *Bridgeport* (Conn.) *Star,* formerly editor of the *Bridgeport Times,* has applied for the appointment of a receiver for the Times Publishing Company, now under management of Kendall B. Cressey.

Judge John R. Booth, of the Fairchild County Common Pleas Court, has named Stiles Goodsell, local real estate man and director in several banks, and Don C. Seitz, of the *New York World,* to appraise the stock of the publishing company in which Wilson still owns 499 shares, two less than half the entire issue.

Wilson's application charges that debts of the Times exceed the assets.

Dublin Daily in Receivership

The *Dublin* (Ireland) *Freeman's Journal* is in financial difficulties, and is now in the hands of a receiver, acting for debenture holders. A *Chicago Tribune* dispatch dated Dec. 14 stated Republicans have been trying to purchase the newspaper for some time. The staff, according to the dispatch, is working on a week-to-week engagement. Dr. James McDonnell is managing director of the Freeman's Journal, which is 160 years old.

Kerr Named Receiver

United States Judge R. L. Williams, at Muskogee, Okla., has appointed Eugene M. Kerr, former owner of the *Muskogee Times-Democrat,* as receiver of the *Okmulgee* (Okla.) *Daily Democrat.*

Daily Buys Printing Firm

The *Mankato* (Minn.) *Daily Free Press* last week purchased the business of Walter S. Booth & Son, Minneapolis, one of the oldest manufacturers and printers of legal blanks and publications in Minneapolis.

Illinois Daily Increases Capital

The Mattoon Journal Company, publisher of the *Mattoon* (Ill.) *Journal-Gazette,* has increased its capital stock from $25,000 to $150,000. H. F. Kendall is president of the company and E. B. Tucker, secretary.

A.A.C.W. Trophy Comes from London

The "News of the World Golf Trophy" won by Dr. A. R. Gardener, of the Waterbury Dental Company, New York, at the London convention of the Associated Advertising Clubs of the World, is due to arrive in this country from England on the *Leviathan* Dec. 20. It will be placed in the Advertising Club of New York until the Houston A. A. C. W. convention, when it will again be put in competition.

Money and Good Business Await You In

West Virginia

There is enough good business in West Virginia to make rich a good advertiser in its daily newspapers.

West Virginia is a hustling state, and the people of this state respond readily to the right merchandising appeal.

Of the 1,500,000 people in West Virginia, 89.9% were born in America ranking this state second compared with all the states in the Union.

West Virginia ranks first in the Union in percentage of farm lands free from mortgages. West Virginia farmers are 93.6% American born. This is the highest per cent of native-born farmers to be found anywhere.

West Virginia has money to spend, and National Advertisers should use extensively the dailies listed below to show these people how their dollars can bring the best results.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,605	.05
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
Telegram	(E)	9,479	.04
Telegram	(S)	11,797	.045
Huntington			
Advertiser	(E)	11,170	.04
*Herald-Dispatch	(M)	14,803	.04
*Herald-Dispatch	(S)	14,482	.04
Martinsburg			
*Journal	(E)	4,830	.03
Morgantown			
†Post	(E)	5,005	.025
Parkersburg			
*News	(M)	7,261	.025
*News	(S)	8,840	.025
*Sentinel	(E)	7,751	.03

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

OFFICIALS SATIRIZED AT GRIDIRON DINNER

Washington Newspaper Men's Annual Fun Fest Attended by President Coolidge and 400 Guests

President Coolidge was forced to laugh this week at the raillery offered Dec. 13 by the Washington newspaper men at the annual dinner of the Gridiron Club.

There were 400 persons at the dinner. The President, heading the array of guests, sat next to William W. Brigham of the *Boston Transcript*, club president.

An interlude was devoted to paying tribute to members of the club who have died since the last dinner—John H. Nolan, Frank G. Carpenter, world traveler, and David R. McKee, who was for many years the Washington agent of the New York Associated Press, and was one of the organizers of the Gridiron Club.

Members of the club performed a skit which served to initiate into membership James L. Wright of the *Cleveland Plain Dealer*, and Henry Suydam of the *Brooklyn Eagle*. They were presented to the company as the first fruits of a direct primary system in the election of club members, and this gave an opportunity of pointing out some of the results of that system in American politics.

"The Electoral College Glee Club," its members wearing mortarboard caps and gowns, produced an operetta, which furnished a vehicle to satirize the recent political campaign, with no favors shown as between the three parties. The words of the songs were all set to the music of old college glees.

NEW LOUISIANA DAILY

New Orleans Morning Tribune Started by Item Publisher

James M. Thomson, publisher of the *New Orleans Item*, evening daily, surprised his field this week, when he started publication of the *New Orleans Tribune*, a morning newspaper, Dec. 16.

The new daily is being issued from the Item plant and is at present under the same executive management. United Press night wire service is being used.

The Sunday edition will be a combination under the masthead *Tribune-Item*.

John Budd, Inc., who represents the Item, will also handle national advertising for the Tribune.

A. G. Newmyer is associate publisher with Thomson, and Marshall Ballard, editor.

TO INITIATE LAWSON

To Be Made Sigma Delta Chi Honorary Member in Chicago

Victor F. Lawson, publisher, *Chicago Daily News*, recently chosen as national honorary member of the Sigma Delta Chi, journalistic fraternity, will be initiated by members of the Northwestern Chapter at a luncheon to be held at the Hotel La Salle, Chicago, Dec. 29.

Journalism teachers attending the national convention of the American Association of Schools of Journalism will attend the luncheon. The initiation will be incident to the meeting of the fraternity executive council.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

BALTIMORE SUN TABLET FOR NEWSBOYS



A BRONZE tablet will be erected in the spring over the graves in Loudon Park Cemetery, Baltimore, of the five boys who lost their lives in the destruction of the steamer "Three Rivers" on the Chesapeake Bay last July. The boys were members of the *Evening Sun* Newsboys' Band and the tablet will be erected by the Evening Sun.

The tablet is by J. Maxwell Miller. It is four feet high and 27 inches wide and is set in a stone 7 feet high.

The band was returning from an outing when the steamer caught fire. Three hundred and fifty persons were rescued. There were many acts of heroism by members of the band.

Hearst Names New Rochester Chief

Charles F. McCahill has been appointed publisher of the *Rochester* (N. Y.) *Journal and American*. He was formerly associated with Veree & Conklin, Inc., publishers' representatives, New York.

Read EDITOR & PUBLISHER—$4 a year.

Independent
NEWS AND PHOTO SERVICE
General, Industrial, Technical News and Features
BY ASSIGNMENT
any news or feature story covered by assignment conventions, shows, expositions, etc.
NEW YORK SHIP NEWS AND PHOTOS
Inquiries Invited
HOLMES FEATURE SERVICE
1947 Broadway, New York
London Paris Berlin Munich
Los Angeles San Francisco Dallas

1925
will be a
Prosperous Year

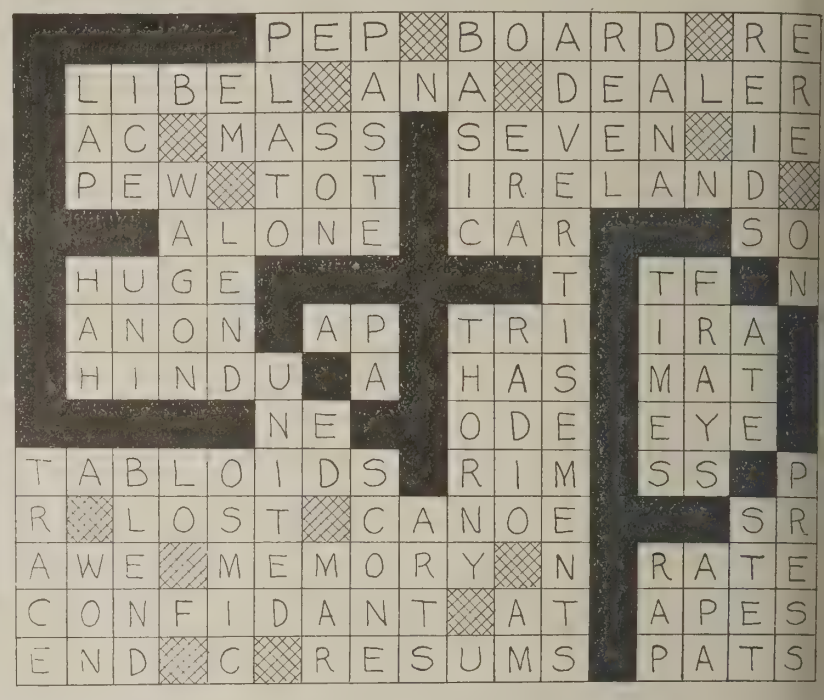
AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

AFTER "THIRTY"

Solution of Newspaper Cross Word Puzzle Published Last Week

Compiled by **WILLIAM KIDWELL HUTSON**
Editor of the Advertising Club News, New York



National Commission to Meet in Detroit

An advertising exhibit and an important session for financial advertisers will be features of the program being prepared for the annual meeting of the National Advertising Commission to be held in Detroit, Jan. 29-30.

New York A. A. A. A. Council Meets

The New York Council of the American Association of Advertising Agencies held a joint dinner meeting with the Six Point League, newspaper publishers' representatives, Dec. 10. Robert H. Cornell, executive secretary, A. A. C. W., spoke

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

500 words of weekly joy

As Dr. Traprock, he wrote that hilarious tale, "The Cruise of the Kawa," that brought instant fame.

As himself, he is now doing an equally amusing weekly series—

IN THE MIDDLE OF THINGS
By George S. Chappell

"Old Clothes," "The Woman's Vote," "Cross Words" are among the titles. Send for sample sheet.

Immediate Release

Readers' Syndicate, Inc.
799 Broadway New York City

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

YOU MUST TELL THE BUSINESS MEN OF YOUR TOWN ABOUT

BUSINESS

If you don't it will
COST YOU MONEY

John T. Flynn's Daily Business Reviews deal with fundamental business conditions of vital interest to every business man. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC
243 W. 39th St., New York City

J. S. SEEKING GREATER CONTROL OF RADIO

Department of Commerce Will Ask More Authority to Regulate from Next Congress—Want Amateur Encouraged

The Department of Commerce will gain seek at this "short session" f Congress to have greatly enlarged its uthority to regulate radio broadcasting. A fresh effort will be made to obtain ne enactment of the White bill which ould give the department that extended risdiction over radio transmission Sec- tary Hoover thinks it should have.

The department now possesses only a inimum of authority over the "air," al- ough it is pointed out in its annual re- ort just issued the cooperation of the adio industry has enabled it to supervise adio communication "under the existing w without hardship to anyone."

"The question of who will pay for roadcasting does not appear to require mmediate consideration," the report tates. "The public will probably con- nue liberally through cost of equipment urchased. At present there does not ppear to be a more equitable way of dis- ributing the cost, while on the other and, stations must have considerable ad- ertising value justifying the expense of peration where owners are not benefited hrough sales of radio products.

"It seems probable that broadcasting s permanently established as a public ecessity and may be considered as in- ispensable in the average home as the elephone. The broadcasting of the pro- eedings of the Republican and Demo- ratic conventions demonstrated its value n enabling the public to keep in imme- liate touch with important events of general interest."

Emphasis is also placed by the report pon the fact that amateur radio op- rators, in their search for new fields, ave succeeded in affecting transconti- ental communication and have even ound it possible to intercommunicate with European stations on short wave engths.

The report suggests further develop- nent in this direction may be expected, nd should be encouraged. It states on June 30, last, there were 15,545 licensed mateur stations as compared with 16,570 a year ago.

"The broadcast listener is an unknown quantity," the report continues. "De- pendable figures indicating the number of persons deriving pleasure and benefit from his new and fascinating service cannot be furnished. Its effect cannot be fore- cast, nor its value estimated. An accu- rate expression of its views is unobtain- able."

WHAT OUR READERS SAY

B. B. B. Booklet in Demand

To Editor & Publisher:

A number of important newspapers throughout the country have recently pub- lished a series of articles on "How to Invest Your Money," and have distrib- uted the Better Business Bureau's book- let on that subject. Among these news- papers has been the *New York Evening Journal,* the *Minneapolis Journal,* the *Peoria* (Ill.) *Journal-Transcript,* the *Utica* (N. Y.) *Press,* and others across the country.

The New York Evening Journal has been offering copies of this booklet to its readers through an announcement on its financial page, and through a run of paper display advertisement. They have already distributed over 1,000 copies of the book- let to readers, on one day having received 250 requests by mail.

I mention this as a matter of mutual interest for whatever possible news value it might have to your readers. We are quite ready to send our proof sheets of the series of articles to newspapers throughout the country, if they may re- quest them.

H. J. Kenner,
General Manager, Better Business Bu- reau of New York City.

E. & P. Progress

To Editor & Publisher: I doubt if any newspaper in this particular field in the United States has made more prog- ress than has the Editor & Publisher. I have known the paper since its birth. It is my hope that it will continue to grow even more than it has, but I am inclined to believe that it has its field so well filled there is little room for expan- sion.

Milton A. McRae,
San Diego, Cal.

"You Ought to Raise the Price"

To Editor & Publisher: Chet John- son's "In the Good Old Days" is the best thing I have read in a Blue Moon.

You ought to raise the price of Editor & Publisher.

Charles A. Fell,
Managing Editor, *Birmingham* (Ala.) *News.*

SUNDAY EDITIONS MERGED

Austin Statesman and American Combined Following Purchase

The Sunday issue of the *Austin States- man* has been discontinued and is now being run under the name of the *Austin American-Statesman,* following the re- cent purchase of the Statesman by the American, making both newspapers units in the Texas League, of which E. S. Fentress and C. E. Marsh are sole own- ers.

The League now has five newspaper properties in Texas as follows: the *Waco News-Tribune, Austin American-States- man, Wichita Falls Record News, Port Arthur News, Orange Leader.* All are represented in the national field by Knill- Burke, Inc.

New York Times Sued

Susan Laurence Davis, author, brought suit in United States District Court, New York, Dec. 12 against the *New York Times,* Adolph S. Ochs, publisher, and Louis Kantor, for $100,000 damages. Miss Davis alleges a story written for the Times by Mr. Kantor on "How Grant Broke the Old Ku Klux" was copied from her copyright book on the history of the Klan. She alleges she offered a similar story to the Times before Kan- tor's article appeared, but it was refused because it was too old.

Given 90 Days for Libel

John Morrison, editor and publisher of the *Duluth* (Minn.) *Rip-Saw,* was con- victed last week of criminal libel and sentenced by Judge Thomas Brady to serve 90 days on the county work farm. Morrison said he would appeal the case and was released on bond. He was charged with having written malicious articles about Victor L. Power, former mayor of Hibbing, Minn., and candidate for Congress at the last election.

Griffin Gives Luncheon to Governor

William Griffin, vice-president of the American Press Association, gave a luncheon recently to Governor Scott C. Bone, of Alaska, at the Advertising Club of New York. Guests included: Mel- ville Stone, counsellor of the Associated Press; Louis Wiley, *New York Times;* Frank Presbrey, Herbert Houston, Frank W. Harwood, William H. Rankin, Paul Block and Irvin Cobb.

News Pictures Displace Classified

The *London Daily Express,* acceding to the prevailing demand for pictures, on Dec. 1, replaced the classified and dis- play advertising on the back page with news pictures.

UNSURPASSED IN

Rail Transportation
Water Transportation
Farm Land Value
Crops
Grain Distribution
Food Manufacture
Cheap Coal
Abundant Raw Materials

ILLINOIS IS A MIGHTY GOOD TERRITORY TO CULTIVATE

One billion, two hundred million dollars' worth of meat products are produced annually in Illinois. This is big money, but it is only twenty per cent of the value of the manufactured products which take revenue into that State every year.

Illinois as the center of mighty rail- roads, vast grain and meat packing in- dustries, the dominating commercial core of the progressive West, with ves- sels and barges crowding its numerous waterways, offers unique opportuni- ties to the National Advertiser and Manufacturer.

To reach the buying millions of Illinois with certainty, Illinois News- papers are absolutely necessary. The advertiser using these Illinois News- papers gets the first chance to make sales.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	17,408	.06	.06
*Chicago Herald & Examiner	(M)	348,005	.55	.55
*Chicago Herald & Examiner	(S)	1,018,917	1.10	1.10
Chicago Daily Journal	(E)	120,449	.26	.24
*La Salle Tribune	(E)	3,230	.025	.025
*Moline Dispatch	(E)	10,680	.045	.045
*Peoria Star—(E) 29,197	(S)	22,236	.075	.06
*Rock Island Argus	(E)	10,605	.045	.045
*Sterling Gazette	(E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.

GOMPERS DEATH TOLD BY TEXAS REPORTERS

Small Group Present at Last Illness of Great Labor Leader—Mexico City Death Rumor Explained

Responsibility of telling the world about the death of Samuel Gompers fell upon a mere handful of newspaper men. Death stole upon the internationally prominent labor leader almost before the press generally had definite information that it was near. The big story, therefore, was covered by men resident in San Antonio except three or four rushed in from nearby cities.

Reporters who covered the story had a gruelling night watch. Mr. Gompers, arriving from the Mexican border about 5 o'clock Friday afternoon, was reported to have been greatly improved, but several newspaper men, believing the veteran labor leader's condition more critical than indicated by public announcements decided to remain all night at the St. Anthony hotel, where Mr. Gompers died.

At 3 o'clock in the morning came word that the end was near. When the official announcement of the great labor leader's death was made at 4:05 A. M., C. L. Barnard of the *San Antonio Evening News* filed overhead bulletins to the *New York World* and *New York Herald Tribune,* which he was protecting; and Bob Bennett, San Antonio correspondent of International News Service, filed the news overhead to Universal Service.

The Associated Press was the only news service which was holding a press wire open. W. C. Grant of the Austin bureau and H. M. Sheppard, staff man and mail editor from Houston handled the A. P. Story.

J. C. Oslin, United Press correspondent at San Antonio, had a complete story ready when the U. P. wire opened at 7 a. m. S. A. Barker, of the Austin U. P. bureau, came down during the day.

The Evening News was the only San Antonio paper to issue an extra on Gompers' death. It was on the street shortly before 7 o'clock, prepared under the direction of A. W. Walliser, managing editor, and O. W. Burge, assistant city editor.

Chester M. Wright, press representative of the American Federation of Labor, assisted the newspaper men. Incidentally Wright said Mexico City correspondents were not to be blamed for the erroneous report that Gompers had died on Thursday, while between Mexico City and the border. The report did not originate on Gompers' train, but was telegraphed to Gen. A. R. Gomez, chief of military operations for a northern section of Mexico, by an unknown person, thought to be a railroad employee, from San Nicolas, Mexico.

"Either a mistake in translation or a misunderstanding caused the mixup," said Wright.

PARIS CORRESPONDENTS ELECT

H. W. Smith, London Daily News, Succeeds P. S. Mowrer as President

The Anglo-American Press Association of Paris held its annual general meeting at the Hotel St. Petersbourg, Paris, Wednesday, Dec. 3. President Paul Scott Mowrer, being absent in Egypt, Wilbur S. Forrest, vice-president, took the chair. Guy C. Hickok, the secretary, reported that during 1924 22 active and eight associate members had been admitted to the association.

H. W. Smith, *London Daily News,* was elected president. Wilbur S. Forrest, *New York Herald Tribune,* was elected first vice-president, and George E. Slocombe, *London Daily Herald,* second vice-president. Last year's secretary, Guy C. Hickok, and treasurer, J. D'Arcy Morell, were re-elected.

The four American members of the committee elected were Frank E. Mason, International News Service; William Bird, Consolidated Press Association; Arno Dosch-Fleurot, *New York World,* and Laurence Hills, European edition, *New York Herald Tribune.* The English members of the committee for 1925 are Percy Philip, *Birmingham Daily Post;* Hubert Walter, *London Times;* Roland Atkinson, *London Westminster Gazette,* and André Glarner, *London Exchange Telegraph.*

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

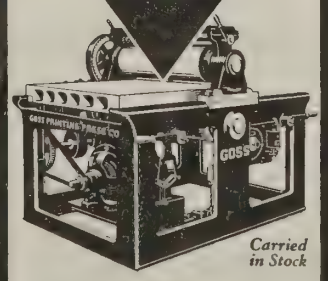
For Sale.
We wish to dispose of Stereotype Equipment purchased from R. Hoe & Co., and never used by us, consisting of: 1 Hoe No. 5 Single Platen Bob-tail, hand power Steam Drying Table, with apron, size 60 in. by 33 in.; 1 No. 3 size flat casting Mould No. 924, complete; 1 gas heated Melting Pot, Ladle and Skimmer. We are giving up this part of our Printing Plant. C. Berthel & Co., Manufacturing Chemists, 142 Lincoln Ave., Bronx, New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

GOSS
STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Used Newspaper Presses

Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.

Hoe Right Angle Quadruple Press, prints 4 to 32 pages.

Hoe Sextuple Press, prints 4 to 24 pages.

These three presses cut off pages 22¾ inches long, print 7 or 8 columns to the page.

PRESSES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

For Sale.
New 8 Ton Metal Furnace complete. Two used Junior Autoplates and Autoshaver for 14½" cylinders. Newspaper presses of all sizes and a general line of stereotype machinery. Griffiths Publishers Exchange, 154 Nassau Street, New York.

A Rare Bargain.
Rotary Gravure printing equipment for producing full newspaper pages or tabloid papers, or commercial work. Product delivered either flat or folded. For sale at an extremely low price for quick action. Wire for details of our No. 599. Baker Sales Company, 200 Fifth avenue, New York City.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis, Minn.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

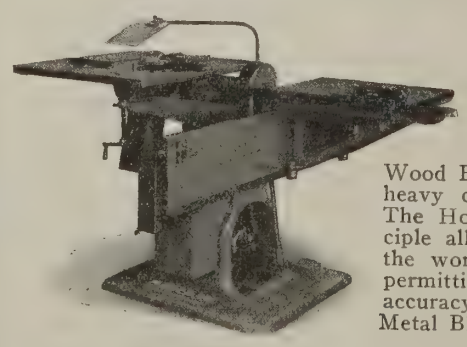
Presses and Equipment for Sale.
Hoe Octuple Press, X Pattern design, 22¾" Cut-Off. Hoe Plate Finisher included. Early delivery. Complete newspaper plant with 20 page Goss Press. Several other desirable presses of various sizes. A big list of stereo and composing room equipment. Let us know your needs. Griffiths Publishers Exchange, 154 Nassau Street, New York.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Middletown Journal
Middletown, Ohio
We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO. CHICAGO — QUALITY, NAME, SERVICE, FAME — CLINE WESTINGHOUSE

MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-rail Trimmer. The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York City
7 So. Dearborn Street, CHICAGO, ILL. — 7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

C per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

per word per insertion, cash with order, for advertisements under any other sification.

C per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

ertising Man.
ng man, 25, wants to learn advertising on th Carolina or Virginia daily. Good edu-on; no bad habits. Please state require-ts first letter. Box 412, Raleigh, N. C.

ertising Manager.
st class, for paper having or desiring fixed e and space contracts. Available after uary first, on reasonable notice. Box C-527, tor & Publisher.

ertising Manager.
able salesman; first-class copy writer and out man; seeks affiliation with progressive lication about January 15th. Energetic, able man, protestant, married, permanently loyed; excellent record; valuable news-er experience. Box C-535, Editor & Pub-ler.

ertising Manager.
eleven years' successful experience on ling dailies, desires a permanent connection an advertising or business executive. I am nan with broad vision and high standards, ability to produce and hold the confidence both publisher and public. Age 32, married. lege education. Address Box C-559, Editor Publisher.

Advertising Salesman.
ng man of practical newspaper advertising smanship on metropolitan paper desires to ate as manager or assistant in a city of ,000 or more. First class references. Ad-ss Box C-557, care of Editor & Publisher.

Advertising Solicitor
nts work. Scotsman, 20 years' successful erience American and foreign newspapers, de journals and agencies. Expert copywriter, ckerjack promoter, big producer. Commis-, with drawing account. C-554, Editor & blisher.

Circulation Manager.
ening paper in town under 200,000 have been ined under best circulation system in coun-. Now employed on large paper; reference m present and past employers; good reason changing. If you are in need of a hard rker, with good sound judgment, answer this Box C-551, Editor & Publisher.

Circulation Manager or Assistant.
ve had ten years' experience as Assistant culation Manager on large daily and Sunday wspaper. Age 34. Employed. Wish to be-ne connected with progressive newspaper on ary or salary and bonus basis. Please ad-ss Box C-561, Editor & Publisher.

Circulation Manager.
teen years' experience as Circulation Mana-r morning, evening and Sunday papers. An to date knowledge of various building thods, A. B. C. records, etc. Capable of ndling any size paper and showing satisfac-ry results. Prefer city between one and two ndred thousand population. A-1 references. dress C-568, Editor & Publisher.

Avoid Errors

Write your EDITOR & PUBLISHER classified ads as neatly as possible, spell out all words and start your ad with the kind of position you desire, the position you have open or the article you have for sale,

and

Get Quick Results

by telling ALL THE FACTS in your ad. It will save much unnecessary letter-writing.

Situations Wanted

Circulation Manager.
Able executive, who has proven ability and long practical experience, available January 1st. C-562, Editor & Publisher.

Circulation Manager.
Consistent hard work builds bonified, increased circulation. I will give this to some News Publisher who needs my services and wants action. C-564, Editor & Publisher.

Composing Room or Plant Superintendent.
Knows methods and men. Old enough to have ripe experience. Young enough to devote energy to place. Mentality enough to study the job and produce at a figure compatible with service demanded. Knows systematization and standardization, and where to apply for best results. Address C-531, care Editor & Publisher.

Display Advertising Solicitor.
Age 30, who has shown excellent results and can show proof of producing ability—now employed on combination daily as assistant advertising manager—seeks similar connection in Florida, on account of wife's health. Will consider salary or commission contract. C-563, Editor & Publisher.

Editorial.
Telegraph or news editor, copyreader, ten years' experience, including largest dailies, university graduate, desires position. C-556, Editor & Publisher.

Editorial Writer.
Experienced newspaper man, good editorial writer, open for engagement. C-566, Editor & Publisher.

Feature Writer.
With all-round newspaper training desires connection. Background includes three years on The Springfield (Mass.) Republican. University trained and World war veteran. References and examples of work on request. Address Box B-986, care Editor & Publisher.

Managing Editor.
An aggressive, reliable and thoroughly qualified newspaper man, now holding executive position on big city daily, seeks change. Am married man; 33; know every angle from A to Z; will be glad to submit full details and references; record will stand acid test. Address C-558, Editor & Publisher.

Mechanical Superintendent.
Mr. Publisher, let me relieve you of your composing room and mechanical department troubes. Sixteen years' experience as an executive, and know all departments. Can handle men and get results. Prefer snappy afternoon daily with several editions. References furnished. C. G. Manuel, 1615 College avenue, Fort Worth, Texas.

Newspaper Artist.
Tired of big city, desires change to smaller place, experienced in all art, including cartoons. C-542, Editor & Publisher.

Newspaper Woman
Graduating from Walter Williams' School of Journalism next month, wants opening. Have held responsible positions. Under thirty. Doris Crump, Columbia, Mo.

Reporter.
Young man of some writing experience desires to learn newspaper work thoroughly. Willing to make a modest start if position promises opportunity for all-round newspaper work. P. O. Box 403, Grand Central Station, New York City.

To Newspaper Owners:
A man with a record of newspaper publishing success in cities of the types of Pittsburgh and Milwaukee wants an arrangement as publisher without much salary but with assurance of a substantial part of the increased profits resulting from his efforts. Prefers paper not now in first place. C-567, Editor & Publisher.

Young Newspaperman.
Experienced editor, deskman and reporter, capable as news editor of paper up to 10,000 circulation, or would like subordinate place with larger paper. Steady and aggressive. Address Box C-560, Editor & Publisher.

North Carolina Papers Merged

A. C. Huneycutt, publisher of *Albemarle* (N. C.) *Stanley News-Herald*, and owner of a chain of weekly and semi-weekly newspapers in Piedmont, North Carolina Counties, has purchased his rival the *Albermarle Stanley Republican*.

HELP WANTED

Advertising Solicitor.
Protestant Monthly. Liberal commission. Real opportunity for producers. State age, qualifications and references. Address P. O. Drawer D, Chicago.

Circulation Managers.
Two ambitious circulation managers, must be over 30 years of age, with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

Classified Manager.
A morning and Sunday newspaper published in a city exceeding 100,000 located in the central South. Applicant must have had several years experience, must be a thoroughly competent executive, able to organize and run his department. Best opportunity in the country. Give references and experience, salary wanted, and such information as will prove valuable to the employer. Address Box C-555, care Editor & Publisher.

Wanted.
An opening on a New England Newspaper, for a desk man who can edit and head copy. Must have breadth of view, ambition, originality and be accurate in handling details. Give full details and salary expected. An interesting position in an interesting city. Box C-549, Editor & Publisher.

Wanted.
Newspaper and advertising men to learn the value of classified advertising. If you want a position, want to fill a vacancy on your staff, want to sell your used machinery or want to buy or sell newspaper property, make your wants known through the classified route. Put all the facts in a classified ad and mail to the Classified Department of Editor & Publisher.

BUSINESS OPPORTUNITIES

For Sale.
If you are a newspaper man and want to develop a splendid little newspaper which is now making some money, here is an opportunity. Only daily in Massachusetts town of 16,000. Owner of controlling interest must sell; $15,000 cash required. C-524, Editor & Publisher.

For Sale.
Half or whole interest, Western Daily Newspaper. Good money maker. Publisher has other interests that demand his attention. Address Box C-565, Editor & Publisher.

Wanted.
Party would like to buy interest in New England daily, could take position as assistant business manager or mechanical superintendent, has had the experience and can handle help; also can travel and solicit ads; paper must be making expenses. C-553, Editor & Publisher.

PORT JERVIS DAILIES MERGED

Evening Gazette Purchased and Combined With the Union

The *Port Jervis* (N. Y.) *Evening Gazette* on Friday, Dec. 12 was purchased and merged with the *Port Jervis Union*, the consolidation to be known as the *Port Jervis Union-Gazette*.

Daniel F. Cock, publisher and owner of the Gazette, plans to leave Port Jervis to make business connections elsewhere.

In a first page box announcing the consolidation, F. R. Salmon, publisher of the Union, stated that combinations of daily papers in smaller cities had come to be an established fact, and that "the Union and Gazette merger was merely following the trend of the times."

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

FOR $12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory $28,000, annual business $35,000. Sale price is $25,000. Owner is engaged in other business which demands his entire time. Mention our No 319.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BL'D'G., SPRINGFIELD, MASS.

ASTOR CALLS TRUTH NEWSPAPER IDEAL

Owner of London Times Discusses Modern Journalism—Says Reporters Need Expert Knowledge as Well as Facile Pens

The newspaper "steered by the compass of truth and not by the weathercock of public favor" can do a great deal to elevate a nation's taste, to sharpen its conscience, and to help form sound political judgment, Major John Jacob Astor, owner of the *London Times* declared in an address on "Modern Journalism," delivered at the American Women's Club in London Dec. 3.

Such a newspaper, he added, should have writers who had not only facile pens but character and expert knowledge.

Major Astor said a newspaper should give the newest and truest news and present it in the most attractive way. Great newspapers all went a step further. Having given the news they gave their own views and opinions on it, and the test of this side was not whether one agreed or not with the newspaper, but whether, as an ordinary fair-minded individual, one was prepared to admit that it held its opinions honestly and presented them with sound argument and good sense.

There was temptation to keep up a high note of excitement at all times of the year, sometimes when there was no news. To try to keep up a daily splash at such times was to sacrifice the benefit which a newspaper could confer, that of showing the relative importance of the pieces of news it had to give. "Stunting" might tickle the palate, but in the long run it killed the appetite and undermined the sense of proportion.

Radio News Travels Far

The *Johannesburg* (Transvaal) *Star* was able to publish a half column descriptive report of the banquet to Owen D. Young in New York, Dec. 11, when speeches radiocast from the Waldorf Astoria were picked up by a station at Hendrina and telephoned to the newspaper office. The distance between New York and Hendina is about 8,000 miles.

To Cover Yale Bowl Press Section

Yale University has announced that next year when the football season opens the press section of the Bowl will have a wooden cover. In the recent Yale-Harvard contest newspaper men worked in the drenching rain.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

IF second class postage means anything in your life, this is the time to act. Take the long view and the big view this week by writing letters to your representatives in Congress!

THE holidays are a sport season in themselves. Go after the sporting good stores and hardware stores in your city and get them to advertise sleds, skates, hockey clubs, snow shoes, guns, traps, and all of the gloves, sweaters, boots and clothes that go to make up sporty costumes. Here is some advertising that is timely and profitable.—R. John Gibler, St. Louis, Mo.

Make arrangements with the building managers of all office buildings and secure a list of the tenants taking offices in these buildings the first of each month. Many display and classified advertising prospects will be secured this way, and you will be able to get to them before your competitor knows of their existence. —J. B., Binghamton, N. Y.

The *Waupun* (Wis.) *Leader* recently ran 3-column advertisement, 9 inches deep placed by the local chief of police giving safety rules to pedestrians and automobile drivers. Could your local police chief be sold space on this idea?—W. L. B.

Who's Who and What's What at Your Home Movie is a new feature of the *Boston Post,* which devotes space daily to reviews of the programs given at the various suburban theatres. A series of suburban theatre advertisements run in connection to a column devoted to news of these theatres would prove a source of increased advertising as well as a means to increase the circulation of a metropolitan paper in the suburbs.—C. E. Pellissier, Boston, Mass.

The *Monterey* (Cal.) *Peninsula Daily Herald* made an interesting news feature and secured a page of advertising for once a week for a year by making up a page composed only of the best art and gift shops and tea room advertising.

Advertisements are run down each side of the page with space in the center for a story each week of one old building, interesting traditions, or institutions. The first story, for example, was about the old Custom House, where the American flag was first raised in California.

Another interesting feature of the page is that the contract requires that the advertising copy shall be changed each week. This brings better results for the advertiser, makes the page cleaner, and makes the reader really read the advertising.—A. B. Fenger.

Glance around your city and think of some wide awake merchant who is a good advertiser and has a store that will stand for twice as big a contract as he now has. We did this in a city of 5,037 and after this merchant tried it for six months he was convinced that it was by far the best advertising he had ever done. This is his contract. Fifteen inches every day on the back page of our daily. Thirty inches additional of Friday. In his Fifteen inch ad he has a special that is a real-for-sure-enough-bargain displayed very attractively on a certain table in his store. He uses the top part of this ad to tell of the many other articles that can be found in his store. The special is in a box and is set in black face type with big figures. His Thirty inch ad is usually larger because he has much to say along other lines. Has he found it paid? Most certainly yes. It not only sells the special article but other merchandise as well as he has clerks that need only to get people in to sell them. It has not only made this particular merchant a larger advertiser but we have two new contracts for every day advertising. And our women readers say it is the best thing we have in the paper. It will work for any merchant providing he will give them REAL specials and not fool them on some.—R. K. Kerr.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

FAKE claims for damages alleged to have been sustained in train wrecks or trolley accidents are a big source of expense and trouble for railroads and public utility companies. The tricks fakers resort to and the means used by the companies to detect fraudulent claims can be made interesting reading for a special Sunday article. Railroad claim agents have a vast fund of stories of persons who claim they were injured in wrecks. An article of this kind will prove to be well received by the utilities.—A. C. Regli, Eau Claire, Wis.

A "Calendar Story" always goes well about the first of the year. For example, how many "Fridays the Thirteenth" are there on the books for the 12 months? How do the holidays fall; will there be many opportunities for getting away for the week-ends? When does Lent start; when comes Easter? School vacations, etc. It's the sort of an article which will be "clipped for reference."—R. M. Campbell, Framingham, Mass.

Under the heading, "Uncle Sam in Wichita," the *Wichita* (Kan.) *Beacon* is publishing short sketches of each of the federal employes in Wichita, with photos. One sketch of 200 to 300 words is printed daily. This includes the postmaster, collector of internal revenue, U. S. Marshal and the heads of departments.—R. H. Richards, Wichita.

The *Boston Herald* of last Sunday featured a half-page description of its "morgue" as a memory storehouse, describing in detail the important place this branch holds in the news office. A story of this nature always appeals to the public, and other papers might do well to give it to its public a story of this nature, including many interesting and amusing facts that always can be found in this graveyard of the newspaper office.—C. E. Pellissier, Boston, Mass.

The *Sacramento* (Cal.) *Bee* has initiated a new human interest series in the form of daily interviews with prominent men of the city on the subject of "If I Were a Boy Again," in which the interviewed tell what would be their choice of a life work if they had the choosing again, what education they think necessary and similar thoughts. A cartoon heading is used and half-column cuts of the subjects lighten the matter. Three hundred words is the limit of space.—M. H. Stewart.

One newspaper has already started or will in a few days, a short column headed "To-day's 'Hat and Pipe' News," in which little squibs will be written from day to day on well known men about town who are addicted to the Chas. Bryan type of wide-brim, or the upside-down type of pipe peculiar to Gen Dawes. A little humorous illustration each day would help a lot, and this feature will inject a little human interest into a campaign taken sometimes too seriously.—Enu Ghbert, Chicago.

In any fair or active large city a good story might be produced by inquiring into the percentage of population that is always moving, or finding out from the Post Office how many changes of addresses occur, and what percentage this bears to the population. Moving demonstrates a healthy activity as opposed to stagnation, and a desire for constant improvement, and both news and editorial material may be secured.—C. M. Littlejohn, Washington, D. C.

Get the very best
DAILY CROSS-WORD PUZZLE
Not just a feature—
Not just a problem—
But the best seller on the market
TODAY!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

METROPOLITAN WEEKLY SHORT FICTION SERVICE
Used AND *Praised* in
NEW YORK — KANSAS CITY
BUFFALO — OMAHA
DETROIT — LOS ANGELES
CHICAGO — SAN ANTONIO
MILWAUKEE — ATLANTA
ST. PAUL — WASHINGTON
ST. LOUIS — PHILADELPHIA
BOSTON
and elsewhere
Why? Send for Samples!
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.,
150 Nassau St., New York, N. Y.

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

Give your Radio Readers "Listening in on the United States" by Robert D. Heinl Washington D.C.
REG. U.S. PAT. OFFICE

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Magazine Feature Pages.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

Review of the Year
A One-Page History of the Leading Events of 1924
Domestic and Foreign
The Review is Used Yearly by Nearly One Hundred Papers
Released December 28
Wire Now.
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

THE EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

will be published

JANUARY 31

Don't miss this unequaled opportunity of telling the Advertising Agents of the high qualities of your newspaper as an advertising medium.

Your message will be on the Space Buyers' desks throughout 1925.

LIBRARY
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

RESERVE SPACE IN THIS VALUABLE BOOK NOW

Advertising forms close January 20

THE DOMINANT NEWSPAPER
In Houston

THE Houston Chronicle long has dominated its big field in Southern Texas through a well-rounded, progressive newspaper, appealing to all classes of readers and particularly to the more substantial elements. Throughout Houston's remarkable development, The Chronicle has been a step ahead in the forward movement.

Marcellus E. Foster, president of The Chronicle, writes:

"We have been using the Consolidated Press Association's leased wire service for three years. Your market reports and the wire dispatches on general business and finance have been of great advantage to us. We have far better market reports in our afternoon paper than the morning paper is able to give its readers fifteen hours later. The David Lawrence dispatches and Bob Small special features have attracted a great deal of attention and we consider them very valuable features.

"Taken as a whole we are thoroughly satisfied with your service, and wish to congratulate you and your entire management."

In Houston, as in most of the other important cities all over the country, the Consolidated Press service is in the distinctive, leading newspaper.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Building	19 Rue d'Antin

THIS ISSUE:—FULL TEXT AGENCY COMMISSION COMPLAINT.

EDITOR & PUBLISHER

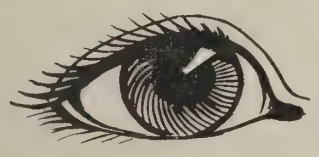
1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Offie at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 32 NEW YORK, JANUARY 3, 1925 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

It isn't advertising until it's delivered to the



LIKE Chinese prayer papers scattered from the joss house roof to be borne by the winds to possible gods . . . . advertisements multiply on multiplying pages beyond the limits of the reader's time, patience and interest. . . . In all this flood of print that descends on New York there is one focal spot where eyes stop and linger, where interest awaits every new message. On this limited field of vision your advertising still has its golden opportunity to come before the eyes of the largest daily circulation in America. . . . This cynosure? . . . The small page of the tabloid New York News!

THE NEWS makes it possible to bring your message to the attention of the largest daily circulation in America with smaller copy, less expense! Compare the Chesterfield advertisement.

The tabloid News

Had 32 pages,
Carried 14,444 lines of advertising, and
Had 832,231 circulation.

The Advertisement

Was 672 agate lines (half the size of the same copy in the standard size paper), and
Cost $0.82 per line (on a 20,000 line contract), or $551.04—
Or $0.00099 per line per thousand circulation.
It filled 67%, or more than two-thirds of the page space, and was a larger advertisement on the tabloid page.
It was 4.7%, or about one-twentieth of the total advertising in this issue, and received one-twentieth of the attention of all the readers.
It cost a trifle more than two-thirds of the standard size paper cost.

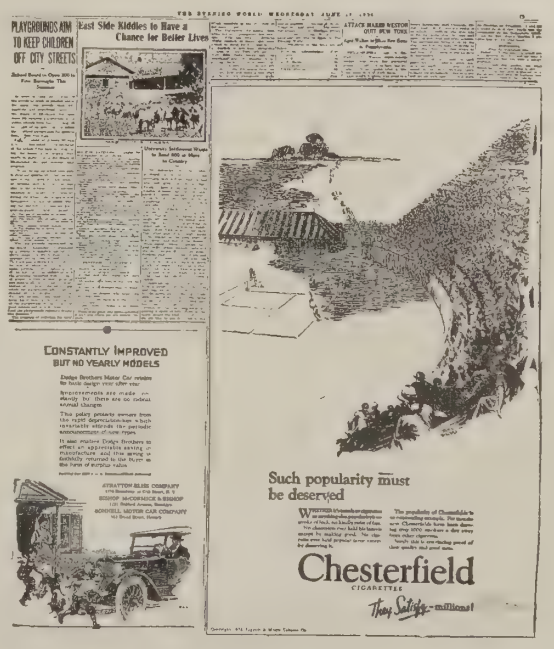


The larger paper

Had 28 pages,
Carried 27,476 lines of advertising, and
Had approximately 270,962 circulation.

The Advertisement

Was 1,375 agate lines, and
Cost $0.57 per line (25,000 line rate), or $783.75—
Or $0.0021 per line per thousand circulation.
It was 61%, or two-thirds, of the page space and received two-thirds of the attention on that page.
It was also 5%, or one-twentieth, of all the advertising carried in this issue, and received one-twentieth of the reader's attention.



THE SAME COPY was more effective, with half the space in The News, and it cost less!

THE NEWS

New York's Picture Newspaper

25 Park Place, New York 7 S. Dearborn St., Chicago

Where Every Man, his Wife and Children READ Daily Newspapers!



IOWA where there are approximately 550,000 families in the state and where the total circulation of the 31 leading daily newspapers is over 580,380.

A bell rings, the great monster-presses begin to work, men settle down to their tasks, great, white rolls change to ribbons, turn gray, meet, are sucked down and come out below as folded newspapers. Thrown into trucks they are rushed off to meet that demand of the public that says:—"What's happening?" and "Where can I buy what I want?"

Another day's news is born and with it goes the sales message of hundreds of successful and progressive manufacturers, wholesalers and dealers.

In IOWA no resistance is felt by a difference of race, class, creed, color, age or sex. EVERYBODY reads an Iowa Daily Newspaper.

Your sales message in the Iowa Dailies will reach the well-to-do Man, the Man in modest circumstances, Butcher, Baker, Doctor, Lawyer, their wives and children. But, the average IOWA Man is better off than the average U. S. Man because Iowa's per capita wealth is $3,539.00. Iowa leads all other states in low percentage of illiteracy. Iowa also leads all other states in the following: Value of Corn, Oats, Horses, Hogs, Poultry and Eggs; value of Farm Lands and Buildings; total value of Farm Products; combined value of Live Stock; total value of Farm Property; percentage of Farm Land Improved; number of Automobiles on farms and Farms equipped with telephone.

Such a tremendously rich and intelligent market can be thoroughly covered with the combined newspaper circulation of 580,380 at a total cost of only $1.82 per agate line.

57% A CITY and TOWN STATE

57% of Iowa's population live in cities and towns. The other 43% who live on farms are closer to their nearest store by auto than most large city residents are to their business section.

No Iowan lives more than 20 minutes by auto from his nearest store. Rural IOWA is Suburban and should be considered as such in any sales plan.

THE IOWA DAILY PRESS ASSOCIATION

COUNCIL BLUFFS, IOWA

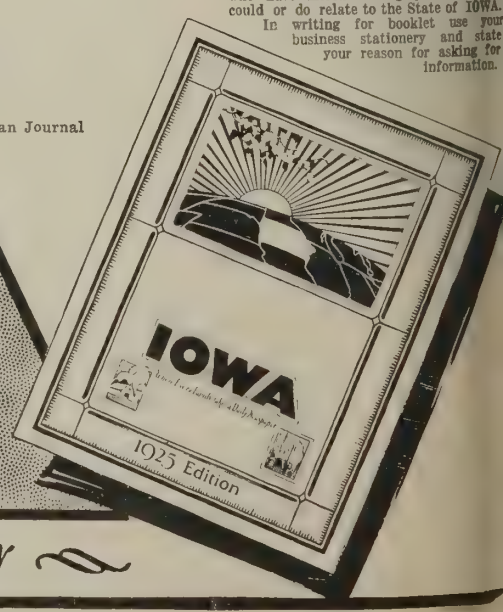
Ames Tribune
Atlantic News Telegraph
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune-News
Dubuque Telegraph-Herald
Dubuque Times-Journal
Ft. Dodge Messenger & Chronicle
Ft. Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe Gazette & Times
Muscatine Journal & News-Tribune
Newton News
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune
Webster City Freeman Journal

Total Circulation 580,380. Total Rate $1.82

Send for New IOWA BOOK

The new 1925 IOWA book is just off the press and contains the latest and most accurate information relative to the rich Iowa market, its distributing facilities, etc. These books are sent FREE to representatives of business firms (only) who have merchandising problems that could or do relate to the State of IOWA.

In writing for booklet use your business stationery and state your reason for asking for information.



IOWA

Where Every Family Takes a Daily Newspaper

The Milk, The Mail And The Sunpapers—

all three are pretty certain to be waiting at the door by the time a Baltimore family has rubbed the sleep from its eyes and begun to think of breakfast.

¶ Sometimes the letter carrier skips the house because he has nothing to deliver—but never a day passes by without the Sun carrier making his stop.

¶ He has a real and a welcome message to deliver to Baltimore homes every day.

¶ Neither the milkman nor the postman is more faithful to his trust than the carrier who sees the sun rise and set winter and summer while he sees that the Sunpapers are safely delivered at his customers' doors.

¶ The Sunpapers—morning, evening and Sunday—go straight into the home—are read in the home and read thoroughly by every member of the family.

¶ To the editorial staff goes the credit of making the Sunpapers so readable—and to the Sun carrier staff belongs the credit of putting the Sunpapers where they are sure to be read.

December Average Net Paid Circulation

Daily (M. & E.) . . 244,453

Sunday 180,634

A Gain of 5,776 Daily and 5,051 Sunday over December, 1923

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"

54 Million Ice Cream Cones is a Tiny Item in the "Big Fellow's" Purchases



The Bulletin Building houses the largest newspaper printing plant in the world. Tip of flagstaff on dome is 250 feet above street level.

Philadelphia's "Big Fellow" pays the Cone manufacturers over $100,000 per annum—and this figure doesn't account for the ice cream that goes inside the cones.

The Bulletin goes into practically all of the 400,000 separate homes of the city and 100,000 more outside the city limits.

Philadelphia is a huge market of nearly three million people—third largest in America—instantly available through one newspaper, at one cost.

With over half a million copies daily, The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of the Philadelphia Bulletin is one of the largest in America.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 30, 1924

Copyright, 1924, Bulletin Company.

EDITOR & PUBLISHER

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Brooklyn Eagle's Writer Firmly Contests White House Interview Denial

Henry Suydam Protests Against Disavowal of Rebuke Given Ambassador Jusserand 40 Hours After It Was Issued—Denial Believed Inspired By State Department

ARE "anonymous high official authorities" in Washington today like medieval kings—incapable of wrong?

Must the Washington correspondents and the newspapers they represent continually bear the brunt of official missteps and misstatements?

Leaders of the reporters' corps are asking these questions this week, following a recent occasion when President Coolidge in one White House conference plainly rebuked Ambassador Jusserand of France, and then 40 hours later officially disclaimed his action.

J. Fred Essary, *Baltimore Evening Sun;* Robert Barry, *Philadelphia Public Ledger,* and Richard V. Oulahan, *New York Times,* all wrote stories on the White House reproof of the French Ambassador.

Barry's story in the Public Ledger Dec. 23 bore the headline "Jusserand Plea Brings Reproof from Coolidge" and contained this opening paragraph:

"The effort of Ambassador Jusserand to create a favorable public sentiment for special concessions to France in funding her war debts to the United States provoked an expression of displeasure at the White House today.

"President Coolidge, through a White House spokesman, let it be known the Administration thought Ambassador Jusserand ought to submit French proposals to the World War Debt Commission rather than to the public."

The statement issued 40 hours later follows:

"It was said at the White House today that it was well understood that Ambassador Jusserand had made known his views to Secretary Mellon as to the French debt some time ago, and that this was communicated to the Commission. Nothing to the contrary has been given out at the White House. The comment of yesterday was simply a refusal to discuss in any way a recent address by the Ambassador."

Henry Suydam, Washington correspondent of the *Brooklyn Eagle,* on Dec. 27 turned rebel to established custom, and, in a dispatch to his newspaper resented this state of affairs, courageously and publicly questioning the right of President Coolidge to refuse to assume responsibility for a statement he later disavowed.

Harris M. Crist, the Eagle's managing editor, himself a former Washington newspaper man of 20 years' experience, solidly backed Mr. Suydam.

Mr. Crist gave the story page one position and commended him highly for his courage.

When questioned by EDITOR & PUBLISHER, Mr. Crist voiced the opinion that the capital corps too frequently took unmerited punishment silently, suggesting that the Jusserand rebuke and denial offered excellent opportunity for frank discussion of the system, which would allow such a situation to arise, with the full burden of blame placed on newspaper shoulders.



Henry Suydam of the Brooklyn Eagle.

The Suydam story as printed in the Eagle follows in full:

"WASHINGTON, Dec. 27.—Newspapermen in Washington are disturbed over an incident at the White House, as a result of which it is made to appear President Coolidge's views have been misrepresented to the country. The question whether high officials should not be made to assume responsibility for their own statements is perennially vexing to the corps of Washington correspondents, but this particular incident has revived the whole subject in rather acute form.

"On Monday last Ambassador Jusserand of France went before a women's current events audience here and spoke with considerable frankness on the French debt of $4,100,000,000 to the United States. The Ambassador was quite specific in stating that France would require a moratorium and preferential treatment, as compared with Great Britain or other debtors.

"On Tuesday this speech was rebuked at the White House. The President's spokesman, who is a sort of Siamese twin of the Chief Executive, remarked that if Ambassador Jusserand had any program to suggest it might better be laid before the American Debt Funding Commission than the country. The newspaper men present at this White House colloquy understood that M. Jusserand was being rebuked for his indiscretion and telegraphed that news to their papers.

"What the President's spokesman said left no other impression on those who heard him. The audience included the most experienced Washington correspondents, who usually do not misquote their interlocutor.

"The Ambassador was naturally disturbed at so distinguished a reprimand, especially as he is leaving Washington at the close of a tenure of more than 20 years, during which he has generally enjoyed an excellent reputation for diplomatic discretion. It is understood that there was a hurried exchange of views between M. Jusserand and Secretary Hughes, with the result that on Christmas Eve an official statement was issued at the White House denying what had been said 40 hours earlier.

"The latest White House view is that the President's spokesman did not rebuke M. Jusserand, but simply refused to discuss the Ambassador's speech in any way whatever.

"The corps of Washington correspondents are thus put in the position of having misrepresented the President's sentiments to the country.

"There is little doubt here that the second White House statement, giving a new version of what the President's spokesman said, was inspired from the Department of State. This is the second time within the past few years that Secretary Hughes has found it desirable to correct a White House statement. On Dec. 20, 1921, President Harding told newspaper men that the Four-Power Treaty did not apply to the mainland of Japan, the American delegates having already construed that document in the exact opposite sense. The American delegates called on the President that evening and a statement was later issued to the effect that Mr. Harding had no objection to the construction of Mr. Hughes.

"The present system, under which high Administration officials do not permit direct quotation of their utterances, is one that often proves embarrassing to Washington correspondents, who are thus forced to make statements on their own authority, or on the authority of a vague and anonymous 'official spokesman' or 'high authority.' If a high Government officer, from President of the United States down, finds that he has been wrong or indiscreet, he can disavow his original statement, leaving the newspaper correspondents, who have acted in perfect good faith, looking at least ridiculous and even suspected of deliberate misrepresentation.

"The average newspaper reader, who is naturally not familiar with this complicated back-stage machinery, concludes that 'you cannot believe what you read in the papers.' Whereas, the fact is that you cannot be sure that what the President's spokesman or some other distinguished anonymity says on Tuesday will have any resemblance of his official remarks on Thursday.

"Most Washington newspapermen believe that if a Government officer has something to say to the American public, he should be willing to say it under his own proper name and on his own responsibility. There are naturally any number of reasons why the President should not be subject to direct quotation, but correspondents feel that if they observe his confidence, the rule ought to work both

ways and that their good faith should be equally regarded.

"As it is, the advantage is all on the side of the 'high official authority,' who, because he remains anonymous can readily disavow his statements thus placing the entire responsibility on the shoulders of the newspaper correspondents."

Mr. Crist's comment on the questions the Suydam story raise, follows: "It might be quite all right for government officials to inspire a story to the effect authorities were contemplating a certain step in order to study the public reaction.

"I concede that a perfectly proper use of the newspapers is in an effort to learn public sentiment.

"But I have always felt that correspondents frequently took an unmerited punishment in silently permitting officials to repudiate statements authorized by them and later disavowed, when it suited their purpose to get from under the wire.

"There is, to my mind, a question of newspaper ethics and a broader question of public policy involved here, which ought to be frankly discussed."

The correspondent, Henry Suydam, who has brought this old story, long suffered in silence by the newspapers, into public notice, has had a spectacular newspaper career.

At 23 he applied to Mr. Crist for a job, following his graduation from Princeton, expressing willingness to work for nothing. The Eagle managing editor took him up, and for a whole summer made use of his services free. This was in 1912.

He did so well, his descriptive writing was of such quality, that within two years Mr. Crist sent him abroad to represent the Eagle as war correspondent.

Suydam was sent to the front on a roving commission as soon as the war broke out, filing stories from Antwerp, Luxembourg, the Galician front, and sending in analytical studies of the political situation in Roumania and Bulgaria. He was one of three American correspondents who reached the Dardanelles just after the beginning of the Anglo-French attack. Later he visited various portions of the Turkish front on Gallipoli, where he narrowly escaped death by an air bomb. Part of July, 1915, he spent in Italy, making vain endeavors to reach the Italian front unobserved. He got to Venice and there was placed under arrest and expelled from the country.

In addition to several visits of inspection to the French front, he spent some time in the field with the Belgian and British armies. In 1917 he was sent to Petrograd, his arrival there coinciding with the beginning of the revolution. Leaving Petrograd, he crossed Siberia, reaching Peking after a series of interesting adventures in traversing the Russian and Siberian steppes. From Peking he went to Tokio, returning from there to the United States.

When the United States entered the war, he served in a diplomatic capacity. He was sought out by the State Department of the United States to be made chief of the Division of Current Information. He resigned from government service in January, 1922, to become Washington correspondent for the Eagle, replacing the late Chauncey C. Brainerd.

HAM LEAVES CASTORIA

Veteran Advertising Manager Resigns After Forty Years of Service

After 40 years service in advertising the now world-famous Fletchers' Castoria, J. G. Ham, known to newspaper and advertising men the country over, has resigned.

The business was in its infancy when he took command of its publicity, in association with Dr. Fletcher, and largely upon his advice, through paid advertising, Castoria was accepted by a multitude of nursing mothers.

To EDITOR & PUBLISHER Mr. Ham said: "I will appreciate it if you will pay my compliments to the hundreds of men in the newspaper and advertising field whose friendship it has been my pleasure to acquire during the many years I was advertising manager of Fletcher's Castoria."

JAMES B. BROWN BUYS KNOTT INTEREST IN LOUISVILLE HERALD AND POST

Purchase of $200,000 New Plant Announced Coincident With Transfer of Stock—Richard G. Knott Retires As Publisher—Jonas Editorial Staff Chief

EFFECTIVE Jan. 1, James B. Brown became editor and publisher of the *Louisville Morning Herald and Evening Post* through purchase of the 3,000 shares of stock held by his associates Richard G. Knott and Mrs. R. W. Knott. With the sale Mr. Richard G. Knott retires as publisher of the papers.



JAMES B. BROWN

Coincident with the announcement of the transfer of stock came the announcement that the Herald Post Company had purchased a $200,000 one floor building on Fifth street between Walnut and Liberty streets as a new home for the papers.

The statement concerning the change printed in both papers Dec. 23 follows in part:

"A development program, calling for immediate expenditure of over $500,000 for a new building and the finest mechanical equipment of any newspaper plant in this section of the country, is announced today by the Herald-Post Company.



RICHARD G. KNOTT

"Effective Jan. 1, Mr. James B. Brown becomes editor and publisher of the *Louisville Herald* and the *Louisville Post*, and proposes to give to the development of the properties his active attention. Mr. Brown, heretofore owner of a majority of the stock of the company, has added to his holdings by the purchase of the 3,000 shares of stock held by Mr. Richard G. Knott and Mrs. R. W. Knott.

"Mr. Lewis C. Humphrey, who becomes general manager, in charge of all departments of the papers, retains his holdings in the properties and will devote his chief activities to executive direction of business administration.

"Mr. E. A. Jonas, for many years editor of the *Herald* and at present associate editor of the *Herald* and the *Post*, will become chief of the editorial staff.

"Mr. Benjamin S. Washer, attorney for the company, succeeds Mr. Knott as vice-president.

"With the sale of this stock in the company to Mr. Brown, Mr. Richard G. Knott retires as publisher of the papers and will engage in other activities. The negotiations between Mr. Brown and Mr. Knott involving the purchase were satisfactory to both, and Mr. Knott is deeply interested in the success of the properties. The most cordial relations exist between all parties to the transaction.

"The Herald-Post Company has purchased the land and building of the Louisville Sanitary Market Company, on Fifth, between Walnut and Liberty streets, for a consideration of $200,000. Contracts have been let for extensive improvements and enlargements in the building, in keeping with the requirements of modern newspaper publication. Joseph & Joseph, architects in charge of the reconstruction work, estimate that the cost of the improvements will be in excess of $100,000.

"Two new multi-unit double octuple presses, have been purchased from Walter Scott & Co., manufacturers of Plainfield, N. J., for delivery within three months. These are capable of printing 144,000 sixteen-page or 72,000 thirty-two page papers an hour. Together with a complete new stereotype equipment, also purchased, these presses, when installed, will represent an additional outlay in excess of $200,000.

"Other major and minor mechanical equipment has been purchased for immediate delivery.

"The mechanical changes and improvements herein announced and further extensions later to be made public, are part of the program conceived by Mr. Brown when he purchased the Louisville Herald in January of this year and later, on Feb. 1, consolidated this paper with the Louisville Post. Inadequate housing and inefficient mechanical facilities, of which Mr. Brown found the properties possessed at the time of consolidation, have heretofore handicapped him in his purpose of publishing much larger, more thoroughly complete and up-to-date newspapers.

"Under the new management, the Herald and the Post will be operated at all times for the upbuilding of the commercial, communal and social welfare of Louisville and Kentucky. They will ever seek to be informative, educational, constructive and entertaining."

Mr. James B. Brown is a Kentucky banker and capitalist. He was born Nov. 28, 1872, at Lawrenceburg, Ky. The whole story of his schooling is comprised in the statement that he attended the public school of Shelbyville. What he has accomplished has been due to native ability and industry and to a judgment alert and shrewd.

He is director in many large corporations, some of which responsibilities he has relinquished by reason of the increasing pressure of other business. He continues, however to serve as vice-president and director of the Louisville Gas & Electric Company and as a member of the Boards of the Standard Oil Company of Kentucky, the Kentucky Pipe Line Company, the Louisville Home Telephone Company and the Kentucky Jockey Club.

Mr. Brown has been closely associated with many civic undertakings. For a brief term he was chairman of the Board of Public Works of Louisville.

The Louisville Post was established in 1878 by Richard W. Knott. Since his death in 1918 its publication has been continued by his son, Richard G. Knott, until the consolidation on Feb. 1, 1924, of the Louisville Herald and the Louisville Post.

Mr. Brown purchased the Herald about a year ago from John C. Shaffer of Chicago at a price said to be $600,000.

DAILY INCREASES STOCK

Houston Post-Dispatch Now Incorporated at $900,000

Capital stock of the Houston Printing Company, publishers of the *Houston Post-Dispatch*, was increased from $300,000 to $900,000 by a charter amendment filed with the state department recently.

Former Gov. W. P. Hobby, president of the company, filed the amendment, which is signed by R. S. Sterling, W. P. Hobby, R. L. Dudley, A. E. Clarkson, George M. Bailey and Judd Mortimer Lewis.

The increase will be made by a stock dividend of $600,000 from surplus and undivided profits. A filing fee of $640 was paid the state, in addition to franchise taxes.

Search for Missing Editor

A nationwide search has been started for George F. Moser, 60 years old, editor of the *Louisville*, (Ky.) *Anzeiger*, who has been missing since Dec. 24. He has been a member of newspaper staffs in Minneapolis, St. Paul and Chicago before going to Louisville.

N. Y. WORLD INCREASES PRICE TO 3 CENTS

Rising Publication Costs Given as Reason for Break from 2 Cent Price — Effective Jan. 5

Beginning Monday, Jan. 5, the *New York Morning World* will increase its price from two to three cents a copy.

Confirmation of this important innovation came this week from J. F. Bresnahan, who, in an exclusive statement to EDITOR & PUBLISHER, outlined reasons for the change.

"New York morning newspapers," he pointed out, "have long been charging three cents a copy outside of Greater New York. The World's circulation is concentrated in the city, with about 300,000 on the two-cent basis, and 70,000 at three cents.

"Costs of publication have increased year by year since the war. Costs in practically all mechanical departments increased nearly 10 per cent in the last year. There is nothing to indicate a reduction.

"While the spectacular increase has been on the mechanical side, salaries have also been raised in the editorial and business departments.

"We have long been deluged by letters from readers, seeking to know why we could operate a morning newspaper at two cents and at the same time charge three cents for an evening newspaper.

"We had contemplated reducing the evening price, but we have decided such a step is impossible unless we want to depend on advertising revenue to a very great extent."

Mr. Bresnahan was asked whether or not he considered a five-cent price of metropolitan newspapers probable.

"Eight or ten years ago," he replied, "the change from one to a three cent price was considered revolutionary. There is less difference between three cents and five cents than between one and three."

K. C. STAR INCREASES PRICE

Star and Times Go from 10 Cents a Week to 15 Cents

Effective Sunday, Dec. 28, the *Kansas City Star and Times* increased the subscription price from 10 to 15 cents a week. For the new price subscribers receive the Star evenings and sundays and the Times, mornings.

Except for short period in the World War, the Star during its life of 44 years has been delivered by carrier for ten cents a week.

The high cost of print paper and higher mail rates were cited among the reasons for the increase.

The *Kansas City Journal Post*, 13 issues a week, has been distributed for 10 cents a week since the merger in May, 1922, under the ownership of Walter S. Dickey.

On "Hall of Fame" Jury

Newspaper men, members of the jury to select names to be chosen in 1925 for inscription in the Hall of Fame, New York University, include William Allen White, editor of the *Emporia* (Kan.) *Gazette;* Dr. Talcott Williams, of the School of Journalism, Columbia University; Royal Cortissoz, art critic, and Stuart P. Sherman, literary editor, both of the *New York Herald Tribune.*

New Texas Daily

Harry T. Warner, publisher of the *Paris* (Tex.) *News* announces he will begin publication of the *Paris Evening Times* beginning Jan. 5. Advertising rates are to be in combination, the two newspapers to be issued by the same publishing company. The Texas Daily Press League, New York, Chicago, and Dallas, is the national advertising representative.

ADVERTISING MEN WELCOME FEDERAL PROBE

Say Complaint Charging Conspiracy Will Finally Settle Old Question of Agency Commission on Space Contracts—Allege Newspapers Maintain "Gross" and "Net" Rates—Hearing February 5

COMPLAINT issued during the week by the Federal Trade Commission against the American Association of Advertising Agencies, the American Press Association and the Southern Newspaper Publishers' Association, on charges involving alleged conspiracy and combination in restraint of trade, came as no great surprise in advertising circles, as for two years it has been known that certain commercial interests were bent upon enforcing the principle that national advertising when placed direct entitled the advertiser to the agency commission.

Many advertising men welcomed the action on the ground that the time had arrived for a thorough and final adjudication of this old question. The case will be hotly contested. The hearing date has been set for Feb. 5, at Washington.

According to the citation newspaper publishers for many years have had "two rates at which they compute and charge for the publication of national advertising in their respective newspapers, known as 'gross rate' and 'net rate.' The 'gross rate' is intended by the publisher to apply only to national advertising placed with the publisher by an agency; the 'net rate' being the amount which the publisher receives as remuneration for himself for the publication of such advertisements."

The respondents are charged with using various alleged methods for the purpose of compelling advertisers to either employ agencies or to pay for direct advertising at "gross rates," such being greater than the "net rates" usually charged by newspapers for advertising when the advertiser deals directly with the newspaper and not through an advertising agency.

The result and effect of the alleged conspiracy and combination, according to the citation, is to hamper and obstruct national advertising throughout the United States; restrict the dissemination and distribution of such advertising, and of the type parts essential thereto, to channels and upon terms and conditions dictated by the respondents; restrict the publication of national advertising to newspapers selected and approved by the respondents; compel newspaper publishers to charge for national advertising at "gross rates" and to prevent them from according "net rates" to direct advertisers; and to compel national advertisers to employ respondent or other agencies in the placing of national advertising in newspapers, or to pay gross rates for direct advertising.

Under the law whenever the commission has reason to believe that an unfair method of competition has been used, and it shall appear to the commission that a proceeding by it in respect thereof would be to the interest of the public it issues its complaint. However, the question whether or not such method has been used is not passed upon by the commission until after the respondents have had thirty days in which to answer and the issue has been tried.

The complaint was welcomed by the A. A. A. A. as an opportunity "to establish the fact that the advertising agency business represented by our association is perhaps the most ethical business in the country." William E. Griffin, vice-president of the American Press Association, in the absence of John H. Perry, president, declined comment.

Cranston Williams, S. N. P. A. manager, while declining to make a detailed statement, denied his association was guilty of any improper business procedure or methods.

Pending the regular quarterly meeting of the board of directors of the association to be held Jan. 13 and 14, James O'Shaughnessy, secretary, issued the following statement:

"There is no conspiracy and there has been none.

"If we are to be enjoined from conspiracy, it amounts to an injunction against something that does not exist.

"It never occurred to us and never occurred to any publisher, that he had two rates any more than a manufacturer has. The publisher has a selling cost. So has everpone else.

"There is nothing involved in the complaint that effects the methods or principles of our business. As far as I can see, if the complaint were sustained, it wouldn't disturb any principle methods or practice of the agencies in the American Association of Advertising Agencies.

"We are forced to the conclusion that the commission has been misinformed. We know that when the questions raised by the complaint have been clarified by all the facts, the complaint will disappear.

"When this case has been heard, there will be seen the marvelous development of advertising during the last few years has been largely due to the open and ethical standards of good agency practice.

"We deeply regret that the complaint is filed, because any complaint by anybody is always unpleasant, but perhaps we should be thankful in thus being forced to employ the machinery and powers of the Federal Trade Commission to establish the fact that the advertising agency business represented by our association is perhaps the most ethical business in this country.

"We welcome and will use our influence to obtain the fullest light upon every operation, open every method and practice, sanctioned by the A. A. A. A."

FULL TEXT OF COMPLAINT

FOLLOWING is the full text of the complaint filed before the Federal Trade Commission, in the matter of the American Association of Advertising Agencies, its officers, Executive Board, and members, named thus:

Herbert S. Gardner, Roy S. Durstine, R. S. Simpers, H. K. McCann, individually and as president, vice-president, secretary, and treasurer, respectively, of said association;

A. W. Erickson, James W. Young, John Benson, C. W. Newell, Stanley Resor, Merle Sidener, Milton Towne, Henry S. Humphrey, Norman W. Geare, Walter W. Hoops, John H. Cecil, individually and as members of the Executive board of said association;

James O'Shaughnessy, individually and as executive secretary of said association; American Press Association, a corporation;

Southern Newspaper Publishers' Association, its officers, directors and members, named thus: Arthur G. Newmyer, Walter C. Johnson, Cranston Williams, individually and as president, secretary-treasurer, and executive secretary, repectively, of said association, and Victor H. Hanson, Elmer E. Clarke, W. A. Elliott, Clark Howell, Jr., Harry Giovannoli, Col. Robert Ewing, Frederick Sullens, H. Galt Braxton, E. K. Gaylord, George R. Koester, Major E. B. Stahlman, Allen Potts, Roy G. Watson, W. Guy Tetrick, individually and as directors of said association.

Acting in the public interest pursuant to the provisions of an Act of Congress, approved September 26, 1914, entitled, "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes," the Federal Trade Commission charges that each and all the respondents named in the caption hereof, have been and are using unfair methods of competition in interstate commerce in violation of the provisions of Section 5 of said Act, and states its charges in that respect as follows:

PARAGRAPH ONE: Respondent American Association of Advertising Agencies is an unincorporated voluntary association of individuals, partnerships and corporations with their respective places of business located in cities and towns throughout the United States, and engaged for and on behalf of manufacturers of and dealers in various commodities and articles of merchandise, in the designing, preparation and placing of advertisements in newspapers, magazines and other advertising media published at various points throughout the United States, all as hereinafter more fully set out. Said members are banded together in said association for the purpose of promoting and protecting their common interests and business affairs.

Herbert S. Gardner, Roy S. Durstine, R. S. Simpers, and H. K. McCann, are respectively President, Vice-President, Secretary, and Treasurer of said Association, in charge of, conducting and administering its activities and affairs.

A. W. Erickson, James W. Young, John Benson, C. W. Newell, Stanley Resor, Merle Sidener, Milton Towne, Henry B. Humphrey, Norman W. Geare, Walter W. Hoops, and John H. Cecil are members of the Executive Board of said association together constituting said Board. Said Executive Board conducts and administers, and aids aforesaid officers in conducting and administering, the activities and affairs of said association. Respondent James O'Shaughnessy is executive chairman of said association, and as such is the principal executive officer of said association, in general charge of its activities.

The members of said association are about one-hundred thirty-five in number, which number varies from time to time by the dropping out of old and the addition of new members so that it is impracticable at any given time to name as parties respondent and bring before the Commission herein each and all the members of said association without manifest inconvenience and delay, wherefore, the officers of said association herein named parties respondent individually and as such officers are now here made parties respondent as representing each and all the members of said association.

Respondent American Press Association, is a corporation organized under the laws of the State of New York with its principal office and place of business in the City of New York, in said State. It is engaged in the business of soliciting and securing advertisements from advertisers for and on behalf of newspaper publishers as hereinafter more fully set out.

Respondent Southern Newspaper Publishers' Association, is a voluntary unincorporated association of individuals, partnerships and corporations engaged in the publication of newspapers in sundry cities and towns of the States of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, Oklahoma and Texas. The newspapers published respectively by the members of said asosciation are distributed and sold by them and circulated in the states wherein they are published and in adjacent and neighboring states and to some extent in other portions of the United States. Respondent Arthur G. Newmyer, Walter C. Johnson and Cranston Williams, are respectively President, Secretary-Treasurer, and Executive Secretary of said association, in charge of administering and conducting its activities and affairs. Victor H. Hanson, Elmer E. Clarke, W. A. Elliott, Clark-Howell, Jr., Harry Giovannoli, Col. Robert Ewing, Frederick Sullens, H. Galt Braxton, E. K. Gaylord, George R. Koester, Major E. B. Stahlman, Allen Potts, Roy G. Watson, and W. Guy Tetrick, are the directors of said association, together constituting its Board of Directors, administering and conducting, and aiding aforesaid officers in administering and conducting, the activities and affairs of said association. The members of said association are more than one hundred in number, which number varies from time to time by the dropping out of old and the addition of new members so that it is impracticable at any given time to name as parties respondent and bring before the Commission herein each and all the members of said association without manifest inconveniece and delay, wherefore, the officers of said association herein named parties respondent individually and as such officers are now here made parties respondent as representing each and all the members of said association.

PARAGRAPH TWO: Respondent American Association of Advertising Agencies is hereinafter called the agency association; the members of respondent agency association are hereinafter called agencies; the remuneration which the agency receives for its services is hereinafter called a "commission." Respondent American Press Association is hereinafter called respondent corporation; persons engaged in the business of soliciting and securing advertisements for and on behalf of newspaper publishers are hereinafter called special representatives; respondent Southern Newspaper Publishers' Association is hereinafter called the publishers' association; the members of respondent publishers' association and other persons engaged in the publication, distribution and sale of newspapers are hereinafter called publishers; advertising in newspapers, magazines and other media published at various points in and circulating throughout the United States or in various sections and areas thereof, with the object and purpose of creating a demand and market for and to promote the sale of the advertiser's goods in a number of states or throughout the United States, is hereinafter called national advertising; manufacturers of and dealers in goods, wares and merchandise who so advertise are hereinafter called national advertisers. National advertisers who prepare their own advertising, secure the necessary type-parts therefor, and place such advertising directly with publishers and without employing an agency for such purpose are hereinafter called direct advertisers; national advertising so placed directly is hereinafter called direct advertising.

PARAGRAPH THREE: The business of respondent agencies referred to in Paragraph One hereof consists, with regard to national advertising in newspaper of the following activities: Said agencies severally contract with advertisers to and do procure for said advertisers advertising space in newspapers published at various points throughout the United States and circulating throughout the United States, or in various sections thereof comprising two or more States and in some instances locally within a state; cause to be inserted in said newspapers advertisements describing and offering the goods of said advertisers for sale, or take over in whole or in part the advertising activities of the advertisers, and either in whole or in part compose, design, illustrate and furnish the text for such advertisements during an agreed period of time, usually for the duration of one year or longer, and, for the purpose of effecting said partial or total advertising activities, procure from others who manufacture same, pictures, cuts, photo-en-

COMPLETE TEXT OF FEDERAL TRADE COMMISSION COMPLAINT

gravings, electro-engravings, matrices and other similar things hereinafter called type-parts, used in the printing of said advertisements, and furnish the said type-parts and advertising copy and instructions to the publishers of the newspapers in which said advertisements are to appear, for use in the printing thereof; select the newspapers in which such advertisements are to appear; contract with the publishers thereof for the insertion of said advertisements in said newspapers, and, as an essential part of their regular business continuously conducted in many states, cause the aforesaid copy, instructions and type-parts to be transported from their respective places of business, or, as regards the aforesaid type-parts from the places of business of said others making said type-parts, into and through various states of the United States to said publishers at their respective points of location; conduct advertising campaigns in the newspapers so selected, in a manner calculated to create, promote and increase the demand for and sale of the advertiser's goods and to maintain and enlarge existing markets and create new markets therefor in selected areas of, or throughout, the United States. As part of aforesaid services the agencies, as a regular course of business, pay the publishers for the publication of said advertising in their newspapers and are by the advertisers reimbursed the sums so expended and paid and additional sum for their above described services, as set out in Paragraph Five hereof. Respondent agencies handle, conduct and place about ninety percentum of the total amount of national advertising in newspapers done annually in the United States and in so doing handle the advertising of about 5,000 national advertisers, at a cost to said advertisers in the aggregate of about $200,000,000 annually. For many years a large number of national advertisers have themselves conducted their national advertising without employing the services of respondent or other agencies in that behalf and have for themselves done and performed all the things and services above set out which are done by respondent agencies when conducting national advertising for and on behalf of national advertisers.

PARAGRAPH FOUR: Respondent American Press Association is engaged among other things in soliciting from national advertisers and from agencies representing such advertisers, advertisements to be inserted in newspapers published at various points throughout the United States. In soliciting such advertising this respondent acts as agent for and receives its remuneration from the publishers of said newspapers. Said publishers are about 8,000 in number and are severally engaged in the publication of their said newspapers in cities and towns in practically every state of the United States. Said newspapers circulate in the states wherein they are published and to come extent in other states, and in the aggregate circulate in practically every state of the United States. Respondent corporation procures through and from respondent and other agencies practically all the national advertising which it so supplies to said publishers, and procures from the agencies the type-parts which are to be used in the printing of said advertisements, and ships said type-parts to the publishers of said newspapers at their respective points of location throughout the United States. Respondent corporation is also engaged in the publication of a monthly trade periodical devoted to the publishing and advertising business which said trade journal circulates among publishers, including respondent publishers, advertising agencies, including respondent agencies, and special representatives throughout the United States.

PARAGRAPH FIVE: For many years newspaper publishers throughout the United States have held themselves out as having two rates at which they compute and charge for the publication of national advertising in their respective newspapers. Said rates are denominated by said publishers and by respondents and are hereinafter called the gross rate and the net rate, respectively. Said gross rate is so fixed that the sum of money charged for a given advertisement computed at said rate is in excess of the amount which the publisher regularly charges and receives as remuneration to himself for the publication of said advertisement. Said gross rate is intended by the publisher to apply and has for many years applied only to national advertising placed with the publisher by an agency, and such application of such gross rate is intended by the publisher to provide a remuneration for the agency to be paid by the national advertiser to the agency as herein below set out. Said net rate is so fixed by the publisher that the sum of money charged for a given advertisement computed at said rate is the sum of money which he regularly charges and receives as remuneration for himself for the publication of such advertisement. Said net rates are in all instances less than said gross rates, and in most instances are less than said gross rate by and to the extent of fifteen percentum of said gross rates. By a well established practice and course of business during the time said two rates have been in effect as above set out, respondent and other agencies have paid and still pay to publishers for the publication of national advertising, at said net rates, thereafter charging to and collecting for said advertising, from the advertisers represented by them, at said gross rates, retaining for themselves from the sums so collected from the advertisers, those sums in excess of the amounts paid by the agencies to the publishers as above set out, and representing the difference between aforesaid computations at said net and gross rates. Said excess amounts so acquired by the agencies have been and now are retained by them as their commission for the services rendered by them to said advertisers in the premises.

For many years prior to the inauguration of the combination and conspiracy and prior to the acts and things done by respondents to carry out and effectuate same, all as set out in Paragraph Eight hereof, practically all newspaper publishers in the United States had given the benefit of said net rates alike to agencies and to direct advertisers and had charged such direct advertisers for the publication of their advertisements at said net rates upon the same terms and conditions accorded by said publishers to agencies.

PARAGRAPH SIX: National advertising for many years has been and now is an important, essential and indispensable means and instrumentality for the interstate distribution and sale of, and for the establishment and prosecution of a profitable interstate commerce, traffic and business in, goods, wares and merchandise; in that such advertising creates markets and a demand for the commodities so advertised and is the most practicable and in many instances the only practicable means whereby the manufacturer or merchant engaging or desiring to engage in such interstate commerce and business, may place his wares before, and transmit intelligence and information concerning said wares to, dealers and the consuming public in a number of states or throughout the United States, so as to create the markets and the demand for his commodities necessary to the successful prosecution of an interstate business therein. Without national advertising the manufacturer of or dealer in commodities other than those essential to life and comfort and for which there is a natural demand, would be unable to create markets and a demand sufficiently large and covering a territory sufficient in extent to permit the successful prosecution of a general interstate business, and such manufacturers and merchants would in most instances be restricted to the states wherein their places of business are located and to contiguous territory in surrounding states. Further, national advertising is an important and in many instances the only practicable means of creating and keeping alive and active, competition in interstate commerce between commodities of the same or similar kind and class, both with regard to commodities essential and those non-essential to life and comfort, in that in addition to and as a part of the functions performed by national advertising as in this paragraph above set out, national advertising of competitive products advises dealers and the consuming public of the existence of each competitive product so advertised, and transmits to and furnishes dealers and the consuming public with intelligence and information concerning the competitive products so advertised, thus offering to dealers and the consuming public a choice between said commodities and a basis for making such choice. In the absence of national advertising such intelligence and information would be offered to dealers and to the consuming public either inadequately or not at all and trade throughout the United States would be restricted for the most part to those commodities chosen by local dealers for exploitation and sale in the absence of an informed public demand for products competing with those so chosen.

PARAGRAPH SEVEN: Newspaper publishers derive their entire profits and a large part of their gross revenues from advertising. The cost of producing and distributing copies of newspapers exceeds to a substantial amount per copy the amount at which such copies are sold. By reason of the foregoing, the business of publishing and selling newspapers could not be profitably prosecuted without the revenues derived from the publication of advertisements and the prosperity of the publisher's business and the amount of profits which he derives therefrom, depend upon the amount of advertising which he can secure for his newspaper. The amount of money expended by advertisers for newspaper advertising in the United States aggregated annually about $600,000,000, about one-third of which amount is expended for national advertising, for which the publishers uniformly charge a higher rate than the rate charged by them for other advertising, wherefore, the publication of national advertising is a great and important source of revenue to newspaper publishers, and the earning of a profit by them from the publication of their newspapers depends in many instances upon the amount of national advertising which they secure.

PARAGRAPH EIGHT: For a period of about five years last past respondent associations, their officers, executive committees, other committees and members, and respondent corporation, its officers, directors, agents and employes, both among themselves within their respective organizations, and all cooperating together and with others, have been and still are engaged in an unlawful combination and conspiracy affecting national advertising throughout the United States, entered into with the purpose and intention of compelling national advertisers to employ respondent agencies or other advertising agencies in the placing of national advertising in newspapers throughout the United States, to prevent said advertisers from advertising directly in said newspapers at net rates and to compel said advertisers to pay for direct advertising at gross rates.

In order to carry out and effectuate said combination and conspiracy and its said purposes, respondents, and those cooperating with them, have done and still do the following acts and things:

Respondent agency associations and its members:

(a) Inaugurated said combination and agreed to carry out same and its said purposes, both by cooperation among themselves and by securing the cooperation of respondent corporation, of respondent publishers' association and its members and of others in the premises.

(b) Appointed a newspaper committee to take general charge of the prosecution of said combination and its said purposes.

(c) Through said newspaper committee and otherwise, both orally and by means of written and printed communications, announced and published to publishers and special representatives, including respondent corporation and respondent publishers' association, aforesaid undertaking and its said purposes.

(d) Through the means set out in Specification (c) and by other means disseminates arguments and statements in favor of said undertaking and condemning direct advertising by national advertisers at net rates as unfair, unethical and discriminatory against national advertisers placing their national advertising through agencies, and soliciting and demanding the cooperation of agencies, publishers and special representatives in prosecuting said

(*Continued on page* 10)

HOW RADIO WAS EMPLOYED TO ADVERTISE A SOFT DRINK

PROBABLY half a million listeners-in always will remember a certain brand of ginger ale because of the novel advertising scheme of the company selling the soft drink. The scheme took the form of a treasure hunt, clues for the finding of the treasure being broadcast from a Philadelphia station. The treasure consisted of, first, 100 silver dollars; second, fifteen silver dollars; third, $10 in gold; fourth, $5 in gold; fifth and sixth, $2.50 in gold. In addition, 15 treasure-seekers were given one dollar each, and 79 were each given a bottle of the ginger ale.

The clues as broadcast were as follows:

1—Go to 9th and Chestnut streets, the site of the *Philadelphia Morning Record,* at 8:45 P. M., and look through the classified advertisements for the correct advertisement then the correct instrument that the advertisement designates.

2—From the right instrument find shop window on Chestnut street which contains several ginger ale bottles, one of which points in the direction of another shop window on the opposite side of the street. Read the card shown in that window.

3—following the directions on the card find a building with a bell on the wall.

4—Turn as Horace Greeley directed, and go to a building six blocks distant, named after a prominent financier.

5—At this point see something like an overgrown stick of peppermint candy, a couple of steps from the corner. Turn either right or left in direction of nearest river.

6—Proceed to a small plot of land containing only a crooked tree between two lamp posts.

7—Go west to a yard with two flag poles.

8—Here see three men with gray hats talking together. Say to them, "Where is Blue Anchor Inn?" They will hand you clue on card, which clue leads to hiding place.

More than 3,000 persons began the hunt which finally terminated on the Parkway, west of 21st street, where the prizes were distributed.

STERLING P. O. RATE BILL TO DIE IN COMMITTEE

Avalanche of Publishers' Arguments Also Destroys Standing of Cost-Finding Report—New Investigation Planned for Next Summer—Senators Befuddled by Many Briefs of Publishers

By J. BART CAMPBELL

WASHINGTON, Dec. 31.—Repudiation by Congress of the postal cost ertainment report was virtually as-ed by developments at Washington s week.

shot to pieces by spokesmen for the blishing interests, riddled by members the Senate and House Post Office nmittees, attacked by representatives agricultural organizations, the report nd few defenders except among those st Office Department officials who mitted it to Congress.

t became obvious that the combined tal rate-and-wage increase bill pre-ed by the Post Office Department, and nsored by Senator Sterling, chairman he Senate Post Office Committee, was doomed to discard.

bill amended materially, and with the posed rate increases redistributed, uld be reported instead to both nches of Congress as a substitute for vetoed Edge-Kelly measure, Senator ses indicated to EDITOR & PUBLISHER. enator Moses, who presided over the rings on the report and bill conducted the postal rate sub-committees of the ate and House Post Office Commit-which were terminated Wednesday, ressed considerable dissatisfaction n the manner in which the Post Office partment officials handled the situation. may state frankly I view certain clusions reached in the postal cost as-ainment report with skepticism," Sen-Moses told EDITOR & PUBLISHER. e report is obviously filled with many ngruities and many non-sequiturs. I certainly not in accord with it. As the bill based on the report, I would vote for it, and I think I may state ly it will not get out of committee st stands now."

enator Moses pointed out under the s of the unanimous consent agree-t entered into by the Senate for final ideration of the Edge-Kelly bill on uary 5-6 there is nothing to prevent the bill and the President's veto g referred to committee, and the ssity for the Senate voting to either r-ride or sustain the veto thereby g obviated.

e intimated that, in his judgment, a course of action was within the e of possibility if most Senators, as as House members, could be pre-d upon to accept a revised postal rate-wage increase bill, as, at least, a tem-ry solution of the entire knotty prob-confronting Congress and the Admin-tion.

"I do not regard any bill that may be ly agreed upon as anything but stop-legislation," Senator Moses continued. think the best we can do now is to ide temporary remedies for a difficult complex situation, and then after present Congress ends, avail our-'s of next spring or summer, when ress will probably not be in session, nduct a thorough investigation of ntire postal rate-and-wage situation all angles so we may formulate mmendations and legislation on a anent, constructive basis for pres-tion to the next Congress."

Senator Moses, under the seniority will become chairman of the Sen-ost Office Committee, following the ment of Senator Sterling from the e upon the termination of the pres-ongress.

view of his expected assumption of hairmanship of the committee, it is pated he will probably be called to head a special sub-committee of bers of both the Senate and House s Office Committees to conduct the stive inquiry he suggested should ade.

Authorization for such an inquiry will bly be asked by Senator Moses be-he present Congress ends in March. nion developed among some representatives of the publishing interests attending the hearings this week that instead of Congress continuing to tinker further with postal rates, a rate-making commission should be created with power to pass finally upon such rates in much the same manner the Interstate Commerce Commission passes upon railroad rates.

Representative Clyde Kelly, of Pennsylvania, chairman of the rate sub-committee of the House Post Office Committee, was still planning this week to wage a determined battle to have a parcel post fee of at least one cent incorporated in whatever postal rate-and-wage increase bill is presented to the Senate and House for final enactment. Senator Moses was committed to assist Mr. Kelly. Spokesmen for agricultural organizations, notably those of the American Farm Bureau Federation, issued statements, however, declaring against any increase in parcel post rates as unfair and unjust to the farmer, and condemning the postal cost ascertainment report as strongly from their viewpoint as the publishing interests criticized it from the standpoint of second-class rates.

A blistering attack upon the report by the American Newspaper Publishers' Association, contained in a lengthy statement at the hearings presided over by Senator Moses read by Elisha Hanson, Washington representative of that organization of metropolitan dailies, was followed by an admirable presentation of the case of the National Editorial Association, representing hundreds of smaller dailies and thousands of weekly newspapers throughout the country.

The case of the smaller publisher was clearly and forcibly described by Wallace Odell, chairman of the legislative committee of the National Editorial Association, in a letter addressed to Senator Moses, which was read by William L. Daley, Washington representative, and also executive secretary of the American Publishers' Conference.

Members of the Senate and House committees expressed themselves as impressed favorably by Mr. Odell's argument in behalf of the smaller publishers, who, Mr. Daley pointed out, would be the hardest hit if the second-class rate increases proposed by the Post Office Department were to become effective.

Senator Moses and other committee members commented upon what they said appeared to them lack of unity of action by the publishing interests, rather than lack of unity of opinion on their part, in the presentation of their opposition to the postal cost ascertainment report.

Senator Moses said he would have thought all the publishing interests would have been represented by general counsel, instead of by different spokesmen for different groups, the result being a mass of statements "befuddling" to the committee members, none of whom had been able to form a "continuous thread of opinion" after listening to many days of testimony which might readily have been boiled down to a single comprehensive statement by a single representative spokesman.

Senator Moses also expressed considerable interest in the fact the American Newspaper Publishers' Association had its spokesmen, the National Editorial Association had its spokesmen, and the American Publishers' Conference refrained from having any.

Another point Senator Moses indicated would probably have its effect on the final consideration by Congress of the entire situation was the fact the A. N. P. A. represented approximately 500 metropolitan dailies obviously differently situated from the hundreds and thousands of smaller dailies and weeklies making up the membership of the National Editorail Association.

PASSAGE OF STERLING BILL WOULD HARM COUNTRY, HANSON DECLARES

MR. HANSON'S statement before the joint Senate and House Post Office Committee comprehended the attitude of the American Newspaper Publishers' Association toward the whole question of increased postal rates, precipitated by the Postmaster General as an expedient to cover the demand of the postal employes for increased pay.

The speaker first commented upon the remarkable speed of the action, declared that the publishers had not sufficient time to adequately prepare to defend the issue. Passage of the Sterling bill, he said, would work irreparable harm to the business of the country without corresponding benefit to the national government.

"We shall have nothing to say as to the propriety of the salary increases", Mr. Hanson said. "Our member papers in their individual editorial capacities have spoken as they see fit on that question. Some of them approve the increase, but as an association we take no position, either of approval or disapproval.

"These rate increases are based upon a recommendation of the Post Office Department. In turn, this recommendation is based on the cost ascertainment report recently submitted to Congress by that Department. * * * While we have not had time sufficient to go into the facts as set forth in this report, we do not need more time to point out certain inaccuracies or discrepancies which have come to our attention during the last few days. In the first place, as Congressman Kelly disclosed the other day, there is a discrepancy of $17,000,000 between the figures set up in the cost ascertainment report and the figures as set up in the Postmaster General's annual report on the expenditures of the Department for the fiscal year 1923. At the time it was disclosed that discrepancy was explained by the representative of the Post Office Department in a most unusual way. He informed this Committee that the Postmaster General's report was wrong and the cost ascertainment report right. He further informed this Committee that none of the reports as submitted to Congress by any of the Postmaster Generals during the last few years is correct in its statement of certain most important facts. * * *

"It has been pointed out in this Committee that there is a discrepancy between the number of pieces of parcel post matter handled as revealed in the cost ascertainment report and the number of pieces of parcel post matter handled as revealed in those various official reports of the Postmaster General. The same naive explanation has been given you—the cost ascertainment report is right but these Postmaster General reports are wrong. It means simply this: Under the direction of Congress, the Post Office Department, each year since the enactment of the parcel post act, has been compelled to make two counts of parcel post pieces annually, one of fifteen days in the spring and one of fifteen days is the fall. These counts have been made, except for a period of a few months during the war. It was on the basis of these counts that the Postmaster Generals reported the findings to Congress; it was on the basis of these counts that the Department asked for its appropriation for the parcel post service; it was on the basis of these counts that the Department has kept the Interstate Commerce Commission advised as to the extent of the parcel post service, so that that Commission might act advisedly under the authority granted to it by Congress for the regulation of parcel post rates. Now we are informed that because these statistics collected over a period of more than ten years conflict with the statistics appearing in the cost ascertainment report, which is based upon an extension of percentages arrived at from a count of only one week in one year, they are wrong. * * *

"There is another discrepancy to which my association called the public's attention last week. It is the difference between the cost of handling Departmental mail and franked mail as set up in the cost ascertainment report, and the amount which is set up is the Postmaster General's report for 1924. There is a difference of over $6,000,000 between the figures in the Postmaster General's report for the fiscal year ending June 20, 1924, and the figures in the cost ascertainment report which is based upon the operations of the Department during the fiscal year which ended June 30, 1923. * * *

"This matter which is carried free by the government at a cost ranging anywhere from $6,500,000, as set up in the cost ascertainment report, to $13,000,000, as set up in the Postmaster General's report, is a service performed for all departments of the government and properly should be apportioned to them. In no sense is it an expense allocable solely to the Post Office Department. * * *

"We challenge the theories of this report where it allocates to second class mail a greater cost incident to Postmasters' and Assistant Postmasters' salaries than is based upon the proportionate revenues received from second class mail. Postmasters' and Assistant Postmasters' salaries are governed entirely by the receipts of their post offices.

"In allocating these expenses for Postmasters, table 50 shows that $12,942,000 is charged against first class mail, whereas $7,918,000 is charged against second class mail. In other words, while the revenues from second class mail represent only one tenth of those received from first class mail, the charge as against second class mail for the salaries of Postmasters represents seven-twelfths as much as is charged against first class mail, and the salaries of Postmasters are not based on services performed, hours put in, volume of mail handled, but entirely upon receipts. It means that if second class mail was charged with 5½ per cent of these salaries of Postmasters, which are based, mind you, upon revenues received from their offices, it would be charged with $2,437,000, or, in round figures, $5,500,000 less than the Department has charged in the cost ascertainment report.

"Assistant Postmasters are paid on the same basis, but in their bases the Department has been a little more kind towards us, and has charged us with only 12.12 per cent of their cost. * * *

"The American Newspaper Publishers Association stands upon the letter written to Senator Dale to the effect that this Department has overcharged second class mail to the extent of $29,000,000 in the allocation of cost incident to the rural free delivery service.

"Rural free delivery is a service which was created by Congress to unify this country. It has been extended just as fast as road conditions have made it possible, and if I am not incorrect, it has been extended entirely without regard to

the possible paying basis on which it might be conducted.

"Talk all you may about putting the Post Office Department on a self-sustaining basis, but you still have that service, ordered by Congress for a great public purpose, which costs in excess of $87,000,000 annually; which represents one-seventh of the entire expenditure of the Post Office Department, yet which carries only one-60th of the entire volume of the mails." * * *

"We contend, that the only fair way to apportion the cost of this service which is based upon a public policy, is to apportion it in proportion to the receipts received from the various classes of the mail service, and not in proportion to the number of pieces delivered, the number of pounds carried, the number of stops made, or any of the various bases which at various times the Department has tried to base it upon. * * *

"The Postmaster General, in his statement to you, stated that 4,333,000,000 pieces of second class mail are handled annually by the Department. Compare this number of pieces with the number of pieces handled in 1912, or 11 years before this report was started. In 1912 there were 4,934,500,000 pieces of second class mail handled. In other words, according to the Department's figures, the value of second class mail decreased by almost 600,000,000 pieces in the course of 11 years.

"Second class mail is the only class of mail upon which postage rates have been increased since 1912. * * *

"It is our contention that if these Sterling rates are put into effect, they will drive from the mails an even greater volume of second class mail without any corresponding benefit to the government. The rural routes, on account of which we are charged $34,000,000 out of a total expenditure of $87,000,000, will still have to be maintained;—the Postmasters, for whose salaries we are charged 17.86 per cent of the expenditures, will still have to be kept; there will be no corresponding decrease in expense incident to the decrease in revenues received; and the only result of the enactment of the Sterling rates will be to drive from the mails publications which now are using them, publications which are paying revenues to this government, and publications which cannot, under any condition, pass the cost incident to those rates on to somebody else. Whereas other classes of the mails have benefited from reductions in postage during the last ten years, second class mail has stood an increase in postage.

"While the second class mail has had one-eighth of its total number of pieces driven from the mails in 11 years, during the same period from 1912, fourth class mail has more than quadrupled in volume. Fourth class mail has had the benefit of two reductions in rates during that period, whereas the government has had the benefit of four increases in rates on second class mail. * * *

"If the Department's statement of operations for the fiscal year ending June 30, 1924, is correct, for 1925 the Post Office Department will earn a surplus, unless this employes' wage increase is voted by Congress. If Congress votes this increase over the President's veto, or by enacting the Sterling Bill with the President's consent, it is our contention that it will not mean a $68,000,000 deficit, but that within a few years, if the Post Office Department continues its present ratio of earnings as to expense, this added increase in expenditure can be wiped out and red ink can be changed to black. If that be correct, you will be called upon two years from today to come back to this Committee room and revise these postal rates downward, for the government has long insisted that it is not its purpose to make the Post Office Department pay a tremendous profit but only to make it pay its way.

"In the meanwhile, the publications of this country which have already had approximately 600,000,000 copies driven from the mails by reason of increases in rates far less than those provided in the Sterling Bill, will suffer irreparable harm, and the government will not raise the revenues which the Department estimates will accrue from the second class rates provided in the bill.

"We contend, that it is not just to overly burden second class mail with additional increases at this time, but that the Post Office Department should be reimbursed either by appropriation from Congress, or by some other method yet to be devised for the $6,000,000 to $13,000,000 a year or even more, which it expends in the performance of services for other governmental departments.

"Furthermore, table No. 80 also shows that from foreign mail and special services, the Department loses approximately $27,000,000 annually. This amount, added to the loss on Departmental mail, means that the Department today, if you eliminate from it the purely public and special services which it performs, is operated at a profit. In other words, it makes money on its purely business transactions with people of this country, and it loses money where Congress has provided that it shall carry out certain public services for the general good of all.

"If it be Congress' intention to give the employes an increase in salary at this time, would it not be far better to do so and charge any deficit to the general funds of the Treasury, than to assess it against the present paying users of the mail? In the light of the facts which we have presented to you, we submit that there is only one answer to this question."

PROPOSED POSTAL RAISES CALLED FATAL TO HARD-PRESSED LOCAL PAPERS

THE statement of the National Editorial Association, in which it went on record, "as opposed to any attempt to increase the postage rates on the basis of the cost ascertainment report," was in part as follows:

"There are approximately 25,000 newspapers and periodicals published in the United States. In recent years the casualties among the weekly newspapers has reached an appalling figure. Approximately 3,000 weekly newspapers have suspended since 1917. The loss is almost entirely among the country weeklies which were hardest hit by the war and the conditions following it. In many instances, the papers located in county seats were consolidated. There are several reasons for closing of these weekly newspapers, but a survey indicates that the growing cost of production and distribution forced them to the wall. These suspensions have a far-reaching effect, especially in rural communities.

"The country newspapers, weekly and daily, are hardest hit by any raise in postal rates because the larger publications, including the metropolitan dailies and periodicals, are sending a large portion of their business by freight. It is the duty of the government to furnish transportation service to all classes at a rate lower than the larger organizations can obtain through private means, as that is the only protection for the small publishers. This is not considering the governmental obligation to assist in the dissemination of information by furnishing a very attractive rate on second-class matter. The Post Office Department should not be made essentially a profit-making branch of the Government. The service rendered by the Government is to foster national and local development. No other branch of the Government is considered from a profit-making point of view. All other departments perform costly functions, but so far as returns are concerned, are a total loss. The Post Office Department is no different from any other branch of the Government in its relation to the American people.

"In an illiterate country a postal system might be a subsidy to a privileged few. In a brisk, active-minded nation of high literacy and high energy, such as this, any step that tends to throttle postal functions by any means is a direct blow at the energy, as well as the minds of its people.

"The bill you have under consideration would increase the rates on newspapers 100 per cent. The fact has been established during these hearings that the larger newspapers and periodicals could leave the mails. They propose to develop a private distribution system which could successfully compete with the postal service.

"It is obvious that a plan of this kind is entirely out of reach of the weekly newspapers. Much has been said about the free-in-county privilege accorded newspapers. Nobody disputes the fact that the retention of this privilege is vital to the country newspapers. There are thousands of local newspapers known generally as the home town paper, which would pass away if Congress hampered their distribution without cost in the county of publication.

"Research shows that the free-in-county privilege had its inception during the early administration of Benjamin Franklin as Postmaster for the Crown in America. It has been developed until it is now an important part of the postal system. It would be unfair to leave the impression that the country weeklies are the chief beneficiaries of this postal privilege. The cost ascertainment report shows that out of a total volume of 64,278,981 pounds sent 'free-in-county,' only 19,049,442 pounds, or less than 30 per cent, is charged against the weeklies. You will find on table 49 of the appendix to the report that weekly newspapers pay a considerable amount for distribution by village carriers, etc. It is not correct or fair to assume that weekly newspapers do not pay any revenue to the government. The weeklies paid $1,915,361.52 on 98,538,201 pounds, producing an average revenue of 1.0438 cents per pound. Of this total the poundage on weekly amounted to 77,424,281, upon which the publishers pay an average of 2.1699 cents per pound at zone rates. This may be explained by the fact that thousands of subscribers to country newspapers moving to other localities want the home town paper. Whenever copies are mailed to those subscribers the local publication is subjected to the zone rates.

"It will be noted that any increase in rates will saddle a burden on the country publisher. Higher rates would, in effect, penalize those living in the rural communities by increasing the cost on newspaper delivery. While the circulation of weekly newspapers is not comparable to the metropolitan dailies, they would be the first to feel the effects of even a slight advance. You must keep in mind the small margin that separates the publisher of a small paper from bankruptcy.

"It is not an easy matter for the country publisher to increase the advertising and subscription rates to meet increased postal costs, no matter how small. The price of a local newspaper is a very important factor in publishing. The owners of small weeklies ponder for months over a proposal for advancing their subscription rates from $1.50 to $2, fearful of the effects upon the subscription lists. If the bill you have under consideration is enacted into law it will bring new complications to the country publisher. For many months publishers have been hesitant about increasing their advertising rates. Herman Roe, of the *Northfield* (Minn.) *News*, a member of the executive committee of the National Editorial Association, has long advocated higher rates on advertising in weeklies. In a report to the association, based upon dependable cost data, he stated that there can be no margin of profit left in an advertising rate of 20 or 25 cents an inch, which is the prevailing rate in the large percentage of country weeklies, deduct 10 cents per inch—the average cost of composition—from your 20 or 25 cent rate and how far will the remainder go toward covering the cost of writing news and editorials, editorial and advertising services, soliciting advertising, setting up the news, make-up, press work, news print, mailing, etc.

"Mr. Roe found that the subscription revenue will absorb a portion of that expense, but only a small portion be the receipts from circulation will c tute about 20 per cent of the av country weekly's income. To me creased costs and make money so th publisher may serve the communit fectively he must look to the adver revenue. If this raise is put into on the postal rates the publisher have no alternative. The circulatio small town paper is its most valuab set. Like every other article of mer dise, the price of a newspaper gover sale. The delivery cost is an ess item. The list of subscribers mu satisfactory to local and national a tisers. The local paper must give a tisers a service to allow the local chant to compete with mail order h and other forms of competition. are some of the problems of the av editor and publisher. If the rate s ules proposed in the so-called St bill are accepted by Congress it wil turb the economic fabric upon whic great bulk of American newspap the country weeklies—depend and rectly affect community life.

"We believe that your sense of ness will continue the policy of the in-county privilege for the local we and keep in mind the effect of a increase in villages where local p pay for carrier service. The Postm General in his statement at the begi of these hearings stated that the De ment favored the present policy. Nu ous witnesses representing all class mail users have been practically u mous in their approval of the priv The smaller dailies and weeklies a sential instruments to community The National Editorial Associatio spectfully submits that it would b wise and unjust to enact any legis which would have a tendency to ir their existence."

Capt. Cranston Williams, exe secretary of the Southern News Publishers' Association, representin dailies in fourteen Southern S stretching from Texas to Virginia phasized the thought that while " town papers with circulations ru anywhere from 3,000 to 12,000 are w to meet what is considered a fair ca cost, they face a proposition of driven from the mails by the pro increases in second-class rates."

A similar idea was clearly empha by Frank E. Gannett, publisher o *Rochester Times-Union*, representin New York State Publishers' Associ comprising 65 dailies, in enterin emphatic protest "against the hasty and snap judgment on the part o Senate in its apparent eagerness to a bill based on the findings of the of service report.

"The newspapers of this State country want to do the fair thing," Gannett added. "We believe we are ing a high price for our postal s at the present time—$2 for every pounds caried in the mail, while w getting the same service through ba arrangements for 30 cents for ever pounds carried.

"If the rates for second-class matter are boosted for every 100 p on advertising, as now contemplat feel sure that the government will its own purpose and fail to increa revenue, for the newspapers will be pelled to withdraw from the mail find some other method of delivering papers."

Daily to Absorb Semi-Weekly

The *Beckley* (W. Va.) *Daily Pos* the *Raleigh Herald*, a semi-weekly be consolidated soon after Jan. 1, ac ing to announcement made by Fran Hunter, editor of the Post. The bined newspaper will be known a *Beckley Post-Herald*.

Advertisers' Christmas Party

New York Advertising Club h Christmas party for children of bers from 3 to 5 o'clock, Saturday, 27. More than 500 children attend party.

C. S. JACKSON, VETERAN OREGON PUBLISHER, DIES

Owner of Portland, Oregon, Journal Succumbs After Long Illness Following Nervous Breakdown Five Years Ago—Distinguished Career

HARLES SAMUEL JACKSON, owner and publisher of the *Portland* Ore.) *Journal,* died at the family home Portland on Dec. 27. His death brings a close a career of achievement, made otable especially by the up-building of s newspaper from a small and strug- ling daily to a large and successful etropolitan publication. Death came as release from a long period of suffering ating from a nervous breakdown five ears ago. Since Jan. 1, 1920, Mr. Jack- n had not been active in the publication f his newspaper which had been placed the hands of his son, Capt. Philip . Jackson, assisted by executives who ad been active in the organization with e father over a period of years.

In keeping with Mr. Jackson's own mplicity of life were the details which arked his taking leave of it. He re- ested that his own newspaper and if ey were willing, the other Portland wspapers, omit any discussion of his reer until the simple funeral he desired as over.

That was done. He asked that his neral be devoid of display. Only the mily and the Rev. Dr. A. A. Morri- n, rector of Trinity Episcopal Church re present at the Portland Crematorium the final rites on Monday. At a later te interment will be in the Jackson mily plot in Pendleton, where he had ected a monument to the memory of his der son, Francis Clopton Jackson, owned at sea in December, 1919.

Surviving Mr. Jackson are Mrs. Jack- n; who was Maria Foster Clopton of endleton, their son Philip L. Jackson; aster Charles Samuel Jackson, a grand- n, son of Francis Jackson; one brother, . A. Jackson; and two sisters, Mrs. hn Lumpkin and Mrs. A. R. Moses. r. Jackson's brother and sisters live in eltaville, Va.

At the hour of the funeral the plant the journal was closed, and members the journal family gathered in the itorial rooms to listen to a tribute to e publisher. The speaker was B. F. vine, editor of the journal.

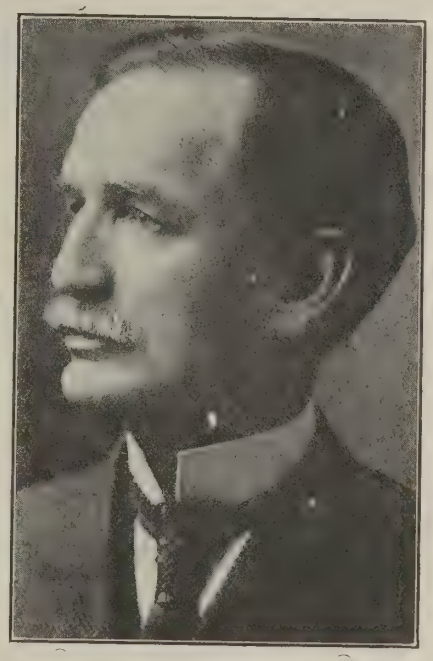
Two tragedies marked, and possibly to great extent caused the breakdown hich resulted in Mr. Jackson's death. he was the loss of his elder son Francis, the wreck of the steamship J. A. anslor off Cape Blanco in December, 19. The vessel was lost with nearly all board, and young Jackson's body was t recovered.

If Mr. Jackson's heart was hurt beyond re by the death of his son, his spirit s likewise wounded by the breakdown his friend and mentor, Woodrow Wil- n. When Mr. Wilson was stricken in course of his campaign for the League Nations, it seemed to those about Mr. ckson that he, too, had suffered a ysical blow. As the president's strength ned the fighting spirit of Mr. Jackson med to wilt. The double blow of the s of his son and his friend seemed more n he could bear.

Only a few days before Mr. Jackson's ith a Christmas gift to the people of egon in the form of an 88 acre tract park land was announced in his name. e tract is on Marquam Hill, adjacent the University of Oregon Medical hool and is to be known as Sam Jack- Park.

t would require columns to list the ic efforts of the Oregon Journal under direction of Charles Samuel Jackson. nas been said of him that no man ever in the directing office of a newspaper held higher concepts of the duty of rnalism to the masses of the people. n his 40 years of newspaper work in Pacific Northwest he continually ssed the ethical side of newspaper blishing.

Mr. Jackson, who was a native of Vir- ia, came to Pendleton, Ore., in 1881, ere he soon acquired a quarter interest he *Pendleton East Oregonian,* a week- from L. B. Cox, a local attorney.



Charles Samuel Jackson

"He tried his best to persuade me I was a natural born newspaper man," Mr. Jackson once wrote in 1920 referring to his start as a publisher.

"I never believed it then and do not fully believe it at this time. Within the same year he bought the quarter interest back from me, adding $250 to the sum I paid for it, thus presenting a clear profit to me of that amount. This was the first hoarding money, with the exception of $100 additional saved from the $50 a month paid me by the Utah, Idaho and Oregon Stage Company, as stage agent, I ever possessed at one time."

A little later Cox again told young Jackson he believed he had the qualities of a true editor and offered to sell him the East Oregonian for $3,500. With John A. Guyer, a Pendleton attorney Mr. Jackson bought the paper on a 50-50 basis. The uncertainty of the publishing profession at that time was shown in the fact that Mr. Jackson retained his "sure thing" position as stage agent for several months, relinquishing it with the coming of the railroad line through Eastern Oregon in 1882-83.

Within a brief period Mr. Jackson purchased his partner's share in the paper and shortly began publication of a semi-weekly East Oregonian. A steam press was used to print the paper.

For 25 years Mr. Jackson published the East Oregonian against stiff opposition.

"I worked for the public interest throughout those years led on by the examples of such men as Oliver Cromwell and in these later times with a faith made more steadfast by the glorious career of Woodrow Wilson," he said in a letter to "the Journal family" in August, 1920.

It was in Pendleton that Mr. Jackson established the rule that his paper must always stand on a level with the strongest institutions of the community in respect of money contributions toward popular objectives which met with his approval. If the First National Bank, or one of the powerful merchandising houses of the town wrote down its name for $1,000, so must the East Oregonian.

Mr. Jackson took over the Portland Oregon Journal in 1902, from Alfred Bowen, who had established it in March of that year, but whose resources were exhausted before the summer had ended.

The record of the financing of the Journal is, perhaps, unparalleled. About Aug. 1, 1902, the Journal Publishing Company was incorporated, with $100,000 of cash capital stock. Mr. Jackson took $51,000 of it, $49,000 being subscribed by Portland business men who desired competition in the newspaper field, then monopolized by the joint owners of the *Morning Oregonian* and the *Evening Telegram.*

He issued $51,000 of gold serial bonds, sold them solely on his reputation for newspaper management as evidenced in Pendleton, obtained par for them, amortized them from the earnings of the paper, bought in additional of the capital stock until he was virtually 100 per cent owner. Within 5 or 6 years, he once stated, he refused $1,000,000 for the property, and in the afternoon of the same day refused an offer of $1,500,000.

The Journal was then, so Mr. Jackson said, netting annually $165,000. But it was not from monetary considerations that he rejected these offers.

"I said to the gentleman who proffered the money, which was to be in actual gold or in gold bonds," he declared later, "'What in the world would I do with a million and a half dollars?' I wouldn't know how to use it. And what would I then do? Start another paper?"

For 40 years the Portland publisher preached the single tax, yet always he was the boon companion of men high in finance, industry, commerce, civic effort and political life, and in no year and at no moment in any year did one of them long scorn his opinions.

The dean of a Western school of journalism, when asked to comment on the Journal under Mr. Jackson's control, once said:

"It was the human as well as humane type of organization which Sam Jackson developed. The Journal is a club of self-respecting co-workers with the publisher. There is loyalty to the employes. There is fearlessness in upholding unpopular causes—more, probably, than in all but a very few instances anywhere. Never, in my knowledge, has there been hesitancy to sacrifice financial gains to brave advocacy. The paper has a kindly way—a 'heart.'"

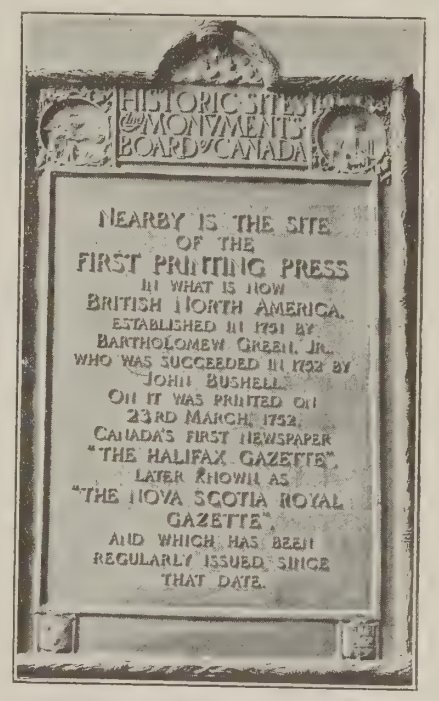
A. A. C. W. TAKING NO STAND IN P.O. RATE FIGHT

THAT no one has been authorized to speak for the Associated Advertising Clubs of the World at the postal rate hearing in Washington, is the burden of a telegram sent from the headquarters office of the organization in New York to Robert E. Hutchinson, in charge of the Washington office of the Association.

"Failure of press dispatches to state clearly the connections of advertising men appearing at the hearings has resulted in confusion," the telegram to Mr. Hutchinson stated, and it was suggested that it would clarify the situation if the telegram from headquarters could be read into the record.

The Associated Advertising Clubs, explains Carl Hunt, manager of the Association, is made up of many organizations, representing various interests in advertising, striving toward certain ends in connection with the improvement of advertising, but this does not of necessity mean that the various elements must or can have a unanimity of thought on everything that relates to advertising. The Associated Advertising Clubs, therefore, could not possibly express a view on this subject, since it is not in unanimity as to where additional revenues for the post office should come from.

TABLET MARKS SITE OF FIRST PRINTING PRESS



THE tablet reproduced above was unveiled at the Nova Scotia Province Building, Halifax, on Dec. 20, marking the site of the first printing press in what is now British North America.

The ceremony of unveiling was performed by the Hon. MacCallum Grant, lieutenant governor of Nova Scotia before an assemblage of distinguished citizens and visitors.

Another tablet marks the spot where the first copy of the *Halifax Gazette* was printed—the cradle of newspaper making in British North America.

JOSEPH M. ADAMS

Assistant M.E., St. Louis Post-Dispatch, Dies of Heart Attack

Joseph Madison Adams, 48, assistant managing editor of the *St. Louis Post-Dispatch,* and a member of its editorial organization for 25 years, died at his home in St. Louis, Dec. 28, from a heart attack. Mr. Adams collapsed a short distance away from his home, while on his way to St. Luke's Hospital to call on O. K. Bovard, managing editor of the Post-Dispatch, who is a patient there with typhoid fever.

Mr. Adams was a native of Chariton county, Mo., and was reared and educated in Chariton and Howard counties, attending Central College at Fayette. He went to Washington and Lee University, Lexington, Va., for a law course, which he completed. He went to the Pacific Coast for a while and then returned to his home working for a time on a paper in salisbury, Mo., before coming to St. Louis.

He joined the staff of the Post-Dispatch in 1899, and it was the only city paper for which he worked. For five years he did reporting. His first desk was as telegraph editor. He became editor of the first Sunday edition, and 12 years ago was made assistant managing editor.

Iowa Paper Company Sold

The Baker Paper Company of Cedar Rapids, Ia., has been sold by Ward Baker, president, and George A. Mills, secretary-treasurer, to Ralph R. Epler, vice-president of the company. The sale, which is effective Jan. 1, involved $88,000.

COMPLETE TEXT OF FEDERAL TRADE COMMISSION COMPLAINT

(*Continued from page 6*)

undertaking and in carrying out its said purposes.

(e) By and through oral and written statements and representations both directed to publishers generally and to individual publishers, brings pressure and coercion to bear upon such publishers to cause them to refuse to publish the advertisements of direct advertisers at net rates, and to charge for said advertisements at gross rates; directly and indirectly threatening said publishers that unless they accede to such demand respondent agencies will refuse to further supply such publishers with national advertising.

(f) In connection with the coercion brought to bear upon publishers, referred to in specification (e) hereof, and to render same the more effective, published a booklet entitled "Client Members of the A.A.A.A.," which contained a list of about five thousand national advertisers who place their national advertising through respondent agencies, and distributed copies of said publication among newspaper publishers throughout the United States.

(g) Sought and secured the cooperation of respondent corporation in compelling the publisher-clients of respondent corporation to cooperate in said combination and to refuse to accept direct advertising at net rates and to charge therefor at gross rates.

(h) Sought and secured the cooperation of respondent publishers' association and its members in carrying out said combination and its said purposes.

(i) By means of information and reports secured from and given by respondent agencies, by respondent corporation, by respondent publishers' association and its members, and by other special representatives and publishers, seeks and secures information relating to direct advertising at net rates, together with the names of the advertisers so advertising and the names of the newspapers whose publishers accept and publish said advertising at net rates.

(j) Sends said information and the names of said advertisers and newspapers to respondent corporation and respondent publishers' association for use by them in carrying out said combination and its said purposes.

(k) From the information and data obtained as set out in Specification (h) hereof, and by other means, compiles list of names of newspapers whose publishers accept and publish direct advertising at net rates, and sends a copy of each said list to each respondent agency to be used by it in carrying out said combination and its said purposes.

(l) Respondent agencies make use of said lists in bringing intimidation and persuasion to bear upon the publishers of the newspapers so listed to compel them to cases accepting direct advertising at net rates, and in future to charge gross rates therefor, and in connection therewith threaten to and do refuse to further supply said publishers with national advertising, or curtail such supply unless and until said publishers comply with said demand.

(m) Procure from publishers and groups of publishers agreements and promises that said publishers will accept and publish direct advertising at gross rates only.

(n) Through bulletins issued from time to time and through other correspondence the association keeps respondent agencies advised of the names of newspapers whose publishers accord said net rates to direct advertisers, and the names of newspapers whose publishers accord said gross rates only, including in said last named class the names of newspapers whose publishers formerly so accorded net rates but who have ceased so to do and who have adopted the practice of accepting national advertising directly from advertisers at gross rates only. Respondent agencies use said information in carrying out said combination and its said purposes.

(o) Use other cooperative means to carry out and effectuate said combination and its said purposes.

Respondent American Press Association:

(a) Publishers in its said trade journal, The American Press, editorials and articles condemnatory of the allowance of net rates by publishers to direct advertisers and condemning specifically and by name newspapers whose publishers accept and publish direct advertising at net rates.

(b) Publishes editorials, articles and open letters in said trade journal in which newspaper publishers are warned that unless said publishers support respondent agencies in carrying out the purposes of said combination, and unless such publishers refuse to accept direct advertising at net rates and accept same only at gross rates, respondent corporation and respondent agency association and its members will refuse to further supply such publishers with national advertising in the future, or will greatly curtail same.

(c) Through articles and requests published in said trade journal and by other means solicits and secures from its publisher-clients the names of newspapers whose publishers accept direct advertising at net rates.

(d) Through editorials, articles and open letters published in said trade journal warns direct advertisers that it will use its influence to prevent its publisher-clients from accepting direct advertising at net rates.

(e) Procures from its publisher-clients written pledges signed by said clients wherein said clients pledge themselves not to accept direct advertising at net rates and that they will charge therefor at gross rates in the future.

(f) Publishers in said trade journal from time to time lists of the names of newspapers whose publishers refuse to accept direct advertising at net rates and who accept same only at gross rates, and the names of newspapers whose publishers have undertaken so to do in the future.

(g) Publishers in said trade journal from time to time lists of the names of newspapers whose publishers accept direct advertising at net rates and who refuse in future to charge gross rates therefor.

(h) Supplies to respondent agency association the information secured by the various means and methods above set out and otherwise, including the names of direct advertisers who are accorded net rates by publishers, the names of newspapers whose publishers so accord net rates, and the names of newspapers whose publishers refuse to accept direct advertising at net rates and who charge therefor at gross rates.

(i) Secures from respondent agency association information similar to that in specification (h) hereof set out, which information it uses in carrying out the aforesaid combination and its said purposes.

(j) Uses other cooperative means to carry out and effectuate said combination and its said purposes.

Respondent publishers' association and its members:

(a) Agreed among themselves to and do carry out and assist respondent agency association and its members in carrying out aforesaid combination and its said purposes.

(b) Adopt at annual conventions of the publishers' association, resolutions commending said combination and its said purposes and declaring the adherence thereto of respondent publishers, and supply copies of said resolutions to respondent agency association.

(c) Secure information regarding direct advertising at net rates, including the names of newspapers whose publishers accord net rates to direct advertisers, the names of newspapers whose publishers refuse to so accord net rates and who accept direct advertising at gross rates only, and the names of direct advertisers placing their advertising at net rates.

(d) Exchange said information among themselves to be used in carrying out said combination and its said purposes and supply said information to respondent agency association for similar use by it and its members.

(e) Agree among themselves to accept direct advertising at gross rates only and through respondent publishers' association and otherwise bring pressure and coercive measures to bear upon those of their members who fail to abide by said agreement and who accept direct advertising at less than gross rates, to compel said members to accept such advertising only at gross rates in the future.

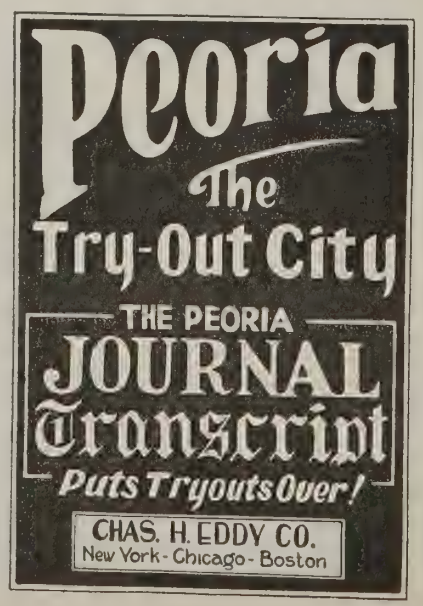
(f) Use other cooperative means to carry out and effectuate said combination and its said purposes.

PARAGRAPH NINE: The result and effect of the aforesaid combination and conspiracy and of the acts and things done by respondents to effectuate the same, all as hereinbefore set out, has been and now is to hamper, hinder and obstruct national advertising throughout the United States; to restrict the dissemination and distribution of such advertising and of the type-parts essential thereto, to channels and upon terms and conditions dictated by respondents; to restrict the publication of national advertising to newspapers throughout the United States selected and approved by respondents; to compel newspaper publishers throughout the United States to charge for the publication of national advertising at aforesaid gross rates and to prevent them from according aforesaid net rates to direct advertisers; to compel national advertisers to employ respondent or other agencies as intermediaries in placing national advertising in newspapers throughout the United States, or in the alternative, to pay for direct advertising at aforesaid gross rates and in addition thereto to prepare and distribute their advertisements at their own expense; to hinder, obstruct and curtail the marketing of goods, wares and merchandise in interstate commerce and the prosecution of interstate business therein and place an undue and unreasonable restraint upon commerce among the several state upon one of the principal and inc sible means and instrumentalitie carrying on such commerce.

PARAGRAPH TEN: The abo leged acts and practices of respo are all to the prejudice of the publ constitute unfair methods of comp in commerce within the intent and ing of Section 5 of an Act of Co entitled, "An Act To create a F Trade Commission, to define its p and duties, and for other purposes proved September 26, 1914.

WHEREFORE, THE PREM CONSIDERED, the Federal Commission, on this 17th day o cember, A. D., 1924, now here issu its complaint against said responde

Notice is hereby given you, eac all the respondents named in the c hereof, that the 5th day of Feb 1925, at 10:30 o'clock in the for is hereby fixed as the time, and the of the Federal Trade Commission, City of Washington, D. C., as the when and where a hearing will be h the charges set forth in this com at which time and place you shall the right, under said Act, to appea show cause why an Order should entered by said Commission requirir to Cease and Desist from the vio of the law charged in this complair



First Full Page Ad in 1879

The first full-page department advertisement appeared in a news in 1879, according to Russell H. well in "The Romantic Rise of a American," John Wanamaker's story, published this week by Har Bros. Mr. Wanamaker that year "st all," when he started taking ful space in Philadelphia newspapers, well records. Later he created ar sensation in taking a full-page adve ment in the *Paris Herald*, now European edition of the *New York ald Tribune*.

Daily Printing Despite Explosio

The *Newton* (Ia.) *Daily News*, aged to the extent of $10,000 De when an explosion in the boiler wrecked a wall and damaged a amount of its mechanical and office e ment, has continued publication wi missing an edition.

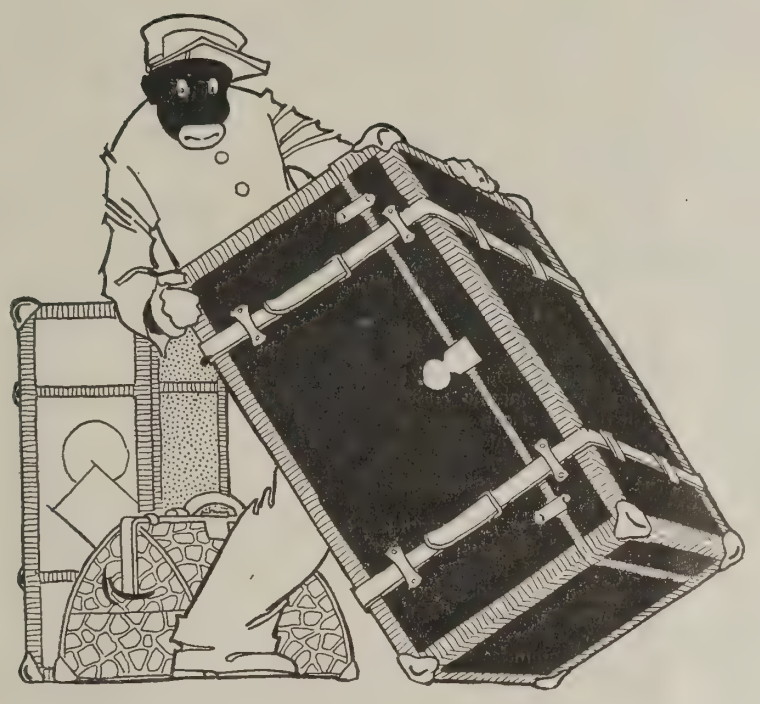
St. Paul Dailies Cut Price

The *St. Paul Dispatch and Pi Press* have reduced the subscription from 90 cents a month to 15 cents a or 65 cents a month, for the thirte sues per week.

Christmas Dinner to Staff

The *Billings* (Mont.) *Gazette* host to all members of its staff Christmas dinner, Dec. 25.

San Francisco Chronicle
M. H. de Young
Leading Newspaper of th Pacific Coast
"Blankets" Northern an Central California
A clientele that can and do buy everything
National Advertising Representatives
Williams, Lawrence & Cresmer Co.
225 Fifth Ave. NEW YORK
360 N. Michigan Av CHICAGO



Reach Detroit's Winter Resorters Via The News

DETROIT—a city of more than a million—offers winter resort advertisers a particularly profitable field, for Detroit contains a liberal spending wealthy class, perhaps without equal for any other city of Detroit's size. Detroit's wealthy are still in the process of adding to their fortunes. Wealth is still fluid and not fixed nor conservative in the automotive center of the world.

Most of the big railroads realize the opportunity Detroit offers and among the lines using The News are the Baltimore & Ohio, Chicago & North Western, Florida East Coast, Great Northern, Illinois Central, Louisville & Nashville, Missouri Pacific, New York Central, Pennsylvania, Rock Island, Santa Fe, Seaboard Air Line, Southern Pacific, Southern Railway, Union Pacific, Canadian National, Canadian Pacific, etc.

Use The News, the one paper that reaches every Detroiter, to increase your patronage.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

PUBLICITY NO MENACE TO THE PUBLIC, MASTER PRESS AGENT ARGUES

Says Public Can Protect Itself by "Finding the Fellow Behind It" in Talk Before Chicago Convention of Journalism Teachers

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Dec. 30—Taking issue with the peremptory condemnations of propaganda and publicity men, Ivy L. Lee, New York publicity agent, speaking before members of the American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism at their annual convention at the Hotel LaSalle, declared that publicity was entirely a matter of service to the public. Propaganda is not a question in itself, he declared, but the issue involved was the sincerity and the honesty of the source promoting the undertaking.

"Twenty years ago," Mr. Lee said, "A campaign was started by a society of American publishers aided by magazines like EDITOR & PUBLISHER, *Printers Ink*, and others, against the 'press agent.' In those years it has been my observation that instead of losing his place, the press agent has been made more and more welcome in the offices of editors. The campaign has been a failure because it was based on the failure to appreciate the value of the 'press agents.'"

"Publicity viewed in its broader sense is every form of expression—advertising, bill boards, the radio, brass bands. Propaganda is fundamentally an effort to get over an idea, and there is hardly one of us who is not always trying to get his own ideas impressed on the mind of another by propaganda."

"There is no doubt that much injurious publicity is sincere, but the public can protect itself by investigating the source and finding out who the fellow is behind it. The question of free publicity ceases to be a question and becomes a matter of judgment on the part of the editor to use the kind of information that will get circulation. Editors should welcome all free publicity, acquaint themselves with its source and its cause, and then of their intelligence choose and use what they wish, but never refuse all on principle."

Mr. Lee pointed out that this latter course would necessitate the elimination of baseball reports from the papers, with undoubted dire consequences. But, because it is of interest to the people generally, baseball news is accepted, he said.

"News is any information of interest to people today," Mr. Lee said. "It need not have happened today or yesterday to be news. It may even be the translation of an inscription on an Egyptian sarcophagus, thousands of years old. News, in its differentiation from advertising, is what people are willing to pay for to have brought to their attention. Advertising is what the public will not pay for and what the advertiser must pay for to bring to public attention. The question of publicity thereby becomes a mere matter of judgment on the part of the editor. Publicity is a matter of responsibility of statement, a matter of simple honesty and it will thrive in the main because it is honest and effective."

Speaking of the careers open to the journalism student, Mr. Lee said there were two. "The first is 'pure' journalism in its proper sense," he said. "The field of newspapers and magazines definitely representing the public. The other is the constructive side of 'pure' publicity."

"Unfortunately," Mr. Lee told the teachers, "The second line pays better than the first. The first does not pay to hold its men. A correspondent in France is paid $12,000 by his newspaper, considered an excellent wage in the field, to interpret the French people and the French nation to the American populace. Why it is worth more than four times that to the French government to have him color his reports on occasion."

"The publicity field attracts the better brains and leaves only the moderate for the newspapers and magazines. This question of compensation soon must be fixed," he declared.

G. B. Hotchkiss, of New York, president of the National Association of Advertising Teachers, addressed the delegates at a dinner and smoker on Monday evening. He told of the relation of journalism to advertising and the need to guard against propaganda which was neither advertising nor news. Mr. Hotchkiss emphasized the importance of a knowledge of economics as a background for successful journalism.

Several papers were presented by members dealing with the academic problems of journalism. Among these were R. R. Barlow, University of Minnesota; Helen O'Mahin, University of Kansas; N. A. Crawford, Kansas State Agricultural College; Edwin G. Burrows, University of Michigan; J. W. Cunliffe, Columbia University; J. S. Myers, Ohio State University; L. N. Flint, University of Kansas, and L. W. Murphy, University of Illinois.

E. M. Johnson, University of Wisconsin, reading a paper on "Analyzing a rural community as the basis for editing and publishing a newspaper," discussed the trend in country journalism during the past 30 years. Prof. Johnson stated that "editorial research will do as much to give newspapers a higher standing in their rightful field as merchandising service has in their profitable sideline. It is especially necessary that the small town newspapers lead in such studies for they are in the greatest danger. Since 1915, weekly newspapers have decreased by 3,000 and deaths and mergers are still continuing. Many communities are still overpopulated with newspapers so there is reason to believe that there will be a still further decrease of both weekly and daily newspapers. The real problem confronting the community and the Metropolitan press as well, however is that of preserving small town and rural life."

A National Council for Research in Journalism was chosen by the societies to continue the work already accomplished in that field. The committee named comprised: Willard G. Bleyer, University of Wisconsin, Chairman; M. Lyle Spencer, University of Washington; J. W. Cunliffe, Columbia University; Frank W. Scott, University of Illinois; and Walter Williams, University of Missouri.

In the report of the Council on Education for Journalism it was declared that preparation for journalism should also include practice and instruction in journalistic technique, and consideration of the responsibility of the journalist to society. All instruction in journalism should be based on a recognition of the function of the newspaper and other publications in society and government, and should not be concerned merely with developing proficiency in journalistic technique it read, "The aims and methods of instruction, it stated, should not be those of a trade school, but should be the same standards as those of other professional schools and colleges."

The members of the council were permitted to retain their places and continue with their work, with Willard G. Bleyer as Chairman.

At the Tuesday morning session of the Association of American Schools and Departments of Journalism, C. P. Cooper, Columbia University was elected president. A. L. Stone, University of Montana, was made vice-president, and J. S. Myers, Ohio State University, was chosen as secretary-treasurer.

J. W. Piercy of Indiana University, presided at the sessions of the journalism teachers, while M. Lyle Spencer, University of Washington, acted as Chairman during the meetings of the other association.

Advertising as one of the vital factors in the economic and social life of the nation, was considered by members of the American Economic Association meeting with the American Association of Advertising Teachers at their first joint session, in the Auditorium Hotel, Dec. 29, during the annual conventions of the two societies here.

Prof. George B. Hotchkiss, of the department of advertising and marketing of New York University, and president of the National Association of Advertising Teachers, spoke on "An Economic Defense of Advertising."

Prof. Hotchkiss declared that advertising does not create demand, but it does transmit the knowledge showing the economic advantage of the use of a product.

Other speakers at the session were: Frederick E. Clark of Northwestern University; who gave an economic criticism of advertising. Prof. W. D. Moriarty, University of Washington; Prof. Morris A. Copeland, Cornell University, and Paul T. Cherington, Director of Research for J. Walter Thompson Company, New York.

At the separate business sessions of the teachers, Prof. Hugh E. Agnew, New York University, discussed the development of the nomenclature and terminology of advertising and marketing. "With all the new ideas that have been developed in advertising and marketing in the past few years," he declared, "There have been less than a dozen new terms introduced into the language to indicate the nature or scope of those new ideas. Old terms have been crowded and cramped, twisted and stretched to make them cover new and changed concepts," he asserted.

Prof. E. J. Kilduff, New York University, spoke on the value of business English courses in the colleges as a stepping stone to advertising.

At the annual dinner of the association, held Monday evening at the Hamilton Club, representatives of the Associated Advertising Clubs of the World, the National Advertising Commission, the Association of National Advertisers, the American Association of Advertising Agencies and the Advertising Council of the Chicago Association of Commerce engaged in round table discussion with the teachers regarding co-operation between the advertising teachers and advertising executives.

Officers chosen for 1925, were: Prof. Edward J. Kilduff, president; Prof. Frederick Russell, University of Illinois, and Harry Wellman, of Dartmouth; vice-presidents; and Prof. Nathaniel W. Barnes, University of Chicago, re-elected secretary and treasurer.

35,434

Net paid (1923) Average.
An increase of

47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

IN eleven months of 1924, The Cincinnati Enquirer published 600,439 lines of passenger car display advertising. This is 146,603 lines more than all the other Cincinnati papers combined and 111,755 lines in *excess* of *twice* as much as the next leading paper.

The Enquirer for many, many years has carried more automobile advertising than all the other Cincinnati papers combined. What makes this possible? PROVED RESULTS!

The Enquirer alone will serve the Cincinnati territory for any passenger car or accessory advertiser. It carries the real punch in circulation, reader interest and prestige.

1925 AUTO SHOW NUMBER
JANUARY 11

The CINCINNATI
ENQUIRER

One of the World's Greatest Newspapers

Two Letters

"Our Customers Write Our Ads"

Because they refer to presses of outstanding interest, one the Heavy Duty Semi-cylindrical and the other the Heavy Duty Tubular, we publish together these two recent letters. These words of users *tell a story you want to read, facts you want to know.*

NEW YORK WORLD

Irving K. Stone, Esq.,
President, Duplex Printing Press Company,
Battle Creek, Michigan.

New York City
November 18th, 1924

Dear Mr. Stone:

Our new DOUBLE OCTUPLE DUPLEX press is giving us fine production. The unprecedented fact is, that we ran it on the regular edition of the Evening World the first day of operation.

In pursuance of our agreement, this letter will serve as instruction to go ahead with the next presses for The World, to be installed on conditions agreeable to you and our General Manager; one Double Octuple Press to be delivered at as early a date as possible.

Very truly yours.
Ralph Pulitzer, President

NIAGARA FALLS GAZETTE

Niagara Falls, N. Y.
November 10th, 1924

The Duplex Printing Press Company,
Battle Creek, Michigan.

Gentlemen:

It is a year since we started regularly on our new DUPLEX TUBULAR FORTY-PAGE, four plate wide press, the first five unit, five roll, Tubular press used in the world.

We want you to know that we are very much pleased with this equipment and it is giving us perfect satisfaction. It is an unusually well built, strongly constructed, easy running press. The ink distribution is perfect. It is a very economically operated press, getting the same product per hour as a decuple or eighty-plate semi-cylindrical equipment.

We are sure you will be pleased to know that we have made the largest increase in circulation during the past year since the paper was founded in 1854, due largely to our metropolitan press equipment. It is our belief that no one is publishing a better printed paper in the United States.

Yours very respectfully,
A. C. Deuel, *Publisher*

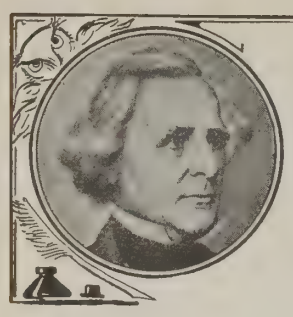
THE DUPLEX PRINTING PRESS CO.

Battle Creek, Michigan

World Building
New York City

Chicago Temple Building
Chicago

de Young Building
San Francisco



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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CHAPTER TWENTY-NINE

Herald's Rapid Growth—Retirement and Death of Mr. Hudson —More Herald Expeditions

TOWARD the close of 1872, with a verified circulation of 152,000 copies daily, the Herald establishment had expanded so rapidly that Mr. Bennett was forced to consider plans for securing additional space for his presses and mechanical equipment. Within five years the splendid building had apparently become inadequate to meet the paper's growing demands, and in November he seriously contemplated making an offer to buy the immense marble building located at the corner of Chambers street and Broadway, from A. T. Stewart, now the property of Mr. Munsey. Whether Bennett ever actually negotiated for its purchase is uncertain, but that he badly needed additional space was evident.

The problem was eventually solved by transferring his steam plant to the basement of the new Bennett Building, one block away, at the corner of Ann and Nassau streets, and connecting it with the engine by means of a pipe line laid under the surface of Ann street.

The Bennett Building just completed was the finest structure for office purposes in the city. It was designed by Arthur Gillman; was six stories in height and was of fireproof construction throughout.

At this time the employes had two associations. One, the New York Herald Club, celebrated the anniversary of the founding of the paper by a banquet annually held on May 6; while the other, the Pension and Annuity Fund Association had been established in 1869, with a donation of $10,000 from the senior Bennett. Both are now long extinct, but mention of them will recall to the few surviving ex-members, the "good old days" of genuine comradeship and kindly feeling that then permeated the staff of the Herald.

It was in 1873 that Mr. Bennett, 2nd, began to demonstrate to his amazed contemporaries the possibilities of modern journalism backed by vast resources. He hired special trains to deliver his Sunday papers in Philadelphia, Baltimore and Washington, while in 1874 he ran special trains to Saratoga, then a rival of Newport as the fashionable summer resort, and in 1875 started his "lightning trains" to Niagara and way points, breaking all records for speed and regularity of delivery of the Sunday Herald.

In 1874 he began the cabling of foreign ship news to his paper at heavy expense, and in the same year published elaborate editions commemorating the Lexington-Concord and the Mecklenburg Centennials.

It was his proud and truthful boast that the Herald was the most progressive newspaper in the world, and to carry out his ambitious plans, he had been obliged to drop the editorship of the Telegram, placing its control in the hands of Mr. Douglas Levien, and under whose able management the paper prospered and began to boast of its "enormous circulation."

The advent of Mr. Bennett, Jr., as general manager of the Herald had been preceded by the retirement of Mr. Frederic Hudson, as managing editor, after having been connected with the paper for nearly 30 years. His place was eventually filled by the appointment of Mr. Thomas B. Connery, and he went to reside at Concord, Mass., where in 1872 he published a "History of Journalism in America," the standard work on the subject. We quote his final comments on the Herald's prosperity, usefulness and its prospects for the future, showing how the keenest observer cannot hope to accurately predict the coming course of events:

"The Herald is a 'one-man' power. It is therefore probable that like the *London Times*, it will outlive all other newspapers in its usefulness and enterprise. It is a remarkable fact that none of the famous journals have survived more than one generation as leading papers. Their enterprise, ability and fame would pass away with their originators; but the Herald seems more vigorous than ever. It has just started on its second generation, full of brains, full of tact, and full of money. Has not its new conductor a splendid opportunity? Let us compare the Herald of today with the Herald of 1835. What a difference!

"Will not the Herald of 1909, compared with the Herald of 1872, show as marked a change? *Nous Verrons.*"

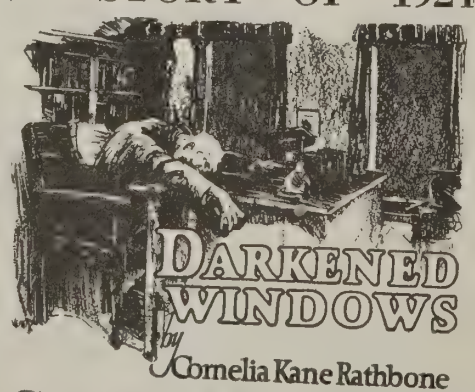
The death of Mr. Hudson occurred at Concord, Mass., on Oct. 21, 1875, thus passing away one of the ablest, most loyal and trusted of the senior Bennett's co-laborers in the journalistic field.

(*To be continued next week*)

BEST DETECTIVE STORY OF 1924

Serialized in 24 Daily Installments.

For Samples and Terms Wire



LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Sixty-two Christmas Days have passed since the Standard Union was established by Brooklyn patriots to uphold the Union.

It occupies a rare position in the hearts of the people it serves to-day, just as it served them in 1862.

(*Dec. 25, 1924.*)

R. J. R. Shuttleworth
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

QUALITY *Brings* QUANTITY

As Demonstrated by Powerful New York Newspaper That Has More Than Fulfilled Promise of Long Ago

By MRS. H. CRAIG DARE

In Newspaperdom

IT is well, sometimes, to turn back the pages of history and think of the water that has passed over the wheel since first the mill began to grind. When I learned that in 1924 The New York Times had printed 26,283,924 agate lines of advertising I turned to an article published in Newspaperdom August 21, 1902, written by the late Harrison Craig Dare.

That article told how The Times, under the management of Mr. Adolph S. Ochs, which began in 1896, had flung its challenge of quality of readers into a newspaper publishing field whose only slogan up to that time had been quantity of circulation. The Times had already outstripped some competitors and it gave every indication of continuing a progress which was even then astonishing advertisers and publishers alike.

Now, I hold no brief for The New York Times individually, but everybody connected directly or indirectly with the newspaper business holds very distinctly a brief for any newspaper which sets up a high standard and maintains it successfully and profitably through the course of more than a quarter of a century. The Times has done that, and so its unchanged and unchanging policy and the results of its operation are worthy of a few moments, at least, of study.

Even in the day when the article to which I refer was written there were not lacking those who doubted strongly the ultimate success of a newspaper which did not lend itself to the sensational headlines and pictorial display which characterized New York newspapers of the latter end of the last century.

Nor did most people believe that any newspaper could advantageously tell its advertisers how they should use its advertising columns. Nevertheless, the circulation had advanced from 21,516 in 1896 to 105,416 in 1902, the year the article was written. It is now, I am advised, 360,000 daily and more than 600,000 Sunday—a daily and Sunday average of nearly 390,000.

The Times gained in strength and robustness until today it has the richest and most productive clientele for advertisers, so advertising agents inform me, of any New York newspaper. Its distribution has spread until it now has readers in every state of the Union and in many foreign countries as well. The numerical gain in the last twelve months has been more than 20,000 copies. This, though The Times has never placed quantity of circulation ahead of quality.

Long years ago The Times, thinking first of its readers and determining that no advertisers should exploit them, prepared an Index Expurgatorius for its advertising columns. Most of my readers are familiar with it, so the limitations it placed upon advertisements it would accept for publication will not be repeated in detail here. It prohibits any false or misleading statement and also debars injurious medicines and any announcement which may offend the good taste of its readers. A Censorship Committee passes upon doubtful cases and gives audience to the personal arguments of advertisers who believe they are being excluded without just cause. The advertising rejected has amounted in the aggregate to many millions of dollars, not a dollar of which The Times counts as an ultimate financial loss. During the twelve months of the year, it is safe to say, The Times has rejected, for one reason or another, $500,000 worth of advertising.

The 1902 article in Newspaperdom compares the advertising volume of The Times for that year with those of the six other New York morning newspapers then in existence. Time and combinations have reduced the number generally used for such comparison to three. Notwithstanding the halving of the number and the theoretical concentration of advertising, The Times maintains the leadership it had then as an advertising medium. The conclusion of 1924 shows that The Times has gained more than 2,000,000 lines of advertising over 1923. It will be interesting and informative to place in juxtaposition the results of 1924, using the statement of the Statistical Department of The New York Evening Post. The total advertising for the year was:

	Agate Lines
The New York Times.....	26,283,924
Second New York morning newspaper	16,858,354
Third New York morning newspaper	14,906,698
Fourth New York morning newspaper	13,306,960

The Times led by 9,425,570 lines

It is gratifying to every person who has the interests of newspapers and the great business of advertising at heart to note that the spirit of directness and decency in news columns and cleanliness and honesty in advertising columns, in which The Times was a pioneer, has spread to hundreds of other newspapers, and that those which have followed it the most closely have reaped the greatest benefit.

I know no better way to close this article than by repeating one of the closing paragraphs of Mr. Dare's article, for it is as true now as it was the day it was written more than twenty years ago:

"The Times has accomplished enough to convince any intelligent and unbiased observer of the trend of public opinion that it is New York City's most remarkable newspaper; that it not only revolutionized the morning field in this city, but that it shattered beyond repair and redemption the circulation air ships that hovered over this city with colors flying; and so handsomely that advertisers were becoming stiff-necked from upward gazing."

U. S. REPORTERS ABROAD SUCCESSFULLY SIFT NEWS FROM PROPAGANDA

Old Timers Have Little Trouble Digging Facts from Foreign Office Handouts—British Notables Expect Pay for Interviews

By PHILIP SCHUYLER



Mr. and Mrs. Sidney Thatcher.

STRONG defence of the American correspondent abroad was forthcoming this week from Sidney Thatcher, London representative of the *Philadelphia Public Ledger* and the *New York Evening Post*, who, in an interview with EDITOR & PUBLISHER explained difficulties met at the British capital and told how propaganda was being carefully sifted for facts.

Mr. Thatcher arrived in this country on leave from London last week with Mrs. Thatcher, planning to remain here until February, when he will resume his post in England.

He comes here fresh from covering a big run of British news, which, extending from last August, has included the London Conference, lasting 35 days, the exciting election, the formation of the new Government, and recent Egyptian events.

His attention was called by the writer to a recent statement made by W. G. Shepherd, formerly of the United Press, to the effect that American correspondents abroad were controlled by the foreign offices.

"It is absolutely untrue," Thatcher declared in reply, "that the American newspaper men abroad are dominated by by propaganda.

"It is not difficult for those who know the ropes to sift the propaganda from the facts; and the old-timers abroad are seldom fooled.

"Ethics among American news writers in the foreign capitals are as high as in this country. As in the case here, there are frequently one or two shysters in a group of writers—a chap who is dull and can be consistently fooled by the foreign office.

"The British, it is true, are the greatest people in the world for propaganda. We are babies in this country in comparison.

"The situation today is much different than during the war, when the majority of correspondents were consciously writing propaganda. In the main, the American press representatives abroad are today proving an extraordinary ability in getting back of the screen to the real facts."

Mr. Thatcher explained the propaganda system employed by the British foreign office as follows:

The foreign office on any important question frames up what might be called its publicity policy. This, in outline form, is sent to embassies all over Europe, and when given out in so many different places, appears authoritative. The publicity policy may or may not be the truth. Mr. Thatcher believes it generally is. The foreign office also maintains a clip of all the different correspondents' copy, so that government officials all the time know what is being written.

"Once the correspondent understands this method," Mr. Thatcher explained, "it is easy for him to spot the publicity outline coming from the different European capitals. It is used then mainly as a tip, and is checked up by resorting to private sources of information. In this way a conscientious correspondent often gives the foreign office the go-by."

These "private sources," Mr. Thatcher admitted, were few and far between.

An interesting development in American reporting abroad was described by Mr. Thatcher as "the new business of journalism," in which authorities demand a price on their exclusive statements to the press.

"Certain English men and women have found that their views are wanted by American newspapers," he said. "Consequently, they have set and demand their own price.

"It is quite easy for an American newspaper man in England to obtain an 'exclusive interview' with an 'authority' if he is willing to lay the cash down on the table for it.

"This was true of the labor government and is still in evidence in the present regime. Lloyd George and Winston Churchill practice this new business and make a lot by it continually.

"Not long ago, I obtained a symposium from women members elected to Parliament. Included with one 300-word statement I received was a neatly penned note from the lady requesting me 'please to remit at the regular rates'."

He was asked what the phrase "as Downing Street explains it," means which appears frequently in London dispatches to this country.

Premier Baldwin, he explained, never receives newspaper men in conference. Instead, he has appointed a man to represent him and receive corespondents at 10 Downing Street.

"The only value of this arrangement is that if a question comes up on which the Governmental opinion is desired, you can obtain what is purported to be Premier Baldwin's attitude. Of course this centers all announcements on one man, who is carefully controlled and is himself necessarily cagey. Thus we always label such statements with the Downing Street phrase.

"When Ramsay MacDonald went into office, he in person held separate conferences with British, American, Continetal, South American and Far Eastern correspondents, during which he gave a good outline of his plans. Before dismissing each group, however, he politely informed them that he would not be available to the press from then on.

"Under Lloyd George, Americans had more success in Downing Street. Conferences with him were really valuable.

"Bonar Law clamped the lid down on everything. When Baldwin was in the United States settling the war debt, he went so far as to post an order to the effect that no American newspaper man be admitted to the Downing Street reception room. The butler was told to keep them out by force, if necessary, for three days.

"One bit of propaganda being spread by British newspapers," he declared, "concerns the payment of the war debt. The majority of English plain people believe that the United States demanded payment from Great Britain while giving terms t the French.

"The British newspapers are misleadi their readers on old facts, particula the Rothermere press. The truth, course, is that following the Armisti the United States allowed the Allies th years before consideration of payme was to be made. At the end of th years an identic note was sent to all a ing what they were prepared to pay. T French Commission frankly admitted ability, while the British delegation clared their desire to make complete s tlement."

The writer thought Mr. Thatcher mig have some tip to give editorial writers this country on the English attitude t wards the League of Nations.

"The British use the League of Natio as Lloyd George said he did," Mr. Tha cher said.

"Lloyd George used to say he had t files in his office and a wastebask While a good many things went into t wastebasket, those which demanded imm diate attention went into one file k close at hand, while those of no immedi importance went into the League of N tions file.

"The protocol to the League is hig disliked in England, and to delay the ga the Empire Conference is to be held. T Dominion Governments are cabling th they cannot attend. These cables w be held up by the British Government show that the Dominions are not fav able to the protocol."

Announcement

RAYMOND H. SCHOOLEY

has been appointed
Advertising Manager

and

GEORGE J. AUER

National Advertising Manager

of

The New York
Herald Tribune

Eleven Years
of
Advertising Leadership
in the New York Evening Field

1924 marks the eleventh year of advertising leadership held by the New York Evening Journal among New York evening newspapers.

The selling power of the largest evening circulation in America—a daily circulation of 666,886 copies, at 3c each,—meaning a reading public in excess of 2,000,000—has made this continuous advertising supremacy possible for the Evening Journal and profitable for its advertisers.

14,409,150 lines of Advertising

were published in the Evening Journal during 1924. This was the largest volume ever published in one year in the Evening Journal's history. It was also the **largest volume ever published by any evening paper in New York.**

A Gain of 1,481,130 Lines

was made over 1923. That year, in turn, had been the largest previous year in advertising that the Evening Journal had ever experienced.

Agate lines of advertising, however, are only statistics. They are the yardsticks by which the preference of advertisers can be measured. Advertisers, being business men, use most lineage where they find most sales at a profit—because advertising for all of them is merely a form of selling.

Their preference for the Evening Journal among New York evening papers is clearly shown by the dollars invested in agate lines. They used the Evening Journal more than any other evening paper in New York. This is the most practical proof that, in this market of 9,000,000 people, the Evening Journal will sell goods better and a little more quickly than any other evening paper that advertisers can use.

America's greatest evening newspaper

NEW YORK EVENING JOURNAL

Largest evening circulation in America and at 3c a copy

NEW DAILY LAUNCHED

Bristol (Va.-Tenn.) News Began Publication New Year's Day

The Bristol Publishing Corporation, of Bristol, Va., Tenn., of which Munsey Slack, formerly of Johnson City, Tenn., is president and Charles J. Harkrader, of Bristol, vice-president and secretary, on New Year's day launched the *Bristol News,* a new afternoon newspaper in Bristol. The corporation also publishes the *Bristol Herald Courier,* morning and Sunday paper.

Benjamin and Kentnor are foreign representatives of both papers.

The papers are housed in a new home costing $100,000. The company has just installed three new Intertype machines besides new metal furniture, including make-up, assembling and correcting tables.

The new afternoon paper carries full Associated Press service besides special wires covering the states of Virginia and Tennessee.

To Arrange Detroit Ad Meet

Clinton F. Berry, chairman of the committee on arrangements for the annual convention of the A. A. C. W. to be held in Detroit, Mich., January 29-30, this week announced names of the men who will assist him in preparations for the meet. They are: Frank L. Pierce, secretary, Direct By Mail Advertising Association; Harry C. MacDonald, vice-president, Walker Sign Company; E. St. Elmo Lewis, vice-president, Campbell-Ewald Company; Frank J. Campbell, advertising manager, First National Bank; Maurice J. Caplan, president, Metropolitan Moving Picture Company; Ward Gavett, manager, R. L. Polk & Co.

Yugoslavia Decorates Louis Wiley

The Commander's Cross of the Order of St. Stava has been conferred upon Louis Wiley, business manager of the *New York Times,* by the King of the Serbs, Croats, and Slovenes. The decoration, which will be presented through Minster Pavivhich in Washington, is for Mr. Wiley's services to the Serbian Aid Fund during the war.

Sprague Recovering from Operation

Frank F. Sprague, financial editor of the *New York Herald Tribune,* is recoveering from a recent operation for appendicitis performed in a New York hospital.

A.N.A. Protests Postal Rate Rise

Advertisers are opposed to any increase in postal rates, Robert K. Leavitt, secretary of the Association of National Advertisers, declared before the postal rate hearing in Washington, this week.

Inland Press Meeting Feb. 17-18

The next meeting of the Inland Daily Press will be held Tuesday and Wednesday, Feb. 17-18, at the Morrison Hotel in Chicago.

WOMEN HOLD SURPRISE PARTY FOR N. Y. WORLD MEN



FOUR women members of the display advertising department of the *New York World* surprised the men of the staff by "throwing" a party Christmas Eve for them, with a tree, presents, dancing, an' everything. They were the Misses A. M. Bradley, Constance M. Leahly, Caroline J. Wilhelm and Marion Weaver.

The men who were honored included: (They're all in the picture.) Foster Gilroy, advertising manager, Sam Freedman, S. Hydeman, Ed Pool, Steve Berger, Harry Swanson, Fred Glover, Knight Hunt, Chester Eskey, James A. Francis, Fred Oppenheimer, Charles Hughes, Jeff Roe, MacDougall Pallen, Norman Chrystal, James Roe, R. C. Mc-Michaels, Frank Haverby, Edward born, Joseph Holland, Richard El Carl Penny, Dick Adams, Paul Wal Tim Gorman, and Fred Fletcher.

The girls bought all the pres decorated the tree and then issued in tions to the party to the men. The ents were all clever and humo "slams."

FORESHADOWED EVENTS

Jan. 2, 3, 4—Associated Press Superintendents, second annual conference, New York.

Jan. 4—Eighth and Ninth Georgia District Press Assn., meeting, Covington, Ga.

Jan. 10—Alabama Press Assn., northern section, mid-year meeting, Birmingham, Ala.

Jan. 13-14—Board of Directors, A.A.A.A., quarterly meeting, New York.

Jan. 15—Nevada Press Assn., meeting, Lovelock, Nev.

Jan. 16-17—North Dakota Press Assn., winter meeting, Valley City, N. D.

Jan. 16-17—Virginia Press Assn., mid-year meeting, Charlottesville.

Jan. 17-23—American Society of Newspaper Editors, annual convention, Washington, D. C.

WE take pleasure in announcing the appointment of Mr. Thomas L. Emory as manager of our San Francisco office beginning January 1, 1925.

VERREE & CONKLIN, Inc.
New York Chicago Detroit San Francisco

Ben Franklin THRIFT SALE
TRADE MARK

Two Weeks From Today —January 17th!

There's not much time between now and the start of this newest and strongest of classified advertising campaigns—the progressive newspaper's tie-up with the National Thrift Season.

But enough time for you to put on this great volume-building Ben Franklin Thrift Sale for its profitable, popular three-weeks' run in your Merchandise Classified Columns!

The complete layout of this campaign has already reached your office. Once you've seen it—we know what you'll think of it!

Mail—or better yet—wire your order at once. We will fill your campaign supply requirements by return mail. Right now is the time to make sure of big mid-winter classified volume!

The Basil L. Smith System, Inc.
Packard Bldg., Philadelphia



LINOTYPE SERVICE

East—West—North—South

For the Dominion of Canada and the Wide World Over

Prompt service through conveniently located agencies and depots of supply insures continuity of publication and the fulfillment of printers' contracts.

© TRADE **LINOTYPE** MARK ©

MERGENTHALER LINOTYPE CO.

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.25.2-F

Composed entirely on the LINOTYPE *in the Caslon Old Face Series except for title line, which is hand set*

SECTION TWO
GENERAL NEWS
SOCIETY, MARKETS,
WANT ADS.

Chicago Daily Tribune.
THE WORLD'S GREATEST NEWSPAPER

The Tribune's Telephone Number Is
Central 0100

WEDNESDAY, DECEMBEP 17, 1924. * * 25

Red Hair and Blue Sea

By Stanley R. Osborn.

BLUE RIBBON FICTION

[Registered U. S. Patent Office.]

SYNOPSIS

Palmyra Tree, on board the yacht Rainbow, which is leaving the California coast for the south seas, is startled to see a sinewy brown hand with a black lace mitt on it thrust through her porthole window. Palmyra is loved by two men, John Thurston and Van Buren Rutger. She is not certain which man she loves.

Palmyra determines to unearth the owner of that sinister hand, but tells no one her purpose. She discovers Ponapé Burke, who confesses he is a smuggler of coolies and opium. Burke permits her a glimpse of a savage brown man, Olive, hiding with him. Palmyra does the latter a good turn.

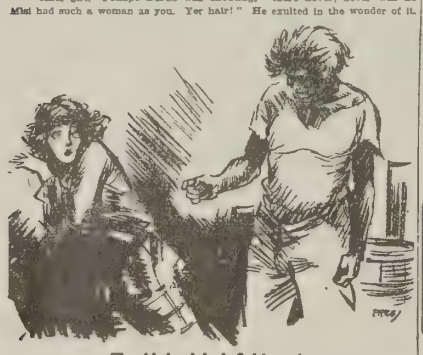
She gradually convinces herself she is in love with Van Buren Rutger. Burke and Olive leave the yacht at Honolulu, and Palmyra's engagement to Van Buren is announced. The yacht Rainbow is wrecked. The party lands on an uninhabited island faced with starvation. Burke appears on the Pigeon of Noah, and promises to rescue them. Palmyra goes on board alone to investigate, and finds herself a prisoner. Burke sails away with Palmyra, telling her it was he who wrecked the yacht Rainbow. Thurston and Van Buren start at dawn in vain pursuit. Burke outlines his plan to Palmyra of making her queen of Tanna island.

INSTALLMENT XXI.

WHITE SAVAGE OR BROWN?

Palmyra was increasingly understanding how irrevocably, on the Rainbow, Burke had been misled by her caprice. Listening at first in a pleased surprise, he had been eagerly self-deceived. Sure that the lawless strain, persisting through environment, had at last roused, he was now convinced she was already in love with the life he typified—though she herself did not as yet perceive the fact—and that, in the glamour of life cast upon himself, she would in time willingly come to be his own.

"And, girl," Ponapé Burke was shouting, "there never, never was no Mini had such a woman as you. Yer hair!" He exulted in the wonder of it.



The girl shrank back, fled in panic.

"That's how y'least 'em all. For didn't I tell y the Tasnamen saw red? Grabbed at red calico, smeared their faces bright and gay, rouged up the dead warrior gaudy t'meet his maker, wound their own heads all over with red vine t'cover the wool?

"Don't y'understand? That's what I was waiting on. The queen o' my devil's own mission had t'have red hair. And, Palm, them Tasnamen'll go pitiful crazy with pious pagan joy when they see yer locks alighting up, as the sun hits 'em, like a stove full o' coals busting into flame. Hair, I tell you, same as that o' some o' the big buck gods o' Melanesia themselves. Yes, I say it, girl—heathen hair!

"Why, Palm, I wish t'the Lord y'could see yerself. I wish y'could understant yerself. T'was plain born for the life. When I've waked y'up, you'll be eager for Tanna; for Tanna, where a man can be a man; where there's never a law but the law o' the cookpot and the sun and the wind—and the will o' you and me."

Ponapé Burke did a jig step or two across the deck.

"Say, Palm, girl," he exclaimed; "say—you and yer heathen hair! Did I, or did I not, mention as how I was going t'make y'a real sure enough queen?"

It was Burke's continuing delight in her every show of angry spirit, his self-restraining sense of competence to bring the comedy to an end any moment he chose, that most intimidated Palmyra.

If at first he had been chagrined, common sense quickly intervened. Evan he, in his enthusiasm, could scarcely expect a girl, torn from parents, lover, the whole world she had known; even he could scarcely expect her, within the twenty-fourth hour, to dance and sing.

Hence it was that, soon, at such new outburst, he was tittering jubilantly. "There's a spirit for you," he would cry. "There's a temper. Born, I'll say, for the life. A lass fit for any man."

It was useless to explain her misconception on the Rainbow, her revulsion now.

"Wait 'till I've—ed you," he would laugh. "Then we'll get along fine. And you'll sure like Tanna when y'get the taste o' power in yer pretty mouth."

Only once had he laid a hand upon her. That was when, in a fury, she had flown at him, clawing his face. He had held her away, loudly hilarious. "I'd steal a kiss," he cried, "if 'twasn't for my sore arm. But, no, I can wait 'till y'come free, poking out yer lips and begging me t'take a smack. 'Twon't be long."

It was the absolute belief of this primitive man in her early capitulation that daunted the girl. Almost, the fierce upflare of passion might have seemed less terrible.

Nor was her situation made easier by Burke's evil sense of humor. Possibly to hasten her surrender, more probably in a mere cruel amusement, it played upon her fears.

There was, for instance, the occasion when Olive, for the first time aboard the Pigeon of Noah, spoke to her.

Had it not been for those brown shot eyes, always so stealthily upon her, she would sometimes have thought of this savage as a machine. There was a sort of unhuman precision about him. He would be here, silent, merciless, and then he would be there, something accomplished. He had not hurried, yet the thing was done.

And now, in this wise, the moment Burke had gone below, the brown man fraternized himself at her side. She was never prepared for the exceeding change from his statuesque silences into the gesticular animation of his speech. He had opened his mouth, apparently forgetting as on the Rainbow that they knew no word in common. Then, realizing, he stopped at a loss.

The girl shrank back; fled, in panic at the nearness of him, toward the companionway. But there she recollected that Burke was at the foot of the ladder, and stood helpless.

Then the white man came climbing up. "Y'little vixen," he warned in a malicious enjoyment of the situation, "push me overboard"—he interrupted himself with a burst of laughter. "Gad," he cried, "but I'd hate t'give y'the chance! Push me overboard, and I'm gone. But—Olive left. Remember that. I'm what stands between you. I ain't saying as how he'd love a red headed goddess all his own. O, no! But I do see he'd love his eye on y'like a wolf following a nice fat little lamb off into the timber."

The girl shuddered. Burke or Olive? White savage or brown? A cry of despair rose to her lips but she fought it back. Her hand stole up toward the opening of her dress, lingered, fell again to her side.

Since that event—it was now her third day aboard the Lupé-a-Noe—she had been wondering whether Ponapé Burke really did stand between her and his man. She had not forgot Burke's saying that Olive, if he knew his powe., could snap his master's back across one of those big brown knees like a piece of kindling. And she suspected at times that Olive might know this quite well.

There were, of course, the revolvers, always ready to the white man's hand—and deadly. Olive must be brave indeed to risk those. But she felt sure he had already risked them her first night aboard.

The day, with the disconcerting suddenness of the equator, had faded and darkness would soon have been upon them. Burke had waved a hand toward the cabin with kingly gesture. "The royal chamber awaits, Queenie," he had said. "Hot as hell down there and you'll soon be squawking for a hammock on deck. But tonight there's a lock."

The girl had sprung, trembling, panting, for the companion, had slammed it shut and shot home the bolts. Then she had tumbled down the steps and thrown herself, sobbing, upon the bunk. She had borne up bravely so long as the sun remained, but on the closing in of night, with all its sinister implications, she had given way.

A swinging lamp smokily illumined the enclosure. With the planking overhead still sizzling from the day's sun, the stifling air was heavy with the rancid sweet of copra. Obliquely along the wall a roach hurried, with erratic stops and turnings. Others of these two inch infesters of copra craft lurked in corners, made forays into the open, their backs high lighting like browned metal. Under happier circumstances the girl might have loathed, recollecting Burke's stories of a matter awaking to find a roach perched on each of his great toes, gnawing away at the toenails; of another man, roused by a thump and bump to find one dragging his shoe across the deck.

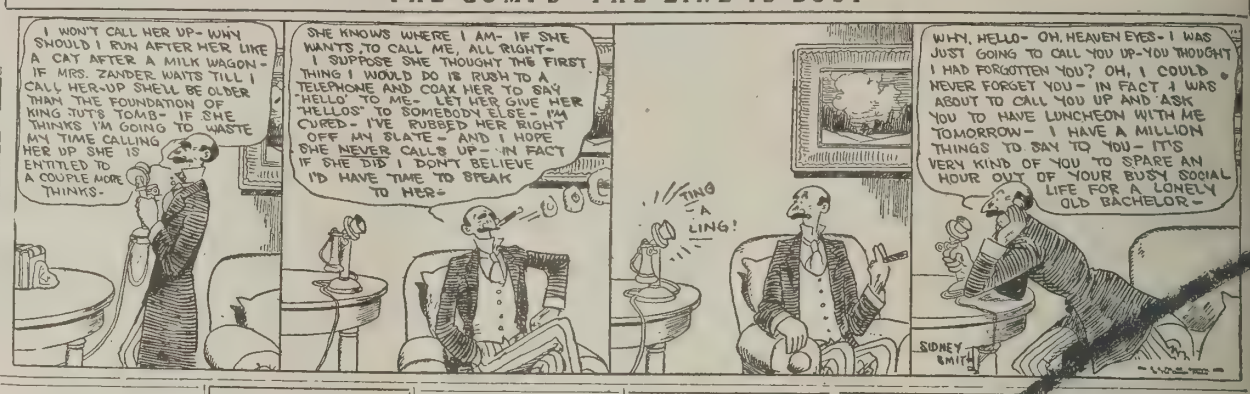
But that first night, as they watched her from dark angles, exploding their antennae in some sort of insectile curiosity over this new creature who had taken Burke's place, they made her cringe with the feeling that here she was not safe from furtive observations.

As the schooner rose and fell, a blot of shadow cast by the bobbing of the lamp moved along the cabin floor and then across the end, back and forth, back and forth. In that prisoned place it made her think of a caged animal wearing out its life—back and forth, back and forth.

[Copyright 1924: By Stanley R. Osborn.]

[Continued tomorrow.]

THE GUMPS—THE LINE IS BUSY



The 'Snob' Is Good and It Has an Idea

Norma Shearer Charming in Leading Role.

"THE SNOB"
Produced by Metro-Goldwyn.
Directed by Monta Bell.
Presented at the Chicago theater.
THE CAST

Nancy Clarion	Norma Shearer
Eugene Curry	John Gilbert
Herrick Appleton	Conrad Nagel
Dorothy Rosshelmer	Phyllis Haver
Mrs. Letter	Hedda Hopper
Mrs. Curry	Margaret Seddon

By Mae Tinée.

Good morning!

Behold something new under the sun! A snob who hails from poor and humble people and rich people who are shown to possess character, heart and good breeding. Nobility, in the pictures, is usually portioned out to the masses. Our plutocrats are rarely served to us nicely seasoned.

The picture has been adapted from Helen R. Martin's novel of life among the Pennsylvania Dutch. The author takes for her principal characters a beautiful heiress, who, to escape a stigma of disgrace that has fallen on her through an event over which she had no control, becomes a teacher in a Dutch settlement school; the young man she meets there and later marries; a wealthy young artist who has always loved her and a shallow and superficial "other" woman who figures largely in her life.

The man from the settlement goes out in the world. His good looks make him the sheik of the college town where he wins a professorship. Flattered to death by the adulation of the daughter of the richest man in town he forgets the girl back home, whom he has no reason to believe other than a poor little school teacher. Word comes to him that she is dying and he goes back home and marries her, intending, after her death to make other marital arrangements.

The young wife, however, recovers. Nothing for him to do but take her to the college town. Her charm and grace bring to her the real people of the town, but for this be, blind bat gives her no credit. Himself he sees as the lodestone—and continues his affair with his silly and unscrupulous Miss Rosshelmer who spends the time not occupied in reading "Little Men" in planning how she can separate the young Currys.

Through all Nancy Curry's difficulties, Herrick Appleton, who has always loved her, and the wealthy and exquisite Mrs. Letter, social leader of the town, are her staunch friends and the story leaves the heroine back among her own kind, while the snob, realizing his foolishness at last but not able to do anything about it, finds himself quite at liberty to enjoy as best he may his foolish Dorothy.

Norma Shearer is one of the loveliest, if not THE loveliest of the younger stars. She has beauty, graciousness, warmth, and a wonderful sense of fitness. Her Nancy Clarion Curry is a character finely drawn.

John Gilbert's snob will not be admired and for just that reason his portrayal of the rôle proves excellent. Mr. Nagel as the man you're supposed to like is—the man you like. Other players are all satisfactory, especially Hazel Kennedy, who plays a homely, harshly disciplined, awkward, painfully shy little Dutch girl who is always being made to "speak pieces for the company" by the terrible person, who is her mother.

The direction and the photography are excellent. I think you will approve of "The Snob."

See you tomorrow!

CLOSEUPS

No, Owen Moore has not left the screen, as many think. He's working for F. B. O. in "The Parasite," in which he plays two rôles—that of impetuous lover and fond father.

One of the featured players in Priscilla Dean's next picture, "Viennese Madness," will be an Austrian count. Maxime de Saint-Hilaire is the name. AND, saith the p. a.: "Many of the settings in 'Viennese Madness' will be largely in duplication of rooms in the count's own home in Vienna."

Little Black Sam's Hoping for Old Santa

Sam has the biggest eyes and the blackest face in Chicago. He's 9 years old. He's one of a family of six children and he's positive that Santa Claus is going to pay a visit to his little shack on Dearborn street [rear] one week from tonight. The other kids in Sam's family expect the same.

There's only one trouble with Sam's expectations. His father is dead and his mother hasn't any money. So unless the Good Fellows who each year go forth into the byways on Christmas eve and spread joy and Christmas things among the city's poor, agree to take care of Sam's family there will be no happiness in the little rear shack on Christmas morning.

But Sam's family is only one of fifty colored families that are on record at the Good Fellow headquarters, 11 South Dearborn street [telephone CENtral 0100]. There is no reason why the Good Fellows shouldn't take care of the little colored kids of the city. They are just as poor, just as deserving as any others. And if you will take the word of the Good Fellow editor, who has been a Good Fellow for many years, you'll find a great kick out of giving presents to colored children.

So fifty Good Fellows are asked to respond to this call.

There are about 2,000 other poor families on the Good Fellow lists who need help this Christmas. Clip the coupon today. Good Fellows. Or telephone the headquarters. Better than that go there in person and take your pick. But do it now. Time is slipping away.

The accounting department of the C., R. I. & P. railroad will care for twenty families this year. The girls of the handkerchief department of Marshall Field & Co., wholesale, will spend $70 on poor kids. The little girls of the Happy Peacock club, of which little Claire Powell of Kenmore avenue is president and Miss Mae Collins is happy.

D. M. Bell and a group of men who have luncheon at the Hotel Sherman every day will make several families happy with a Christmas party and many toys and presents.

The Inquiring Reporter

Every Day He Asks Five Persons, Picked at Random, a Question.

The Tribune will pay $5 for each question accepted by the Inquiring Reporter to ask. Send name and address with your question to "The Inquiring Reporter," Chicago Tribune. For today's question Mrs. D. E. Prugh, 7016 Greenview avenue, was awarded $5.

The Question.

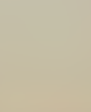
If you were Santa Claus what would you give to the city of Chicago?

Where Asked.

Adams at Michigan avenue.

The Answers.

Joseph Lance, 4637 Wells avenue, machinist — I would bring them better police protection, so that homes would be safer, and so that I could appear on the streets with greater safety, day or night. With more policemen there would be less crime, less danger, and less worry.



Miss Lauretta Stader, 221 East Superior street, dramatic student—I would enable the Art Institute to complete its building projects, and furnish an adquate endowment fund. Then I would give better transportation so that we could get down town and home again with less waste of time.



A. B. Crummy, 5833 Kenmore avenue, clerk—I suppose that what the city needs most is an adequate subway system an outer drive between Park Row and the North side, and more through streets leading out of the loop. Michigan avenue is being worked to death.

Miss Bernice Thornbery, 221 East Superior street, student—White snow for Christmas. A regiment of fine looking blue-coated policemen and station them all around the city. Make a thing of beauty out of our front yard, Grant Park. And everybody wants subways, so I'd give everybody subways.

R. Hawkins, 2916 Wilcox street, clerk—Well, I suppose that I ought to be something that would apply to everybody in general, so I'd give them general prosperity. That would mean a more equal distribution of wealth, more competition, better business, with the unfortunate well cared for.

Anniversary of Quakers' Founder to Be Observed

The three hundredth anniversary of the birth of George Fox, founder of the Society of Friends, commonly known as Quakers, will be celebrated with a pageant next Saturday afternoon at 3:30 o'clock at Hull house, 800 South Halsted street. An address will be given at 7:30 by Prof. Rufus M. Jones of Haverford college, Pennsylvania, on "George Fox, Man and Prophet."

OCEAN STEAMSHIP MOVEMENTS.

Arrived	At	From
Albert Ballin	New York	Hamburg
Doric	New York	Liverpool
M Washington	Madeira	New York
Aurania	New York	Liverpool
Pres. Monroe	Shanghai	New York
Andania	London	New York
Conte Verde	Naples	New York
Paris	Plymouth	New York
Regina	Liverpool	Portland
Canada	Alexandria	New York
Sailed	From	To
Maisonia	San Francisco	Honolulu
France	New York	Havre
Esmeralda	Chisiobal	New York
Columbia	Christobal	San Francisco
Duilio	Naples	New York

THEATER

The shifting calendar of plays and dates for the holiday season in Chicago keeps right on a-shifting. . . . "The Fake" is not to be brought hither; at least, it is not to be used for the reopening. Christmas-night, of the Great Northern, Powell Sherman is to do that with "High Stakes," which is a play by Willard Mack in which the former is acting in New-York. Wilton Lackaye is with him in it; and so also is Miss Phoebe Foster, here last season in "Silence," and Robert Vivian, who has been ever so often in ever so many things, and has always been good in them. . . . Which is that.

As to the Adelphi, where Mr. Sherman has been half-expected to show up the 28th, it will be used then and through an indeterminate period there after for performances of "The Cat Came Back." This, I believe, is a farce from the French, taken therefrom after a violent struggle by the salubrious Avery Hopwood, who loves modesty as Mayor Dever loves a subway. . . . Miss May Vokes and Frank Lalor will be in the new piece. She has been with Miss Billie Burke in "Annie Dear," acting the rôle she had here when the piece was "Good Gracious, Annabelle!"; and Mr. Lalor was here last season in "The Whole Town's Talking!"

Mr. George A. Florida, whose business is to tell the world all about "Plain Jane," telegraphs from St. Louis to say that the entertainment will provide Yuletide cheer in that city, and will be returned the 28th to Chicago and installed in the Woods Theater.

* *

By Smith and Tschaikowsky.

F. C. Whitney, who is come to town with a view of finding out why attendance on "Saint Joan" isn't larger, tells that he is soon to stage "a new Tschaikowsky opera," with a libretto by Harry B. Smith. . . . Mr. Whitney is as casual about it as if it were something he had fixed up with Tschaikowsky while visiting him last Summer in Leningrad, where, there is reason to suspect, Tschaikowsky was not to be found last Summer. Anyway, he says he has hired a conductor, Karl Hajos, that Karl is to be the baltonier over not fewer than fifty players; and that Miss Mae Collins Greek Evans, and Miss Claire Grenville are engaged to sing. . . .

Two of Tschaikowsky's operas are known in Chicago through recent performances—"Pique Dame" and "Eugene Onegin"; and the répertoire of the Chicago Orchestra contains selections from two others—"Maseppa" and "Joanne d'Arc": the last-named is represented by "Farewell, ye mountains!" an aria for mezzo-soprano, that creates no desire in my bosom to hear more of the work. . . . I know no other operas of his; and, doubtless, there are others: most composers have a weakness for writing in a form for which they lack specific talent. . . . Anyway, I like the concurrence of Smith and Tschaikowsky: as a team-name, it possesses what Raymond Hitchcock calls the "psycho." Besides, Mr. Whitney is more than likely to know what he's about: he has been an ambitious impresario of operetta in past decades, and put on such well-remembered pieces as "Rob Roy," "Brian Boru," "Love's Lottery" (in which Schumann-Heink made a mistake), "Johnny Comes Marching Home," and "The Chocolate Soldier."

As to why "Saint Joan" isn't drawing larger audiences, Mr. Whitney, my guess is that *(a)* it is here at the wrong time, and *(b)* its Theater Guild career in New York, with the accompanying propaganda, sickled it o'er with the pale cast of high browsism, and, so, obscured the fact that it is a corking play, one of Shaw's best, and, although a bit long, as diverting and as thrilling a show as can fairly be asked for. . . . A director has been brought on to "speed it up," I'm told; and I trust that what he is regarded here for is to give pace to the performance, and to instruct the actors not to worry as to how the Guild had it acted. Most of the acting in Guild productions is a joke.

F. D.

'Three Kings' About Year's Best Opera

Garden, Baklanoff, and Ansseau in Fine Form.

BY EDWARD MOORE.

Montemezzi's "L'Amore dei Tre Re," in the light of its first performance at the Auditorium last night, may be safely classified as one of the major achievements of the operatic season. With Mary Garden, with Fernand Anseau, Virgilio Lazzari, and Georges Baklanoff, the last named making his first appearance of the season, this poetic melodrama was translated into terms of romance, and with Giorgio Polacco at the baton the music became one of the finest imaginings of any composer of this generation.

All of which is as it should be. The materials are there in the work, but it takes a bit of imagination to lay them out and project them. This is one of the operas which does not need translation into English. Properly performed, its action in all details is as obvious as a movie, with the music constantly making the comments of subcaptions and incidentally building itself up to heroic size.

Miss Garden's Fiora is not quite ideal Fiora, but it is first class Garden. Wistfulness, the unconquered fate that sweeps herself and the rest to destruction, is the one quality that she chooses not to employ. Her Fiora is a little hard, and more than a little sophisticated. At the same time, the flaming red figure waving a scarf on the battlements as the sound of the horsemen die away in the distance was something to touch the imagination.

Mr. Anseau's Avito was the most romantic impersonation he has ventured upon yet, and a splendid performance he made of it. The full throated splendor of his singing in the second act was nothing but gorgeous, an impassioned love scene culminating in an embrace whose footage in the movies would probably cause the censors some concern. Its sheer exultancy ought to clear this particular opera of the charge commonly brought against operas—dullness.

Mr. Baklanoff, as Manfredo, had, I imagine, one of the most difficult parts in all opera, difficult, that is, to make it stand out against the other parts. That he accomplished it with considerable vividness shows the kind of operatic artist that he is. It had its definite place in the picture, it was at all times distinct, and he was in the best of voice.

As for Mr. Lazzari, he never surpassed the performance of Archibaldo that he gave last night. From the mountainous solo of the first act to the altogether athletic throttling of Fiora in the second, he was invincible, doing a big thing in a big way.

Allen Spencer in Recital.

Allen Spencer, in his annual piano recital at Kimball hall last night, was heard in a performance of one of the early Beethoven sonatas, the one labeled opus 10, No. 3. It was admirable playing, in which brains and emotion took logical and, therefore, important places. Mr. Spencer interpreted with the style of a classicist and the warm feeling of a modern. This was the way to make Beethoven's music seem alive, and it is the whole duty of every pianist.

Willy Burmester, veteran violinist, appeared at the Studebaker in the afternoon. The place of honor on his program was given to the Mendelssohn Concerto, which he played with a masterly knowledge of its contents, rather astonishingly effective in the slow movement, a bit less so in the swifter section following.

What's Doing Today

CONVENTIONS.

Clay Products association ..... Drake
Surgical association of the Chicago and N. W. Railway ..... Sherman

MEETINGS.

Illinois State council, Veterans of Foreign Wars ..... Morrison
Midwest Toy Dog association ..... Sherman
National Hairdressers' association ..... Sherman
Women's Progressive Club of Illinois ..... Morrison

LUNCHEONS.

Beta Theta Pi fraternity, Beta Theta Pi club
Box Board association ..... Congress
Chicago Association of Commerce ..... La Salle
Presbyterian home ..... Great Northern
Purdue alumni ..... Chicago Engineers' club
Sunbeam league ..... La Salle
University of Chicago ..... La Salle
Women of the Rotary club ..... Sherman

EVENING EVENTS.

American Association of Engineers, Chicago chapter [buffet dinner] ..... Auditorium
Bankers' Club of Chicago [banquet] ..... Congress
Chicago Corset club [banquet] ..... Congress
Chicago Stamp club [dinner] ..... La Salle
Theta Gamma Sigma [dinner] ..... Auditorium

GOOD FELLOWS!

Here's a Form to Fill Out. It Will Aid You in Stating Your Plans for Helping Poor Kids.

If you will be a Good Fellow on Christmas day to ——— family (or families) of poor children in Chicago, please fill out the attached blank and send it to The Tribune Good Fellow Department.

I live ..... street

I would like Santa Claus to ..... children (as many as you wish)

Please give me the names of children in ..... (state section of the city you prefer to have assigned to you).

Sign your name .....

WOTTA LIFE! WOTTA LIFE!



Gaar Williams

replaces Briggs in The Chicago Tribune



R WILLIAMS was
rn in Richmond, Ind.,
d educated in the Cin-
nati Academy of Fine
ts and the Art Institute
Chicago. He started
wspaper work as an il-
trator under the late
ther Bradley of The
icago Daily News. For
number of years he
s political cartoonist for
Indianapolis News.
came to The Chicago
ibune in 1921 and de-
oped his incomparable
ies of human-interest
toons.



THE POSITION of honor which for years has been reserved in The Chicago Tribune for Briggs, has been given to Gaar Williams. His fascinating human interest cartoons of family life are now appearing on page one of the second section of The Tribune.

Except for the first page of the paper (and John T. McCutcheon has the cartoon space there), it is the best possible position for reaching the greatest number of readers. Among the associates of Gaar Williams on the page are The Gumps, the Blue Ribbon daily serial, Sentence Sermons, Mae Tinee's sparkling movie reviews; news of the theater and music; articles and features of wide interest.



Gaar Williams' cartoons have been appearing on the editorial page of The Tribune in two-column space. They are consistently good—365 days of the year without one disappointing cartoon. The singular titles, suggestive of the humor and the universal appeal are:

Our Secret Ambition
A Strain on the Family Tie
Wotta Life! Wotta Life!
Things That Never Come True
How to Keep From Growing Old
When Words Fail Yuh!
Among the Folks in History

Chicago Tribune circulation has taken its big jump since The Tribune began to give special attention to its features. The Chicago Tribune Newspapers Syndicate was developed as a means or prorating some of the cost of these features which no newspaper alone could afford to carry.

When The News, New York's Illustrated Newspaper, was started, Tribune features were well established, and The News soon had the largest daily circulation of any newspaper in America. Except for The News, The Tribune has the largest daily morning circulation in America.

The News of New York has built up a circulation of 786,398 daily and 807,270 Sunday (six months' average); and The Chicago Tribune 617,735 daily and 979,295 Sunday (November average). These two newspapers have but one thing in common —Chicago Tribune features. We believe that the unprecedented steady and continuous growth of The Chicago Tribune and The News of New York is proof that when you buy Chicago Tribune features you are buying the best available.

Don't miss Gaar Williams in his best creative years. Ask us for rates and proofs.

The CHICAGO TRIBUNE Newspapers SYNDICATE

RIBUNE SQUARE CHICAGO

EDITORIAL

OFFICIAL BACK-TRACKING

THERE will be "diplomatic blow-outs" at Washington, no matter who is President, so long as the "lamp-post interview" abomination is continued. The iniquity has not often been better illustrated than in the Jusserand-Coolidge incident, revealed by the *Brooklyn Eagle's* correspondent.

We agree that it is a legitimate use of newspapers to give out from the White House anonymous statements that specified public questions are being studied, thus to ascertain public opinion on moot questions, but it is something else to "reverse action" and make a correspondent and his newspaper bear the burden of an official blunder.

Mr. Suydam is by no means the first Washington correspondent to feel the sting of this totally wrong, and we must say very undignified, system of official back-tracking. He will not be misunderstood by experienced Washington newspaper men, but his position in the public view is difficult. The stalwart stand of the Eagle in support of its man "at the front" merits commendation. Some Washington correspondents will tell you that they often take a colorless attitude toward public affairs because they do not feel that they would have the support of their home offices in case of reversed action. There is an element of intimidation here. It may sometimes be preyed upon.

In the present instance, however, it is plain that the matter was decided on the ground of expediency, the view being that the sacrifice of a correspondent was more to be desired than an international complication. Our own view is that a public official is responsible before the public for his acts. Diplomacy which is more concerned over appearances than the substance of truth never has succeeded in the larger sense or in final results. The expediency motive not only works a great injustice to an individual, but we believe tends to defeat the objects of true democracy obtainable only through an informed public opinion.

If any high public official has taken a stand on a public measure, has expressed it to newspaper men, the people are entitled to know it. If the public official has made a mistake, the people are entitled to know that. Else the official might, in public esteem, be "batting a thousand," in the parlance of the ball park, whereas his true rating might be much lower.

For many years it has seemed to us that, in its relationship to the Correspondents' Corps, the White House was sacrificing, through a false system of anonymous interviewing, major objects of public service and true dignity, for trifling advantages, mainly concerned with diplomacy of inferior quality.

Shoes wore out the marble steps leading to the office of the Winnipeg Free Press and some smart employe wrote a page of advertising based on the "busiest stairway," attractively illustrated. Classy.

FAULKNER MEMORIAL

THE fitting memorial that is being established for the late Jim Faulkner, of *Cincinnati Enquirer,* is a fund of $10,000, the income from which is to be used to assist young men and women of promise to complete college training.

So far as is known, this is the first memorial ever established to a working newspaper man, with rising reporters as the direct beneficiaries. It is a pleasing idea, creditable to the committee charged with the responsibility, headed by former Governor James M. Cox.

EDITOR & PUBLISHER learns that $8,000 of the $10,000 fund has already been raised, and that the committee is earnestly seeking to complete it from small individual donations in the first weeks of the new year. It has been made up of trifling amounts from hundreds of people of the United States and as far away as Australia.

Nothing has been spent, or will be spent, we are told, to collect the fund and it will be administered by a trust company, under direction of leading Ohio bankers and newspapermen.

Everyone who knew Jim Faulkner will testify that nothing gave him greater joy than to help a deserving boy or girl up the hill, and this unusual memorial is true to that spirit.



Through faith we understand that the worlds were framed by the word of God, so that things which are seen were not made of things which do appear.—Hebrews, XI; 3.

TIMELY WARNING

ROBERT F. PAINE, writing of the appalling year record of 22,000 killed and 678,000 seriously injured by the motor-driven vehicle in the United States says: "Thus is written down as an utter failure one of the greatest inventions of modern times. No benefits derived from this excellent utility can, by any possible means, offset a record so terrible. No claim of service can neutralize facts so abominable. Either the automobile must be completely outlawed, or those who have abused and prostituted its employment must be penalized to an extent that will make them feel the weight of their guilt."

Something radical is on the card for the automobile business. The casualty list grows annually, somewhat by reason of increased number of cars in use and unquestionably because the soft pedal is everywhere being used in reference to the ghastly death and injury records. Automobile publicists are doing their job too well.

Nearly everywhere outrageous road and street speeding is being blinked at. Why any car is made to run at 70 or even 40 miles an hour, is a mystery to an average mortal who manages to get where he wants to go "in time for dinner." The manner in which people, particularly women and minors, wholly inexperienced, are permitted to buy this naturally dangerous machinery today and operate it tomorrow, is scandalous, outraging common sense.

Twenty-two thousand dead and 678,000 injured will not be repeated for many years in this country without violent public reaction.

Obey that hunch—if it is good for the people of the town, it is good for you.

CHARLES SAMUEL JACKSON

IT was once said of the late Charles Samuel Jackson, publisher *Portland Oregon Journal,* that "no man ever sat in the directing office of a daily newspaper and held higher concepts of the duties of journalism to the masses of the people."

This is true, and no more splendid memorial could be laid at the tomb of an editor.

January 3, 1925 Volume 57, No. 32

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Iangelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy;* $4 *a year; foreign* $5; *Canadian* $4.50

HOW TO FADE FLOWERS

DO you remember that little cabled story, perhaps a year ago, concerning the Fre scientist who had found that a few grains aspirin dropped into a vessel of water would prese cut flowers for many days beyond the usual time withering?

It was a cute item, of particular interest to wom and telegraph editors jumped to it and played it boxed display in perhaps hundreds of newspapers.

The fault lies in the fact that it is not true. Marion Shull, after scientific tests with many flowers, exposes the fake in *The Flower Gro* He found that aspirin actually causes cut blooms stems to collapse, in instances three days earlier when held in plain water.

We dare say that aspirin has been tried by th sands, perhaps hundreds of thousands of reader that nifty boxed item. How much aspirin did it to the credulous public? How many disappoi women have said: "Well, I saw it in the Eve Truth."

The incident is small, but its import is as b as journalism. A veteran editor picked up, at ran a morning newspaper in this office recently and a blue pencil spotted items which he said he beli were inspired by press agents and which, if inv gated, would be found to be deliberate frauds the public. "And no one seems to care even t vestigate," said he. The latter is stretching it a Many editors do care and painstakingly trace fak their source and do what they can to prevent impositions. The past ten years, we believe, witnessed a remarkable new birth of responsi among newspaper men and advertisers. At there is no longer a cynical disregard of the rig readers to be protected from flagrant falsehood. fake of today is slyly planted by a cunning interested in profit through deceit. It is not asto ing that they "get by" even the shrewdest desk

---

We are asked what we think of a pate medicine advertisement which promises to "d stroy the germs that lead to consumption. Played up as a preventive, it might be all rig but played up as a cure, to catch the dollars miserable tuberculosis sufferers, it is a helli imposition and should be thrown out of a

---

TELEPHONE USE AND ABUSE

JUST as the *Watertown* (N. Y.) *Times* was to go to press the other day its telephone s was completely cut off by a break in a The editor told his readers next day of the exper of the staff in trying to operate a newspaper w telephone service. "We sympathize," he wrote, the old-time editors who labored before the da the telephone. It takes an accident of this ki make us appreciate modern invention."

The telephone is, of course, an indispensable paper fixture. But that is not the whole story. used it also may be a curse. There are some the telephone cannot do. It cannot look you eye. It cannot give you a warm handshake. A tising salesmen often make the mistake of depe too much on telephone conversations with pro There are exceptions, of course, but we thin average business man would rather be talked than "to" about affairs so intimately related success as is his newspaper advertising. Tele conversations are too often of the "to" variety not neglect your advertising clients by giving "a ring" now and then.

Editorial men abuse the telephone greatly. T of writing has been practically lost by reporter to the telephone system. In hundreds of ins time elements are such that stories may be writ reporters in the field and sent to the office, thus the time of inside rewrite men and, incidentally serving excellence of first-hand observation. U telephone, but do not lean so heavily upon valuable personal considerations are sacrificed.

Grove Patterson, executive editor of Toledo Blade, told you an important secret newspaper success in this paper last week. personally investigates "stops." Such an ed knows his public—doesn't try to guess it.

PERSONALS

FREDERICK ROY MARTIN, general manager of the Associated Press, was a member of the committee which this week awarded the Adolph Zukor prize of $10,000 to Rafael Sabatini, whose story "Scaramouche" was voted the best picture during the fiscal year ended Sept. 1.

H. B. Hallock, recently elected treasurer of Wright County, Iowa, is editor of the *Eagle Grove Eagle.*

Frank P. MacLennan, publisher of the *Topeka* (Kan.) *State Journal,* with his daughter, Miss Mary MacLennan, will take a cruise of the Mediterranean sailing from New York Feb. 4, on the Rotterdam.

Victor F. Lawson, publisher of the *Chicago Daily News,* was made an honorary member of Sigma Delta Chi, honorary professional journalistic fraternity, at an initiation ceremony in Chicago, Dec. 29.

Herbert Pulitzer plans to leave New York next week for Miami, Fla.

M. E. Foster, president of the *Houston* (Tex.) *Chronicle* with Mrs. Foster and Miss Medora Foster spent the holidays in Havana, Cuba.

IN THE BUSINESS OFFICE

J. U. ELDREDGE, general manager of the *Ogden* (Utah) *Standard-Examiner,* was presented with a desk last week on the occasion of his 50th birthday by employes of the paper.

Fred B. Stewart is now general manager of the *Middletown* (N. Y.) *Times-Press.*

Daniel J. Mahoney, general manager of Former-Governor James Cox's four News League papers, has transferred his headquarters from the *Dayton* (O.) *News* to the *Miami* (Fla.) *News-Metropolis* for the winter.

William Beaton, of the circulation department, *Cleveland Times,* last week was promoted to manager of the classified advertising department.

William Wundram, of the advertising staff of the *Davenport* (Ia.) *Democrat,* and Mrs. Wundram, are parents of a son.

IN THE EDITORIAL ROOMS

HANS J. ADAMSON, Albany correspondent for the *New York Evening Post* who has been attached to the New York office since last spring, has returned to Albany to cover the sessions of the state legislature.

Reginald A. Wilson, formerly on general assignment, has been appointed Albany staff correspondent of the *New York Herald Tribune.*

Earl Deland is the new city editor of the *New York American,* replacing Martin Dunn, who becomes night city editor.

Bert A. Teeters, managing editor of the *Springfield* (O.) *Daily News,* was recently elected an honorary member of the Clark County (O.) Chapter of the Izaak Walton League of America.

Robert A. Woodworth, police reporter of the *Providence Evening Bulletin,* has resumed his duties after a week's illness.

Miss Ebba Carlson is now representative of the *Tacoma News Tribune* at South Tacoma, succeeding Harry Smith who is now on the city advertising staff.

Edward A. Ewing has joined the reportorial staff of the *Cleveland Times.*

William Robsam will act as Sunday editor of the *Dayton* (O) *Daily News* during the time Howard Burba, Sunday editor of the the News League papers, is in Miami, Fla. Burba is in charge of the Sunday edition of the *Miami* (Fla.) *Daily News-Metropolis* which will make its appearance soon.

Frank D. Hunt, reporter for the *Toledo Blade* has been assigned to Columbus to cover the legislature.

W. Gordon-Kuster, formerly of the *Lancester* (Pa.) *New Era* and *Akron Beacon-Journal,* has joined the copy desk of the *Toledo Blade.*

P. G. Hubbell, 81, of the *Tacoma News Tribune* staff, probably the oldest active newspaper man in the West, is confined to his home with a broken arm.

Dan S. McQuarrie, of the reportorial staff, *Salt Lake City Deseret News,* and Mrs. McQuarrie are parents of a baby boy.

Harold Goff, managing editor, *Salt Lake City Deseret News* has been elected president of the Timpanogos Club.

George Dodge has joined the staff of the sporting department of the *Providence Evening Bulletin.*

George D. Laswell, staff artist of the *Providence Journal and Evening Bulletin,* has published a book of sketches, "Corners and Characters in Rhode Island."

Miss Allene Sumner, former woman's editor of the *Cleveland Press,* has been transferred to her old post of special feature writer. In addition, she will write a daily editorial for women.

Eugene J. O'Connor, formerly news editor on the *Boston Globe,* and previous to that telegraph operator on that paper, and Mrs. O'Connor, celebrated their 53d wedding anniversary Christmas day at their home in Roxbury, Mass.

Herbert Caryl, formerly night city editor on the *Boston American,* has been appointed editor of the Cambridge edition. Robert Gillis, temporary editor of the Cambridge edition since it was launched two months ago, has resumed his duties as city editor of the American.

MARRIED

S. ROY HILTON, city editor, *Canton Daily News,* to Miss Merrie Lou Crawford, feature writer for the News. The couple will spend the winter in Florida. Dennis R. Smith, courthouse reporter, has succeeded Hilton as city editor.

Dave H. Harris, desk man for the *Tacoma News Tribune,* to Elizabeth Thoendel, in Chicago recently.

Ernest M. Margulies, reporter for the *Cleveland Times,* to Miss Mary M. Eckstein, Cleveland kindergarten teacher and writer of popular books for children.

Robert C. Ellis, reporter on the *Providence Journal,* to Miss Florence E. Solomon, of Pittsburg, in Providence recently.

NEW PLANTS AND EQUIPMENT

LOS ANGELES *Herald,* which recently installed a Ludlow equipment composed of three machines, has ordered an additional machine and matrices for the Head Alley.

Birmingham (Ala.) *Post* has completed installation of a second Ludlow Typograph machine.

HOLDING NEW POSTS

LEO RASCHE from copy desk, *New York Graphic,* copy desk, *New York American.*

Walter W. Schramm, from *Butler* (Pa.) *Eagle,* to copy desk, *Cleveland Times.*

WITH THE SPECIALS

BRYANT, GRIFFITH & BRUNSON, INC., have been appointed national advertising representatives of the *Spartanburg* (S. C.) *Herald and Journal.*

Ralph C. Ruggles has joined the New York office of Ingraham-Powers, Inc., newspaper representatives, as advertising solicitor. Mr. Ruggles was formerly associated with the Hulscher-Rothenburg Agency as space buyer, and prior to that was connected with the advertising department of the Postum Cereal Company.

WITH THE ADVERTISERS

W. BARRON LOUIS, formerly city editor of the *Philadelphia Press* and later with the *New York Evening World,* has been promoted to head of the advertising and publicity departments of Vitagraph, Inc.

E. F. Goldbach has been appointed advertising manager of the Swartzbaugh Manufacturing Company, Toledo, O., manufacturers of food conveyors, fireless cookers, etc.

FOLKS WORTH KNOWING

E. C. Young, secretary-treasurer and business manager of the *Chatham* (Ont.) *Daily News,* has a wide acquaintance in Canadian newspaper circles, and is also well known on this side of the international line.



E. C. YOUNG

He commenced his newspaper career many years ago with the *Montreal Star* rising to one of the highest executive positions in charge of many departments. He also organized the Dominion News Bureau, of which he was vice-president. In May, 1916, Mr. Yonng was offered, and accepted, the management of the Halifax *Morning Chronicle, Evening Echo* and *Weekly Nova Scotian,* which papers showed large growths in circulation and advertising patronage during his seven-year management.

To join the Chatham News, Mr. Young severed his connections as treasurer of the Toronto (Ont.) Globe.

SCHOOLS

CLINTON N. HOWARD, of Portland, Ore., a senior in the University of Oregon school of journalism, and in 1922 a reporter on the *San Francisco Chronicle,* is the winner of the 1925 Rhodes scholarship to Oxford University for the state of Oregon. He is a member of Sigma Delta Chi, national professional journalism fraternity. He will enter Oxford next October.

The Harvey Ingham Journalism Club of Drake University was installed Dec. 15, by D. H. Clark of St. Louis, Mo., national secretary of Sigma Delta Chi, national journalistic fraternity, as a chapter of the national organization. Mr. Ingham for whom the club was named is editor of the *Des Moines Register.*

PRESS ASSOCIATION NOTES

KARL B. PAULY, former Sunday editor of the *Middletown* (O.) *Journal,* is now with the International News Service, Columbus bureau.

SPECIAL EDITIONS

OWEN SOUND (Ont.) *Daily Sun-Times,* 22-page souvenir edition Dec. 3.

York (S. C.) *Yorkville Enquirer,* 24-page Christmas edition, Dec. 19.

Chatham (Ont.) *Daily News,* Christmas Shopping edition.

Brownsville (Tex.) *Sunday Herald,* 80-page Valley Industrial and Mid-Winter edition, Dec. 21.

Huntsville (Ala.) *Daily Times,* 62-page edition Sunday, Dec. 21.

Salt Lake City Deseret News, 175-page Christmas edition.

ASSOCIATIONS

BUFFALO BETTER BUSINESS COMMISSION has elected these directors to serve three year terms: Frank B. Baird, president Buffalo Union Furnace Company; C. Pascal Franchot, attorney; Lewis G. Harriman, president Fidelity Trust Company; Fred C. Jahraus, president, Jahraus-Braun Company; Roland L. O'Brian, O'Brian, Potter & Co.

Oregon Newspaper Conference, held annually on the campus of the University of Oregon under the auspices of the school of journalism, will meet this year March 13 and 14.

Advertising Council of the Chicago Association of Commerce was addressed by J. Murray Gibbon, Canadian novelist, at the Hotel La Salle, recently, on "Art and Propaganda."

FLASHES

Probably it is going to be difficult for the cross-word puzzle addict not to wish you a Happy Gnu Year.—F. P. A. in the Conning Tower, *New York World.*

We can't picture a stronger business combination that being a bootlegger and owning a large block of stock in an undertaking parlor.—*Columbia Record.*

To make the hands soft and beautifully white: Soak the hands three times a day in dishwater while mother rests. The treatment will not hurt mother.—*Lafayette Journal and Courier.*

About all you can say for grade crossings is that they eliminate slow thinkers. —*Memphis News-Scimitar.*

Spend it for a home. A used home doesn't lose half its value the first month you own it.—*Pittsburgh Sun.*

Native Americans are superior in some ways, but they can't polish an apple until it sells for a dime.—*Lexington Leader.*

A wise Western wit declares that a flapper is like a house, because she is both shingled and painted. He might have added that, like most houses, she has a wooden attic.—*Fort Wayne News Sentinel.*

A. B. See, of Brooklyn, has written a book against the education of women. ABC will find the country pretty DEF to his views, we suspect.—*Houston Post-Dispatch.*

Long engagements are dangerous. After marriage he can keep both hands on the steering wheel.—*New York Telegram and Evening Mail.*

Monster anti-Christian demonstrations sweep over China. How unaccountable this is, in view of the splendid example the Christian world has been setting China for the last ten years.—*Washington Post.*

Slowly, but surely our culture is broadening, as one can observe from the wide publication of the pictures of Jack Dempsey's new nose and Rudolph's new whiskers.—*Columbia Record.*

A French court has decided just what is a fresh egg. Multitudes have heretofore been under the impression that no judicial determination of the question was needed.—*Boston Transcript.*

There was evidence of bad taste in old-time restaurants, but it wasn't called atmosphere.—*New York Telegram and Evening Mail.*

Egypt should have known better than to attempt government by assassination. That can be done successfully only in highly civilized lands like Italy.—*Columbia Record.*

Secretary Hoover says the radio cannot live on jazz. In that respect it is quite different from some humans.—*Buffalo Evening Post.*

The outstanding events of the year were, of course, the Loeb-Leopold trial and the cross word puzzle craze.—*H. I. Phillips in the New York Sun.*

The sort of support the government gets from the people, generally, is as enthusiastic as the support a fellow gives by order of the court to his abandoned wife and family.—*Columbia Record.*

Gives Insurance for Christmas

Members of the *Amsterdam* (N. Y.) *Evening Recorder* staff with six months service, a total of 52, received on Dec. 24 a Christmas gift of a $1,000 insurance policy issued in favor of their families. Premiums will be paid by the newspaper as long as the recipients are employed.

WHAT'S WHAT IN THE FEATURE FIELD

FRANK H. SIMONDS, of the McClure Newspaper Syndicate, New York, plans to leave this country Jan. 17, to make a survey of the economic and political conditions of Europe. Special arrangements are being made through the various embassies, the syndicate, announces, to give Mr. Simonds access to the highest official sources of information. He will write one Sunday article of 2,500 words and one or two shorter ones during the week. Forty newspapers in the United States and Canada will carry these reports.

The Sloan Fiction Service, at Irvington-on-the-Hudson, New York, has inaugurated a two-day novelette feature for newspapers.

The Red Magic and Cross Word Section, edited by Harry Houdini for the New York World Syndicate, has been enlarged from four to eight pages.

Allen Raymond, for the past two years representative of the North American Newspaper Alliance in Paris, has returned to the United States. A novel by Mr. Raymond, "The Heart of Salome" is to be published in London by Duckworth & Co., in the Spring.

Clark Kinnaird, associate editor of the Central Press Association, is back at his desk in Cleveland, after three weeks vacation spent in Southern California.

The McClure Newspaper Syndicate is printing colored Sunday supplements for the *American News* printed in Hamburg, Germany.

Mrs. Thit Jensen, Scandanavian feminist, who writes women's features for the *Copenhagen Politiken* is visiting this country. She told New York newspaper reporters this week that she keeps a scrap book of all articles by Dorothy Dix, who writes advice to daughters and mothers for the Ledger Syndicate, Philadelphia.

Irving S. Cobb, author, who keeps in newspaper work through articles distributed by the McNaught Syndicate, Inc., New York was reported dead from Chicago this week. Mr. Cobb heard the rumor while he was visiting his home town in Paducah, Ky., and sent the following telegram to the New York World:

"I hate to disappoint any one, but the Chicago report that I am dead is, so far as I can learn, entirely unfounded."

The World gave the telegram page one position with a picture of the humorist.

ADVERTISING AGENCY AFFAIRS

AUSTIN F. BEMENT, INC., is the name of a new general advertising agency recently organized in Detroit. Offices of the new agency, which opened Jan. 2, are located at 3-143 General Motors Building.

Austin F. Bement, for 11 years vice-president, executive secretary and a member of the board of directors of the Lincoln Highway Association is the organizer and president of the new agency. Edward S. Evans, president of E. S. Evans, Inc., automobile loading experts, and the Evans Corporation, investment bankers, both of Detroit, is vice-president and treasurer.

Mr. Evans, who will act as merchandising counsel for Bement, Inc., was at different times advertising manager and editor of the *Lynchburg* (Va.) *Daily Advance*,.

Associated with Messrs. Bement and Evans in an executive capacity are Gordon C. Eldredge and L. Grant Hamilton, both of Detroit. Mr. Eldredge who has been 10 years in the advertising agency business, was at one time with the J. Walter Thompson Company, of New York, later manager of the Green, Fulton, Cunningham Company's Detroit office, and for the past year with Campbell, Trump & Company of Detroit.

Mr. Hamilton who has also been 10 years in advertising work, was at different times with the Studebaker Corporation, Regal Motor Car Company, Federal Motor Truck Company. Later he spent two years in the Detroit office of the Green, Fulton, Cunningham Company, and 18 months with Campbell, Trump & Company of Detroit.

J. C. Faust, at one time art director of the Packard Motor Car Company, now one of the owners of Advertisers' Bureau, will act as consulting art director to the new agency.

Beginning Jan. 2, Bement, Inc., will serve as advertising agents for the Packard Motor Car Company of Detroit, the Commerce Truck Company of Ypsilanti, Mich.; the Lockwood-Ash Motor Company of Jackson, Mich., and C. S. Dent & Co., manufacturers of Dents Toothache Gum, and the Bernard Schwartz Cigar Corporation, manufacturers of the R. G. Dun Cigars, both of Detroit. It is the purpose of Bement, Inc. to operate as a general advertising agency, and not to confine itself to the serving of any one particular class of accounts.

Formation of the Advertising Agencies Council of Cincinnati, was effected following a banquet at the Sinton Hotel, Cincinnati, Dec. 18. About 20 representatives of the leading agencies of Cincinnati, as well as representatives of foreign advertising agencies having Cincinnati branches, were present.

Officers were elected as follows: president, Jesse M. Joseph of the Jesse M. Joseph Advertising Agency, vice-president, Miss Helen G. Keelor of the Keelor & Stites Company and secretary-treasurer, Douglas Allen of the Prather-Allen Advertising Company.

One hundred and sixty guests, including workers from the New York, Chicago, Toronto and Dayton branches of the company, attended the annual holiday party given by the Campbell-Ewald Company in a private banquet room of the General Motors Building, Detroit. H. T. Ewald, president of the company, spoke. W. R. Ewald had charge of arrangements, and Loren Robinson was director of the program.

Donaldson Douglas has been elected treasurer of the World Wide Advertising Corporation, 303 Fifth avenue, New York. Mr. Douglas joined the World Wide organization early in 1924 and has been active in its expansion this year.

The Philadelphia office of Barrows & Richardson, advertising agency, has been consolidated with their New York office at 19 W. 44th street.

The Harry Porter Company will move to their new offices at 270 Madison Avenue on Jan. 3.

Wm. R. Robinson & Co., Inc., general advertising agency, will move about the middle of January to new and larger quarters on the 30th floor of the Metropolitan Tower, 1 Madison ave., New York.

Kohorn Advertising Agency, Cleveland, is installed in new quarters in the Fidelity Mortgage Building, East Sixth street.

NEW PITTSBURGH DAILY LAUNCHED JAN. 1

Daily Dispatch Organized by George P. Grise Begins Publication—Claim 180,000 Circulation

The new *Pittsburgh Daily Dispatch* was scheduled to begin publication on Jan. 1, with a paid up circulation and orders from newsdealers amounting to more than 180,000, according to George P. Grise, president of the Daily Dispatch Publishing Company.

Mr. Grise, who was connected with the old *Pitsburgh Dispatch* until it was sold, will have complete charge of the new publication.

Due to delay in getting presses the Dispatch will be published for a time at a private plant, but will start publication in its own building at 118 Sixth street as soon as mechanical facilities permit, Mr. Grise said.

"The Dispatch is to be published in response to a demand for a politically independent newspaper in Pittsburgh, and will not be affiliated with any political party," Mr. Grise declared in a statement to EDITOR & PUBLISHER.

Monitor Goes to 8 Columns

The *Christian Science Monitor* recently changed from a 7-column 13 em paper to an 8-column 12½ em paper. In making this change the old presses were replaced by three new Goss straight line super-imposed octuple presses, each with a capacity of 36,000 32-page papers per hour.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

National Advertisers

The department stores of Manhattan—alert judges of the newspaper reading habits and buying habits of the people of New York—use more space in The New York Sun than in any other New York newspaper—morning, evening, Sundays—including the seven-day-a-week papers.

THE SUN
280 Broadway New York

You Can Produce a Better Newspaper
Without Increasing Your Costs

IF working conditions in your ad alleys have forced you to make expensive single-type replacements recently, *—Investigate the Ludlow!*

If you have been forced to use old, worn, battered or broken type along side of new type and thus lower the typographic quality of your paper, *—Investigate the Ludlow!*

If you would be rid of all single-type worries such as hunting sorts, picking from live ads and standing forms, *—Investigate the Ludlow!*

If you would save the time now used for distributing dead forms, *—Investigate the Ludlow!*

If you wish to print every issue of your paper from new, sharp display faces, and all without increasing printing costs, *—Investigate the Ludlow!*

With the Ludlow in your plant, you will banish these time-worn handicaps, and in their place have an all-slug composing room system that will supply you at will with an abundance of new, clear-cut printing faces in slug lines always instantly available as needed in any size up to 60 point, including bold and extended, and without machine changes of any kind.



Ludlow Typograph Co.
2032 Clybourn Avenue
CHICAGO
San Francisco Hearst Bldg.
New York World Bldg.

LUDLOW QUALITY COMPOSITION

Net Paid Circulation

of the

BUFFALO SUNDAY TIMES

During the Month of December 1924

December	7th - - - - - - -	101,487
"	14th - - - - - - -	102,515
"	21st - - - - - - -	102,811
"	28th - - - - - - -	103,486

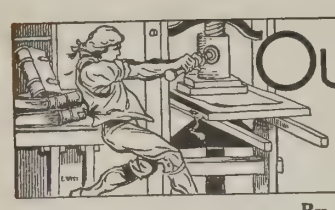
December Average 102,574

THE BUFFALO SUNDAY TIMES

Norman E. Mack, Editor and Publisher

Foreign Representatives: Verree and Conklin

New York Chicago Detroit San Francisco



Our Own World of Letters

By JAMES MELVIN LEE

MOST of the space in this department during 1924 was devoted to chats about books relating to the practical side of newspaper editing and making. In the year just ended one book of considerable historical value was published. I refer to "The Fugger News-Letters"—a selection of unpublished letters from the correspondence of the House of Fugger during the years 1568-1605.

This volume is edited by Victor von Klarwill, translated from the German by Pauline de Chary, and published in America by G. P. Putnam's Sons. An introduction of 34 pages corrects many false impressions which have appeared in print about these News-Letters. This introduction even implies that professors in German universities have been yellow journalists in writing about these News-Letters, as they allowed their imagination to flourish unchecked.

The Fuggers were international bankers. To them news had a commercial value and so they bought "intelligence" from the journalists of their day. In Augsburg, Germany there was a news agency which, quite correctly, may be regarded as the Associated Press or the United Press of the times. The head of this news agency was Jeremias Crasser, and a little later, Jeremias Schiffle. Calling themselves "Nouvellanten" they supplied Fugger and other clients with their "Ordinary" and their "Extraordinary" News-Letters.

All the News-Letters given in the book are taken from the collection in the Vienna National Library, but there are other collections of letters from this news agency—notably one in the library of the University of Leipzig. An examination of these News-Letters proves, from water-marks and from handwriting, that they came originally from Crasser's news agency at Augsburg. The introduction sheds considerable light on the genesis of journalism in Europe.

The best way to read this volume is to imagine one's self back in Augsburg, or in Nuremberg at the beginning of the seventeenth century, and then read the News-Letters as one would read newspapers. One will be surprised how much alike are the contents of these News-Letters and the columns of the newspapers of today. For example, here is a News-Letter from Moscow, 1572 about atrocities in Russia:

> The only fresh news I have to report at this time is that the Muscovite himself ravages and despoils his own land and nation. The folk are pitilessly and cruelly killed in their thousands in all towns and many villages. They freeze to death and perish by violent means. Corn, cattle, and all else which is needed for man's sustenance is burnt, corn is scattered in the street and the fields, and altogether much wanton damage is wrought.

Mail pouches were rifled in 1581, as the following dispatch from Cologne dated July 20 will show:

> The Nuremberg courier arrived here from Antwerp on the 15th day of this month and again left on his way to Nuremberg. But an eighth of a mile from the town all the letters which he had received here were taken from him, partly opened and torn up, or thrown into the fields. What has become of the courier himself it is impossible to ascertain.

Crime had the same news value in 1585. A good illustration is the following dispatch from Augsburg, December 2:

> The week just passed has been an unhappy one, for on Monday a carman hanged himself, kneeling. On Tuesday a goldsmith of the name of Ostwald, sprang into the Lech in the Sachsengässlein, wishing to drown himself on account of debts. But his neighbors saved him. On the night of Thursday, a cloth-shearer of the name of Huber who was drunk, fell into the Lech and was drowned. His body was found on the next day. On the same day a peasant woman of Pfersen killed a young male child—her own flesh and blood. On Friday a fisherman, who is also a gardener in Pfersen, persuaded his betrothed to accompany him to another village, because there would be holiday there two days running. When she had agreed to this and they were a little way from the town, he stabbed her seven times with a crooked blade and sorely wounded her. As several persons saw this murder from afar and raised a great clamour, the malefactor took flight towards the city. The keeper of the gate caught the miscreant and by order of the authorities he has been thrown into prison. The wounded girl was carried to the Pilgrim's House, where she yet lies in a hopeless state. Last night a weaver of the town was stabbed to death, on account of which the small gates have remained closed this day. In the past night also, a miller in the upper town threw his wife into the river and tried to drown her. But people came to her assistance.

The source of the news is frequently given. A News-Letter from Madrid, May 15, 1588 opens as follows:

> The last courier from Lisbon brings news of there having arrived a letter from London.

A dispatch from Venice, July 22, 1588, begins:

> The latest letters from Constantinople report that the Janissaries there manifested great rebellion on account of a complaint against their Aga.

A story of scandal taken from a dispatch at Strasburg opens thus:

> John Casimir is said to be in sore trouble concerning his consort, for she has committed adultery with a Pole. The latter has had intercourse with her seven or eight times, and upon each occasion she presented him with a hundred crowns.

Details follow in the News-Letter, but obviously need not be reprinted here.

On page 152 will be found an interesting News-Letter from Japan dated July 25, 1590. It tells what the Christian missionaries have accomplished in that country.

Here is an account of a panic at a bull fight, according to a News-Letter sent from Madrid the 6th day of July 1596:

> A few days ago, the inhabitants of Toledo, according to their custom, have held a bull fight before His Majesty. A great multitude having collected, some evil young rogues suddenly set up the cry: "The houses are falling!" Thereupon such panic arose among the people that they rushed out of them and betook themselves to the tablados or tribunes. This caused one of these to collapse, and several persons were hurt. The others fled without caps, hats or coats—the women without capes or slippers, only in scanty attire. In the meantime, some graceless ruffians arrived and carried off all they could lay hands on, especially plate and golden trinkets. This turmoil lasted for over an hour.

For American readers the most interesting letters are those from South American countries. Information about the evolution of journalism in South America is most jejune, but the Letters in these volumes supply valuable material to substantiate what, heretofore, has only been rumor or tradition.

With both the original German edition and the English translation before me as I write, I have no hesitation in saying that the latter is a much finer piece of bookmaking than the former in such matters as binding, composition, and press work. Those who want to know about cradle days of journalism in Europe should add this volume to their library.

History from Newspaper Files

Old *Boston Traveler* files will form the basis of a new book on the history of the famous Cowley missionary fathers to be written by Fr. Duncan Convers.

MARSHALL HALL DIES

A. P. Newport Correspondent Told Nation of German U-Boat Appearance

Marshall W. Hall, 60, for 20 years day correspondent of the Associated Press at Newport, R. I., died at Newport Dec. 27, following a long illness. He was a member of the staff of the *Newport News*.

With the late Frank M. Wheeler, Hall gave the country in October, 1916, the details of the unheralded appearance in Newport of the German war submarine U-53, which preceded her raid on allied shipping off Nantucket and in Vineyard Sound.

Leo Wilson Joins Omaha Bee

Leo. R. Wilson, advertising manager of the *Omaha World-Herald* for the past seven years, has resigned to take a similar position with the *Omaha Bee*. O. E. Knisley has been made director of advertising of the Herald and Walter E. Lamb has been placed in charge of local display. Mr. Lamb has been with the World-Herald more than 15 years.

French in Press Freedom Fight

Prosecution by Premier Herriot of *L'Eclair*, Paris, for publication of secret documents concerning the national defense and the external safety of the State has started a fight for freedom of the press in France. Strong protest has been made by Count Etienne de Naleche, president of the Syndicate of the Parisian Press, newspapers construing the prosecution as an effort to muzzle the press.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Cartoons

WALT MUNSON'S "TIME TO CRAB"
Appearing in Brooklyn Eagle
Tri Feature Syndicate, 110 W. 40th St., N. Y.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

FOR SMALLER PAPERS
A new and snappy weekly radio review
By CAPT. H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Sport Cartoon

"BUDDIE SHEEL'S" DAILY COMMENT ON the Sport World. Featured by Brooklyn Times Tri Feature Syndicate, 110 W. 40th St., N. Y.

Leading to Easter Sunday

Easter does not come until April, but it is not too early to plan an advertising campaign on behalf of the churches in town, leading up to this important church day.

A little special solicitation will sell to a group of business and professional men interested in the church their share of space to be used on behalf of all the churches in your town.

A number of series of copy are available from different sources. Plan to use your paper for the upbuilding of the local churches.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

Old Uncle Tom Dies "At Just About 70"

Colored Hack Driver and National Press Club Porter Known to Hundreds of American Newspaper Men

Every newspaper man who, in recent years, has been a visitor at the National Press Club at Washington, knew "Uncle Tom." He is dead and Theodore Tiller wrote a remarkable story of the old man's life and service for the Washington Times. It follows:

By THEODORE TILLER

"UNCLE TOM" CARTER died early today. There are places in town where that line of type may not mean anything, but over at the National Press Club and along what used to be Newspaper Row it will bring sighs and memories of the old Washington in which "Uncle Tom" had his part.

Tom Carter was an aged colored man. He claimed to be "just about seventy," but when he hobbled into the Press Club on his last visit a day or so ago, he looked eighty-five. He was so weak then that his white friends sent him home in a taxicab, giving him a little purse as they left. That's how they felt toward him.

"Uncle Tom" came here from Fredericksburg in 1865, just after the war and was lifted. For a little while he was a porter in a hardware store. Then he acquired a horse and what the fellows called Newspaper Row called a night hack or "sea-going hack."

For almost a half century he sat on the box of his old hack and waited for fares that came at midnight, or maybe later dawn. He made his stand around newspaper offices and the old Press Club because the fellows there seemed to pay up later. Sometimes they were generous with their tips, sometimes they didn't pay at all. "Uncle Tom" never kept books against them. As age crept upon him he began to call them "my boys" and "my white gentl'man frens." They called him "Uncle Tom" and probably one out of ten knew his last name. Characters like this weather-beaten old hawk are institutions; last names don't matter so much.

In more recent years the automobiles and taxicabs began to close in upon the ranks of night liners. "Uncle Tom" was at the same old stand, but the "fares" were fewer and many of the midnight ones passed by his shaky hack and hailed a faster vehicle."

Somewhere wistfully "Uncle Tom" watched the march of progress. His dilapidated hack wasn't worth a mortgage, and the horse itself was getting feeble, like his master, but anyway a loan was arranged. "Uncle Tom" could have gone back through the years and collected all that was due him from the "good fellows" who had taken home from the saloons and the clubs around town he wouldn't have asked a loan.

The mortgage became due, as all mortgages will, and "Uncle Tom" couldn't pay. A group of his former patrons heard about it and paid it off. But the horse was getting older and more decrepit. It seemed some nights he couldn't make the grade at all, and going home with Tom Carter and his nag was a nerve-racking ride.

One day the horse just stopped and Tom couldn't buy another. It was no use, anyway, with taxicabs and motor cars darting about him and getting all the "fares." He sold the horse for $8, and two long-time friends, dumb animal and man, sorrowfully parted and gave way to the newer day. Most of the night liners of a few years ago are now off the Washington streets forever.

"Uncle Tom" turned naturally to his newspaper friends. Newspaper Row had about passed, but the National Press Club was a bigger institution.

"Mister Nick," said Tom. "I was wonderin' if there ain't somethin' I could git to do aroun' the club. I'm gettin' old, but I might do a little cleanin' up or somethin'."

"Sure, Uncle Tom," said Mister Nick.

"Git me a night job, Mister Nick," urged Tom. "You see, I've been up nights for fifty years and I can't seem to wuk in the daytime. Got to have 'lectric lights."

And so they put him to work at the Press Club.

All night long for several years past he'd polished the brass knobs on the doors, swept up the cigarette stubs, and puttered around the place at this little job and that. Indulgent members spurred him on with praise as he grew feebler. The door knobs were never polished so brightly before, they said, and the floors were never cleaner. Now and then he'd stop and, with shortened breath, talk about the old days and that now vanished row of night liners along Pennsylvania avenue and F street.

About three months ago "Uncle Tom" began rapidly to fail. The club pensioned him, and back in the room where they play dominoes and bridge and hearts the fellows passed the hat twice a week "for Uncle Tom."

FORTY YEARS YOUNG

1885 1925

TO HAVE *been* first in any sphere of activity, it is said, proves *antiquity*. To have *become* first proves *merit*. ¶ Perhaps the fact that this organization is unfettered by age-old precedents accounts for its rapid rise. Perhaps we have achieved the foremost place we occupy in the industry we serve because our backs are ever to the past and our faces always to the future. ¶ Whatever the answer, 1925 finds us *forty years young*—matured, to be sure, by ample experience yet with the zeal of youth to progress, to improve, and never to be satisfied with our accomplishments of yesterday great though they may seem by contrast. ¶ We look to this New Year to overflow our cup of happiness in our work. May it hold a similar abundance of joy in store for you.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company of England, Ltd. · London

GOSS

STRAIGHT GOSS HIGH SPEED LINE

OST NEWS

largest morning daily circulation in Pittsburgh

e Pittsburgh Post

ORNING AND SUNDAY

tober circulation (net paid)

ily Circulation.....137,824

nday Circulation.....197,347

Member A. B. C.

WHAT ADVERTISERS ARE DOING "OVER OHIO WAY"

By CHALMERS L. PANCOAST

ON the train from Cleveland to Columbus, I bought a *Columbus Dispatch* to find a cross-word puzzle. I found it on the first page of the classified advertising section. To make people read the ads and at the same time make the puzzle more interesting a dozen of the mysterious words were scattered in various places in the classified columns. For instance in an 8 line space would appear these words:—"Answer to No. 32 horizontal Tuesday's cross-word puzzle is "Pecan."

Another clever advertising idea promoted by the Columbus Dispatch was the "Amateur Ad-Writing Contest." The prizes consisted of $4,000 in cash distributed as follows:—140 prizes awarded weekly; five prizes for the best ideas on each separate advertiser whose name was listed each week; $50 cash for the best idea of the week on any one advertiser; $300—$200—$100 and $50 in cash awarded as grand prizes for the best advertising idea of the entire contest.

Additional awards of cash and merchandise were offered by the various business houses that entered the scheme.

Contestants were required to write an advertising idea on each or any of the contest advertisers; and could submit as many separate ideas as desired. No entry fees were required; no subscriptions or obligations of any kind were necessary.

The Columbus Packing Company was using considerable newspaper space crowing about "A prize 930 pound Baby Beef" which cost 80 cents per pound on hoof."

The ads were illustrated with a picture of the champion of the Louisville Stock Show which had been purchased by the Columbus Packing Company and brought to Columbus for holiday trade. A price of $750 or 80c a pound was paid for the prize. The grand champion baby beef was placed on exhibition before being butchered.

"And now," read the advertisement, "the prize baby beef is on sale at your grocers and butchers."

The *Cleveland Plain Dealer* featured the Prize Christmas Short Story Contest for 1924. Each day the stories winning prizes were published with the name of the author.

I thought Greenwich Village had a corner on all the queer names for eating places, until I read an announcement in the *Cincinnati Enquirer* of the opening of "The Yellow Hen Restaurant." It is to be operated in connection with the Bird Cage Restaurant. The Yellow Hen advertises "Chicken Luncheons and Dinners Only."

The Columbus Dispatch boosted its holiday circulation by offering a doll named "Miss Columbus", for four new subscribers. It aroused a lot of interest among young girls in Ohio. The picture of every girl who won a doll was published with a short story of who she was and where she lived.

Some of the oldest free schemes seem to be the best. In the *Newark* (O.) *Advocate*, Rattenberg's a local store advertised—"Free-Turkey-Free every day until Christmas. These turkeys are free—will not cost you a penny. You don't need to buy anything in order to get the turkey free. Come in and see." Needless to day people went into the store to get a chance on the turkeys.

The cross-word puzzle craze has been taken advantage of by advertisers in various clever ways. In the *Newark* (O.) *American-Tribune* appeared a large advertisement with this heading:—"Solved-at Carroll's—The Great Christmas Gift Puzzle—Three Across—a Christmas gift thrill for sister! Five across a Christmas gift for Dad, or brother or somebody else."

The gift offerings below were arranged in squares representing the lay-out of a cross-word puzzle.

The old idea of a work-shop window with a real live Santa Claus fussing with toys has never ceased to be a big attraction. The W. H. Mazey store in Newark O., gave up its largest display window for a Santa workshop and used newspaper space to call attention to Santa Claus busily arranging, demonstrating and mending toys for the wee tots.

It was advertised that every day from 12:30 to 5 o'clock Santa would appear in the big display window and meet little folks. This is one of the attractions that never has lost its advertising value for a story. It is just as big a crowd-getter today as it was 30 years ago.

Higham Coming Here in March

Sir Charles Higham is planning a trip to the United States in March to launch an India Tea advertising drive in Chicago. He will sail March 10, on the Leviathan.

AD TIPS

George Batten Company, 383 Madison avenue, New York. Now handling account of the H. L. Judd Company, Inc., New York, manufacturers of drapery hardware, including "Bluebird" curtain rods.

Sterling Beeson, Inc., Second National Bank Building, Toledo. Placing account of the Oval Wood Dish Corporation, Tupper Lake, N. Y., manufacturers of wooden dishes and plates.

Caples Company, 225 East Erie street, Chicago. Renewal contracts are being sent out on the N. C. & St. L. Ry.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Copy on the Whole Grain Wheat Company, Chicago, is being distributed to papers on North Carolina. Iowa papers are receiving contracts on the Alpen Company. The Cleveland office is handling the account of the Cummer Products Company (Energine), Cleveland, planning a more extensive advertising in daily newspapers for 1925.

Danielson & Son, Industrial Trust Building, Providence. Has secured the accounts of the Colonial Brass Company, Middleboro, Mass., makers of Silver-Tone Radio Antenna and the Walker Webbing Company, Providence, makers of Cameo Notions.

H. W. Kastor & Sons Advertising Company, 14 East Jackson boulevard, Chicago. Extensions are being made in the list of the Williamson Candy Company.

Lakeport Advertising Agency, 6 North Michigan avenue, Chicago. Placing account of the Stillman Cream Company, Aurora, Ill., manufacturers of toilet goods.

Patterson-Andress Company, Inc., 1 Madison avenue, New York. Handling account of the Franklin Automobile Company, Syracuse.

Potts Turnbull Company, 6 North Michigan avenue, Chicago. Contracts on the John G. Woodward & Company, Council Bluffs, Ia., are being sent out to papers in Colorado.

Frank Presbrey Company, 247 Park avenue, New York. Has secured the account of the Standard Action Company, Cambridge, Mass., manufacturers of Standard Piano Actions.

George M. Savage Advertising Agency, 58 West Adams avenue, Detroit. Has secured the account of the Berry Brothers, Detroit, manufacturers of varnishes, enamels and stains.

Stack Advertising Agency, 29 East Madison street, Chicago. A general list of newspapers is being prepared on Libby's Milk, Libby, McNeil & Libby, Chicago.

United States Advertising Corporation, 30 North Michigan avenue, Chicago. Copy is being sent out generally on the Willys-Overland Company, Toledo, O.

Wildman Advertising Agency, 450 4th avenue, New York. Will handle the 1925 advertising of Charles Hoffman, New York, "Marlboro Dresses."

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Experience The Best Teacher

Has taught American exporters that the best advertising medium in Japan is

THE JIJI SHIMPO

時事新報

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

JAPAN ADVERTISER SUITE

342 Madison Avenue New York City

THE JIJI SHIMPO

Tokyo

"In Japan, the Buyers Read The Jiji"

Make 1925 Your Biggest Year By Advertising in

New York State

New York State is the vanguard of the nation. Advertising in this territory reaches not only the 10,385,277 people that constitute its population, but indirectly influences those residing in the other forty-seven United States.

Surely, Mr. National Advertiser, you consider this adequate return for any financial expenditure for advertising you are contemplating for the coming year. You must also bear in mind that this territory is not only the most receptive for advertising but is possessing of that even more important asset—MONEY.

New York State filed by far the largest number of personal income tax returns, paying a total tax of $210,768,000 or thirty per cent of the total tax of the country.

The newspapers of New York State have an influence that is felt throughout the length and breadth of the country.

The manufacturers and merchants who do not employ these newspapers are not alive to the great aid they can employ to build their business successfully.

These daily New York State Newspapers form a powerful combination for successful business building.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News .....(E)	21,982	.08	.08
*Albany Knickerbocker Press .....(M)	33,239	.10	.10
*Albany Knickerbocker Press .....(S)	53,649	.14	.14
*Amsterdam Recorder-Democrat .....(E)	7,502	.04	.04
Auburn Citizen .....(E)	6,429	.04	.035
*Batavia Daily News .....(E)	8,737	.04	.04
*Binghamton Press .....(E)	32,006	.09	.09
*Brooklyn Daily Eagle .....(E)	67,646	.22	.22
*Brooklyn Daily Eagle .....(S)	77,839	.22	.22
*Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18
*Buffalo Courier .....(S)	118,603	.25	.22
†Buffalo Evening News .....(E)	125,618	.25	.25
*Buffalo Evening Times .....(E)	93,202	.21	.21
*Buffalo Sunday Times .....(S)	89,844	.21	.21
*Buffalo Express .....(M)	51,288	.14	.12
*Buffalo Express .....(S)	53,362	.18	.14
*Corning Evening Leader .....(E)	8,613	.04	.04
*Elmira Star-Gazette Advertiser.....(E&M)	33,102	.11	.11
*Geneva Daily Times .....(E)	5,052	.04	.04
*Gloversville Leader Republican.....(E)	6,852	.035	.035
*Ithaca Journal-News .....(E)	7,411	.04	.04
*Jamestown Morning Post.....(M)	11,112	.04	.035
*Middletown Times-Press .....(E)	6,714	.03	.03
*Mount Vernon Daily Argus.....(E)	9,293	.05	.05
*Newburgh Daily News .....(E)	11,591	.05	.05
*New Rochelle Standard-Star .....(E)	7,741	.04	.04
*The Sun, New York .....(E)	253,763	.60	.56
†New York Times .....(M)	352,100	.75	.735
†New York Times .....(S)	569,623	.90	.882
*New York Herald-Tribune .....(M)	270,159	.594	.576
*New York Herald-Tribune .....(S)	316,585	.6435	.624
†New York World .....(M)	378,807	.595	.58
†New York World .....(S)	558,779	.595	.58
†New York Evening World .....(E)	314,489	.595	.58
*Niagara Falls Gazette .....(E)	18,103	.055	.055
*Port Chester Item .....(E)	4,359	.03	.03
*Poughkeepsie Star and Enterprise.....(E)	12,110	.05	.05
*Rochester Times-Union .....(E)	64,727	.20	.18
*Syracuse Journal .....(E)	42,103	.14	.14
*Troy Record .....(M&E)	22,621	.06	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

NEWSPAPERS BRING CHRISTMAS TO THOUSANDS

Tons of Food, Clothing and Gifts Distributed by Dailies of the Country Survey Shows — $600,00 Raised in 11 Typical Cities.

NEWSPAPERS know how to show the Christmas spirit.

Each year unnumbered thousands of families are aided Dec. 25, through the pages of the daily press.

Hundreds of thousands of dollars are raised and distributed in the form of toys to children, and food and clothing to the poor.

While it would be impossible to gather reports on what each of the 1,200 daily newspapers of the nation did this year, EDITOR & PUBLISHER this week presents telegraphic information from 11 cities of the United States as typical, showing that the newspapers in these cities raised nearly $600,000 for gifts to the needy Christmas Day.

The cities picked for geographical reasons were: New York, Boston, Baltimore, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, Memphis, New Orleans and San Francisco.

In New York, where nearly half of the total was raised, the *New York Times* established a record in its 12-year old drive featuring the city's "Hundred Neediest Cases," with a total reached Dec. 30, of $228,999.88, as compared with the total of 1912 when the campaign was inaugurated of $3,630.88. This year enough was raised to support 300 families for a year.

The *New York American* Christmas and Relief Fund went over the $140,000 mark this week, and with contributions continuing to pour in, it was indicated the $156,000 mark set last year would be surpassed. More than 18,000 dinners were distributed by the American Christmas Eve. In addition Mrs. William Randolph Hearst played hostess to 3,500 crippled and orphaned children, giving them toys and other gifts.

The *New York Evening Post,* having already raised $9,204 to provide for 28 carefully selected old couples throughout the coming year, has decided to continue the drive longer.

The *New York Herald Tribune* by Christmas had raised more than $35,000 in its drive to provide radio sets for the blind. Following its distribution of gifts at Ellis Island, the *New York World* and Paul Whiteman, the jazz king, were joint hosts to more than 6,500 children at the Hippodrome.

The *New York Evening Graphic* chartered an airplane, in which a man dressed as Santa flew to Central Park to distribute gifts to children.

In Brooklyn by Dec. 27, the *Eagle* had raised a total of $11,050.26 to provide for the "Thirty Neediest Families."

BOSTON

The *Boston American* raised a total of $14,092.05 and supplied 5,350 families with Christmas dinners.

The *Boston Post* reported a total of $26,852.12 collected and thousands of little children made happy with generous gifts of toys. In addition the Post sent gifts for 500 children of the unemployed mill workers of Fall River.

The *Boston Telegram* raised $879.60 for Christmas dinners and nearly 1,500 families were supplied. Gifts of warm clothing and toys for the children were also included.

The *Herald-Traveler* furnished the music for the big night before Christmas celebration on Boston Common and the Traveler issued attractive books of carols with its evening edition. Other Boston papers made generous contributions to deserving charities.

BALTIMORE

The *Baltimre Evening Sun* began about 10 days before Christmas to publish the stories of girls and boys, wards of a charitable organization, who had no parents to provide Christmas for them. The result was a shower of gifts. Presents to a total money value of $2,000 were provided and $500 in cash.

The *Baltimore News* ran a list of opportunities to do Christmas good. All the contributions in this case were money. There were ten opportunities. All were taken by the public.

PHILADELPHIA

Both the *North American* and the *Record* enrolled as aids to good old St. Nick. The former started the North American Outing Fund, off with $1,000 and the public contributed around $700 with the result that the tree on the 17th floor of the North American building was equipped with between 15,000 and 20,000 gifts, which were given needy children who visited Polly, and that 300 families were given boxes of canned goods and dry groceries. The North American also solicited $250 for the partial support of each child at the outing fund's sanatarium at Atlantic City.

CLEVELAND

The *Cleveland News* and *Sunday News Leader* conducted a gift department, in which toys were requested for distribution among needy children. Toys by the truck load poured in with the result that 7,000 children in more than 1,500 different families were remembered.

The *Cleveland Press* daily printed the names and addresses of children who would have no Santa without outside assistance. The Press used a large fleet of trucks, with Santa Claus drivers and helpers, to distribute good cheer.

The *Cleveland Plain Dealer* followed its custom of years and gave away prizes ranging from $50 down for Christmas stories submitted by high school and grammar students. All winners had their checks in time for Christmas.

The *Cleveland Times* made it a "radio" Christmas and awarded to a large number of shut-ins, new, expensive, high power radio sets. The Times has been doing this regularly for more than a year, but concentrated on a special drive Christmas.

DETROIT

The handling of all Christmas charity funds raised by the Detroit newspapers is entrusted to the Old Newsboys, an organization of former newsboys of the city, founded several years ago by James J. Brady and David A. Brown. Aside from the funds turned over by the newspapers the Old Newsboys spend one day each year, about a week before Christmas, selling papers at their old stands on the city streets, each paper bringing from ten cents to possibly as high as fifty or one hundred dollars. Whatever is offered for a paper is accepted: there is no change given. The organization includes Governor Alex J. Groesbeck and Mayor John W. Smith, of Detroit.

On Dec. 18, this year, the Old Newsboys raised $31,463 through their annual sale.

An appeal to its readers brought $4,194.50 to the *Free Press,* this sum being immediately turned over to the Old Newsboys, as was $315.35 received by voluntary subscriptions from readers of Nancy Brown's "Experience" department in the *Detroit News.* The sale of special Goodfellow editions of the papers at banquets, and additional contributions from other sources brought the fund well above $40,000.

CHICAGO

The *Herald and Examiner* distributed more than 8,000 baskets to needy families, bought from funds donated by readers. In addition the newspaper erected a giant Christmas tree on the lake front. The *Tribune's* sixteenth annual Goodfellow campaign was the most successful in history and no family was overlooked by the volunteer Santas. The Tribune also held a Christmas party for more than 1,000 crippled children. The *Journal* conducted its annual Shoe Fund campaign and nearly $10,000 was raised to buy shoes for poor children.

ST. LOUIS

Ten thousand children were made happy at the silver jubilee of the *Post-Dispatch* Christmas Festival, held Christmas in the Coliseum. Fifty-five thousand gifts were distributed. The Post-Dispatch also distributed 3,800 baskets, containing chicken dinners. The cost of these represents a large part of the annual expense of the Festival, the estimated cost of which this year was $15,000.

Hundreds of St. Louis poor were assisted through the *Times* Good Fellows.

MEMPHIS

Memphis newspapers provided the publicity that gave Christmas dinners to 4,000 poor families. The *News-Scimitar* worked with the Good Fellows, the *Commercial-Appeal* raised a special fund for veterans in the U. S. Hospital. The *Memphis Press* helped all charitable agencies. All three papers gave generously of space to all organizations spreading Christmas cheer.

NEW ORLEANS

Two New Orleans newspapers rai funds for toys for 11,000 white and 5,(negro children and for food, clothing a toys for 450 families through the *Tim Picayune* Doll and Toy Fund, the Tim Picayune Christmas Gift Fund and *Item* Good Fellow Movement.

Public contributions to the Doll a Toy Fund totaled $10,000 and to Christmas Gift Fund, $3,000. The Ite Good Fellow Movement brought Chri mas cheer to 250 families.

SAN FRANCISCO

The "Sam Goodheart" Fund raised the *San Francisco Examiner* brou cheer to 100 needy homes. Twenty au mobiles laden with food, clothing and t left the office early Christmas morn and the families were made happy noon. The fund reached $7,200.

The *San Francisco Chronicle* distr uted $8,500 contributed by citizens to "Shower of Gold." The money is gi in $20 pieces to wounded war veterans the San Francisco and adjacent hospit The "Shower of Gold" idea was star by M. H. DeYoung, publisher of t Chronicle, in 1921 at the time of the A mistice Day celebration and has beco an annual institution.

The *Bulletin* got up an outdoor conc with Mischa Elman, the violinist, headliner.

The *Call and Post* received ab $3,300 for its Good Fellow Fund, wh was distributed in food and toys to families.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Publisher's Financial Bureau, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

DAILY PAPERS FROM OTHER CITIES

HOTALING'S NEWS STAND

BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."

—Boston Transcript, Oct. 29, 1921.

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

THE PROOF READER

I am the Man Who Reads the Proofs
Of other people's junk;
Who follows editorial thought
That only thinks it thunk!
~~Etaoin oinat atoone teoin ionatection~~
I am the victim of the Cub
Who swells important, when
He does his daily murder with
Affairs of other men.

I come behind the copy desk,
That erudite affair
That earns its living saying words
To indigo the air;
I follow up the dirty work
Of Number Six machine,
And it would take a vacuum
To keep his galley clean!

I am the Guy who has to know
The Split-in-fin-i-tive . . .
O why did Lincoln have to die
And let that writer live?
I have to check the careless facts
That office Star indites;
And they expect me to correct
The Rot our Owner writes!

All day I struggle with the Junk,
Until my senses reel!
There is enough crime in the stuff
To make my blood congeal!
But I must toil, a Martyr to
The Cause, so long as Men
Set dirty galleys of the Mush
That speaks a polish Pen!

Some day . . . some happy day, I'll wing
My way to distant stars;
I'll get a job on Venus, or
On Mercury or Mars!
And all I ask the gods is that,
Seeing what they have seen,
They let my Heaven be some place
Where every galley's clean!

COOLIDGE'S PARTY FOR EDITORS FILMED

J. C. Brown of International News Reel Snaps Start of Mayflower Trip and Shows Completed Films When It Returns

When President and Mrs. Coolidge entertained a group of newspaper men and their wives aboard the Mayflower over a recent week-end the Presidential party in turn was given some added entertainment through the enterprise of the International News Reel Corporation and J. C. Brown, photographer.

As the President and his guests—Colonel George Harvey, editor of the *Washington Post*, and Mrs. Harvey; G. Logan Payne, publisher of the *Washington Times*, and Mrs. Payne; David Lawrence, of the Consolidated Press, and Mrs. Lawrence; William Allen White, publisher of the *Emporia* (Kan.) *Gazette;* Secretary of Agriculture Gore, and Mr. and Mrs. Eugene Meyer, Jr.—were boarding the Presidential yacht Saturday afternoon, the movie camera of J. C. Brown, Washington representative of International News Reel, was clicking.

A complete "lay-out" of the trip was made. The party was filmed going aboard, greeting the President and Mrs. Coolidge, chatting in groups on the deck, and in various other poses. Then the Mayflower weighed anchor, and "Brownie" rushed back to the dark room.

At seven o'clock Saturday night, the film had been developed, cut, titled, and placed in the hands of Dick Jervis, chief of the White House Secret Service. When the Mayflower swung back to Washington early Sunday morning to pick up the President's son, John, just back from college for the holidays, the reel was placed aboard, and Sunday afternoon the party gathered in the ward room and witnessed the movie depiction of the start of their trip.

Hutson of N. Y. Ad Club Promoted

William Kidwell Hutson, of the executive staff of the Advertising Club of New York, was appointed assistant club secretary at a recent directors meeting. Mr. Hutson has been editor and business manager of the *Advertising Club News* for more than a year.

In New Orleans its
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

The
Plain Dealer
has the
Largest
Circulation
of Any
Cleveland
Daily
Newspaper
205,569
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

The Cathedral Towns of England
BEVERLEY

Between York and the Sea, on the flat little strip of land called Holderness, is quaint little Beverley. It is a sleepy half forgotten little town glowing cheerily with dark red brick.

Beverley is the seat of a Suffragan Bishop and is remarkable in possessing two Churches of the highest order. In size and splendour Beverley Minster is more than the equal of some English Cathedrals.

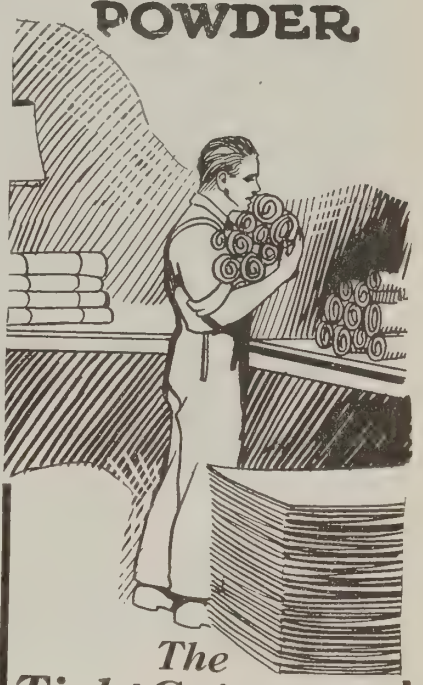
The Parish Church of St. Mary is little inferior in interest to the Minster and is superior in possessing a central tower.

The town has a charming old market place, a picturesque cross and red brick gateway and has plenty of interest to offer the visitor.

On the London & North Eastern Railway

Apply for free booklets to
H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.), New York

QUICK STICK PASTE POWDER



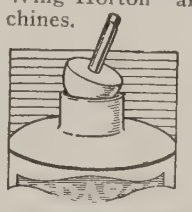
The Tight Grip Paste

Quickstick is easily mixed—with either hot or cold water and when once applied it will not let go. It is the tightest gripping—quickest acting—strongest and most satisfactory bundle wrapping paste made. Use it in your mail room and reduce your wrapping worries to a minimum. We will gladly send you a small quantity for trial.

No. 705 Mailing Machine PASTE Makes Rapid Labeling Possible



This white, smooth, easy flowing mailing machine paste is ready mixed—entirely free from lumps—making rapid labeling assured. Will not gum up or corrode the machine—always ready. Compounded especially for Wing-Horton and Dick Machines.



COPASCO Semi-Liquid Paste for DESK USE

This self closing stopper on the convenient desk jar is in great demand by the men at the desks—refills can easily be made and paste economy is brought down to the finest point.

The Commercial Paste Co.
Makers of the Largest and Most Complete Line of Adhesives
DEPT. 51, COLUMBUS, OHIO

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Gentlemen:—
Please send us for trial your minimum quantity of ☐ Quick Stick, ☐ No. 705, ☐ Copasco.
Name .....
Address .....
Town..... State.....
Newspaper .....

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



T. E. NILES—"Get good men!"

"THE winners in this newspaper business are the ones whom the fool managing editors can't make into 'yes-men.'"

Theophilus E. Niles, now general manager of the *Providence* (R. I.) *News* and former managing editor of the *New York Evening Mail,* once made this remark to the writer.

To Mr. Niles has often gone credit of "making" Franklin P. Adams, Grantland Rice, Rollin Kirby, Rube Goldberg, and Zoe Beckley, among other journalistic stars. He gave them work and kept them on the Evening Mail, when other New York managing editors turned them down.

"I get a lot more credit than I deserve, however," he has explained. "I just didn't prevent their coming through—that was all.

"My idea of a managing editor's job," he answered a question, "is that he get good men, encourage them, treat them white, and give them appreciation.

"A managing editor must have a sense of humor. He must realize that he makes mistakes as well as anyone else. He sits no throne, and should not give that impression. He is not so all-thundering important, and should not think so.

"To get a real battery of brilliant newspaper writers about him, he should rather make everyone on his paper consider that he or she is a managing editor.

"Then he, as the managing editor, if he is the right sort, should be willing and able to handle any other job.

"When you have for your staff a flock of managing editors you are going to put out a whale of a fine newspaper.

"The key to managing a spirited force on a paper, I often think, is very much the same as for bringing up a family of youngsters—treat your children with respect, instead of demanding that they treat you with respect."

Mr. Niles was complimented for his Chestertonian paradox.

"Paradox!" he ejaculated. "It's just plain horse sense."

And another paradox he offered as "plain horse sense" during the conversation was that to "write well for a newspaper, one should not write too well."

"News writers too frequently pay too much attention to what other newspapers are doing," he explained. "They try to write for smart editors and become stereotyped.

"Of course they should read all the newspapers. Obviously a newspaper man must know what is going on, although many of them don't. But instead of trying to please the editor, it seems to me much better should they try to please the janitor.

"My advice would be: 'Don't write long windy stuff. Don't try to be smart. Say it and stop. Say it to readers and not to editors.'

"Time and again a managing editor becomes cooped up in his little office, where he thinks of himself as a thundering smart chap. Once there, he fails to connect. He is surrounded by a crowd of 'highfalutin'' news editors and clever reporters, while to discover what the public wants, he had better be talking to delivery boys."

This last expression of opinion is rather Brisbanese, and one easily recalls that Mr. Niles began his newspaper career under the snappy sentenced Arthur, when the latter directed the *New York Sun.*

Mr. Niles came to the Sun from a school teaching position on Long Island which he had accepted following graduation from Wesleyan College, Connecticut, in 1888. On his first assignment he won Mr. Brisbane's approval.

An awed, inexperienced up-country youngster, he was assigned to write a story on the birth of triplets in Jersey City. After much questioning, he found his way across the Hudson to the stork-honored house. The proud mother to tell her baby trio apart, had tied pink, blue and red ribbons on their wrists. The family lived in lurid squalor. The father was drunk, celebrating.

"I came back to the office," Mr. Niles recalls "and wrote a couple of sticks on what I saw. There was no writing—I didn't know how to write. The facts made the drama."

Mr. Brisbane, however, thought differently. He surprised the sublimated office boy by praising his story highly.

Mr. Niles later joined the staff of the old *New York Mail and Express* under Col. Shepherd, which later became the *Evening Mail* and remained on that newspaper until it was sold to Frank Munsey nearly a year ago, with the exception of various short, excursions he made to other fields. Some of these excursions included the managing editorship of the *New York Tribune* and the same position on the old *Newark Daily Advertiser* until it was purchased by Col. George Harvey.

It was on the Mail that he employed and held F. P. A., Grantland Rice, Rollin Kirby, and other stars, although he was frequently ordered to discharge them.

These men, working on other newspapers today, still stick by Mr. Niles.

"He's a winner!" F. P. A. told the writer in his off-stage manner. "He's a damn fine guy."

Arthur Brisbane wanted Goldburg to come from the *Evening Mail* to the *New York Journal,* but the cartoonist remained loyal to Mr. Niles. The same was true in regard to F. P. A., to whom Lord Northcliffe made a brilliant offer.

Mr. Niles this month became general manager of the *Providence News,* which is owned by United States Senator Peter G. Gerry, the first Democratic Senator from Rhode Island since shortly after the Civil War. All sorts of possibilities, he believes, are open for the News, and Mr. Niles has entered his new work with enthusiasm.

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DAILY NEWS

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NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
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THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST - by Merit

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
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THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.
The Dallas Morning News
Supreme in Texas

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES
The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
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first!
—*in* circulation
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The Indianapolis NEWS

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For equipment manufacturers
For ink and supply houses
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ALL THE REGULAR FEATURES AND MANY NEW ONES

EMORY JOINS SPECIAL

Former Ad Bureau Coast Man With Verree & Conklin

Verree & Conklin, Inc., special representatives with offices in New York, Chicago, Detroit, and San Francisco, this week announced appointment of Thomas L. Emory as manager of the latter office, effective January 1. Mr. Emory was formerly manager of the Pacific Coast office of the A. N. P. A. Bureau of Advertising. Harry J. Wittschen, formerly in charge at San Francisco for Verree & Conklin, Inc., is now with the New York office, another recent addition to which is William Bliss, formerly with the Frank Presbrey Company.



THOMAS L. EMORY

Publishers Aid Cathedral Building

Ralph Pulitzer, president and editor of the *New York World,* is chairman of the newspapers' section of the New York Civic Committee, assisting the campaign for $12,000,000 necessary to complete the Cathedral of St. John the Divine, New York. Herbert F. Gunnison, president of the *Brooklyn Eagle,* and Adolph S. Ochs, publisher of the *New York Times,* are serving as associate chairmen.

Chicago Tribune Entertains Staff

The *Chicago Tribune* gave its annual reception and open house Sunday afternoon, Dec. 28, to employes and their families. Visitors were received by Col. Robert McCormick, Mr. and Mrs. S. E. Thomason, Mr. and Mrs. E. S. Beck, Capt J. M. Patterson, E. W. Parsons, Mr. and Mrs. Carey Orr, Mr. and Mrs. Parke Brown, Mr. and Mrs. W. E. McFarlane, Mr. and Mrs. J. M. Cleary, and Mr. and Mrs. Dan McMahon.

Enwright Host to Staff

Seventy-five employes of the *Lynn* (Mass.) *Telegram-News* were the guests of Frederick W. Enwright, the publisher, at a buffet luncheon served in the Telegram building in celebration of the 12th anniversary of the paper, the oldest of his chain of three, the other two being the *Boston Telegram* and the *New York Bulletin.* Mr. Enwright was presented a gold fountain pen by the staff.

"Our Esteem Is Boundless"

CHICAGO, DECEMBER 24, 1924.

TO EDITOR & PUBLISHERS We have always had a very high opinion of EDITOR & PUBLISHER, but when they present such a service as they do in the SPACE BUYERS' GUIDE, our esteem is boundless.

Such information as you list is invaluable. Many times have we felt the need of a close survey of markets with information from impartial sources. The data presented in the Guide is so complete, pertinent, and well balanced that there is only the highest praise for it.

That you may know how well we think of it we would like to obtain two additional copies as soon as possible to place in the hands of sales managers so that they will have a better view of the market and a closer understanding of the conditions the salesmen confront. Of course we can do nothing else but enclose our yearly subscription to your publication and all it will bring to us.

W. J. BYRNES,
Acting Advertising Manager,
Lyon & Healy, Chicago.

"OLD TIMERS" FETED

News Stars of Other Days Entertained at Newspaper Club

"Old Timers" of Park Row became "cubs again just for a night at a party held Dec. 30, at the Newspaper Club of New York.

Robert Livingston of the old *New York Herald,* Frank Parker Stockbridge, former managing editor of the old *New York Mail and Express,* former Governor Benjamin J. O'Dell, old-time newspaper man, and others rubbed shoulders with the luminaries of today in New York's newspaper firmament, such as Heywood Broun, *New York World;* H. I. Phillips, *New York Sun;* Francis Tietsort, *New York American;* W. P. Beazell, *New York World;* Louis Seibold of the *New York Evening Post,* and Gene Fowler, managing editor, *New York American* and club president.

Sylvester Sullivan of the old *New York Sun,* acted as master of ceremonies, introducing prominent Broadway entertainers.

Universal Service to Move Feb. 1

Universal Service plans to move from the tenth to the ninth floor of the World Building, New York, Feb. 1, Chester Hope, editor and manager announced this week. The new offices will be used jointly with International News Service, which will not move from its present quarters on Spruce street, New York, until March or April.

Kirchhofer Wins Election

Alfred H. Kirchhofer, Washington correspondent of the *Buffalo Evening News,* was elected a member of the Board of Governors of the National Press Club at a special "run-off" election with Captain John H. Craige, U. S. M. C., former war correspondent and Philadelphia newspaper man. The two men tied at a recent annual election of officers of the club.

Viscount Burnham Feted in London

Viscount Burnham, of the *London Telegraph,* was guest of honor at an Aldwych Club luncheon, recently, when members of the executive committee of the A. A. C. W. international convention in London last July, praised him for the part in making the great conclave a success.

Obituary

CHARLES C. FRITSCHE, at one time telegraph editor of the *Los Angeles Times,* died at his Los Angeles home recently.

WELLINGTON PARKHURST, 89, veteran editor, died at his home in Clinton, Mass., last week. His first newspaper work was as Clinton correspondent for the *Worcester Spy* and later became city editor of that paper. In 1865 he established the *Clinton Courant* and later the *Clinton Daily Item,* serving as editor of both until ill health in 1911 forced him to retire.

ALLEN MCKEAN, 59, for more than 30 years associated with Erie, Pa., newspapers, died in his home in that city. He was one time city editor of the *Erie News.*

CHARLES EDWARDS HOLDEN, 96, former editor, died at his home in Canton, Ohio, last week. Mr. Holden owned the first daguerreotype studio in New York. His first newspaper experience was as a typesetter on the old *New York Sun.*

GEORGE BUCKLE, 65, for half a century on the mechanical staff of the *Salt Lake City Deseret News,* died last week. He retired recently on a pension.

EDWIN W. INGALLS, 66, publisher of the *Lynn* (Mass.) *Review,* a weekly, and for 16 years Lynn correspondent of the *Boston Herald,* died at his home in Lynn, December 28.

HARLAN K. SAUNDERS, head of the claim department of the *Chicago Evening American* and the *Chicago Herald and Examiner,* died at his home in Chicago recently after an illness of three months.

FRANK M. SAPP, 86, for 64 years a newspaper editor and publisher, died on Dec. 26 at his home in Ottawa, Ill. In 1860, he became editor and owner of the *Peru* (Ill.) *Herald,* and six years later, took over the *Woodstock* (Ill.) *Sentinel.* In 1870 he became editor and part owner of the *Ottawa* (Ill.) *Republican-Times,* serving continuously until his death.

GEORGE W. DICUS, 62, editor of the *Co-Operative Manager and Farmer* and for 16 years publisher of the *Rochelle* (Ill.) *Register,* died last week in Minneapolis. He was past vice-president of the Illinois Press Association.

FORD A. ALLEN, a member of the Typographical Union more than 50 years, died at his home in Kansas City, Dec. 30. Since 1901 he had been a proof reader for the *Kansas City Star.* Mr. Allen was a personal friend of the late Samuel Gompers.

W. C. Reick Estate $5,000

The will of William C. Reick, former publisher of the New York *Sun,* and later president of the *New York Journal of Commerce* directs that his estate, estimated at under $5,000, be held in trust during the life of his widow, Carrie Ridgway Reick, and the income paid to her. Charles A. Stoneham, owner of the New York Giants, is named as executor, but renounced the appointment.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

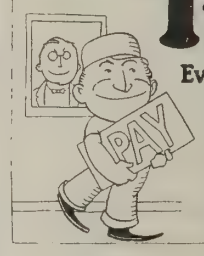
Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

Detroit Times



Evening 220,000
Sunday 250,000

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia and GROWING!

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

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Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely By

THE DAILY ARGUS of Mount Vernon

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(Both Members of ABC)

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

WHAT THEY ARE SAYING

NEWSPAPER CONDITIONS CHANGING

"THERE is no ideal newspaper. The truth of the matter is that the newspaper press, like democracy itself, is in a state of evolution. There are different pes of newspapers, as there are different bodies of opinion in politics. These are adually changing, and while there are still a few papers that approximate the l type of personal journalism, and some that correspond relatively to the most lical elements in politics, between these two there is a great body of newspapers ose publishers, imbued by a high sense of public responsibility, are striving with nesty and sincerity to uphold the best traditions of the press and at the same ie meet changing conditions."—John M. Imbrie, Managing Director, *Edmonton urnal.*

* * *

PROTECTING SOCIETY

"THE circulation of any great newspaper is so general—its sphere of influence is so unknowable—that there rests a tremendous social responsibility upon publisher to so conduct his publication that even those things which are only entially harmful, may be avoided. There must be some censorship, call it what t will, by those who have the public interest at heart to protect society from the esses of the lewd and the obscene and from many other agencies of a harmful ure. The advertising solicitor and the copy-writer and all those who have to do h advertising matter prior to publication are in a position to exert a beneficial uence."—John S. Sumner, Secretary of the New York Society for the Suppression Vice Before the Advertising Staff of the *New York Times.*

* * *

ADVERTISING NOT A "FIFTH WHEEL"

"THERE is no magic in advertising. A lot of concerns seem to think so, and this has kept back the success of advertising as much as anything I know So many officers of concerns, even the president, the sales manager, and, I am y to say, the advertising manager, seem to think that advertising is some sort magic power; that it is something outside of the business itself. It is looked n as a sort of fifth wheel; that while the machinery could run without it, per- s it might make the machinery run a little better if it were attached. Adver- ng is a part and parcel of the business. We can do without some of these rts, but they are a part of the machine, and the machine does not run so well out them, and sometimes does not run at all."—O. C. Harn, advertising manager inoal Lead Company, and president, Audit Bureau of Circulation, before the es Managers Bureau of the St. Louis Chamber of Commerce.

* * *

WHAT ADVERTISING DOES

"AMERICAN advertising is the leaven which is persistently enforcing the idea of prosperity, enlightened selfishness, liberty, democracy, confidence, and r ideas in our program of destiny. These ideas are expanding our industries lifting our people to a higher standard of living.

Advertising keeps me reminded that I ought to dress well; that I ought to shave y day; that I am not making the most of my opportunities; that I lack the ntial graces of a gentleman, being ignorant of just the proper thing to say when ill a cup of tea in a lady's lap; that I ought to have a bank account and insure life for the protection of my family; that I am missing one of the keenest joys ife unless I familiarize myself with the best of music through the ownership of ionograph; that my home needs repainting and redecorating; and that I ought at more oranges and raisins.

Advertising, through its standardizing influences, is making us look and act e. To achieve distinction in the future, a man will have to think better than fellows."—William Feather.

ANCHESTER DAILIES MERGE

nion Leader Purchases Suspends Daily Mirror

ie Union Leader Publishing Com- , publisher of the *Manchester* H.) *Leader* and the *Manchester n,* announced Dec. 27, the purchase ie *Manchester* (N. H.) *Mirror,* one he oldest afternoon dailies in New and. The consolidation with the noon Leader took place Dec. 28. two papers are being published un- he name of the Leader.

ie Mirror, since its purchase some ago from Rosecrans W. Pillsbury, een published by a company headed hn H. Fahey, publisher of the *Wor- r* (Mass.) *Post.* Frank Knox and P. Muehling are the publishers of Jnion and Leader.

e Manchester Publishing Company, shers of the Mirror, will continue in eneral printing, binding and engrav- usiness. The plant and equipment fore used in the publication of the r will be added to that of the John arke Company.

NEW YORK WAGES UP

crease for All Members of Typographical Union No. 6

accordance with the contract be- the Publishers' Association of New City and Typographical Union ber 6, all wages were increased week, effective Jan. 1.

Printers wages in New York therefore, now stand for day work $60 a week; night work $63; third shift $66.

The Brooklyn scale provides that all union members working Saturday and Saturday night shall receive $2.65 extra, with an overtime rate for Saturday night of $2.42. It is stipulated that the rate for Sunday shall not be less than $13.15.

Machinists wages are now $57.75 a week with from 1 to 12 machines, while the scale for 13 or more machines is $60.25 a week.

There is no change in the percentages of apprentice wages, but they will be computed on the wages of $60 a week for day work and $63 a week for night work instead of $59 and $62.

Mailers' wages are increased 50 cents a week.



Mining is the Backbone of

West Virginia's WEALTH

The mining industry is comprised of the following principal products:

Bituminous coal
Petroleum
Natural Gas
Limestone
Sandstone
Clay

Although West Virginia is outranked by one other state in bituminous coal output, she produces more coal than any like area in the United States.

West Virginia ranks first in the output of natural gas, and eighth in the output of petroleum.

All mine workers in West Virginia, regardless of the particular branch of the industry in which they are engaged, are well paid and, for the most part, have steady work.

West Virginia is an ideal field for advertisers in that a little money will go a long way and bring large and fruitful returns.

The cities listed here are the principal marketing and distribution centers of the state and the dailies are representative of the highest type of American Journalism.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,085	.05
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
Telegram	(E)	9,479	.04
Telegram	(S)	11,797	.045
Huntington			
Advertiser	(E)	11,176	.04
*Herald-Dispatch	(M)	14,803	.04
*Herald-Dispatch	(S)	14,482	.04
Martinsburg			
*Journal	(E)	4,836	.03
Morgantown			
†Post	(E)	5,065	.025
Parkersburg			
*News	(M)	7,261	.025
*News	(S)	8,840	.025
*Sentinel	(E)	7,751	.03

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

TEXAS DAILIES MAY OMIT MAIL

Circulators to Experiment Through Drug Store, Rather Than Post Office—Harris Elected President at Convention

FORT WORTH, Tex., Dec. 31.—The Texas Circulation Managers' Association in eleventh annual convention at Dallas Monday decided to adopt experimental measures looking to cooperative movement by Texas newspapers of withdrawing their publications from the mails extensively.

Harold Hough, *Fort Worth Star-Telegram,* submitted a plan to the association whereby it was agreed that four representative Texas cities of populations of two to five thousand, be selected, by four different papers, and all papers agree for a certain length of time to send their mail subscribers copies to a central distributing center, probably a drug store. Shipments to be made by express and readers to call at the store for their papers instead of going to the postoffice.

The plan will not affect rural route copies, nor will it interfere with news dealers or stand sales. Each newspaper is to continue its individual dealer representation, but each agrees to have its mail subscribers served at one place. The service depot is not to sell any papers nor accept any subscriptions but is to act solely as distributor. Already several drug stores have asked for the privilege, being interested on account of the great number of people it would daily bring into the store.

The difference between the present second class postage rate and the express shipping rate will enable Texas newspapers to pay the local stores a fair price per month for handing the papers out and still have a remarkable saving.

President E. C. White appointed the following committee to proceed with the cooperative plan and submit a report to Texas publishers at the end of three months. M. W. Florer, *Dallas News;* W. D. Wolfe, *Waco News Tribune;* E. C. White, *Houston Chronicle,* and Harold Hough, Star-Telegram, Fort Worth.

A. B. Harris, *Dallas Times-Herald* was elected president; W. D. Wolfe, Waco News Tribune, vice-president, and H. R. Murphree, Houston Chronicle, secretary.

Galveston was selected as the meeting place for September next year. It was also voted to hold an informal meeting the day before the I. C. M. A. meets in June at Colorado Springs.

FAMOUS DRAMATIC CRITIC DEAD

William Archer, London Journalist, Wrote "The Green Goddess"

William Archer, 64, London dramatic critic, and author died in London Dec. 27.

Born at Perth, Scotland, in 1856 he was called to the Bar in 1883. Later he deserted the profession of law to become dramatic critic for the *London Nation.* He served in the same capacity at various times for the *London Tribune* and the *Pall Mall Gazette.* In 1920 he wrote a series of articles on the American theater for the *New York Evening Post.* He was author of the successful play "The Green Goddess," first produced in 1921.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

TESTIMONIAL TO WALKER

Employes of N. Y. Telegram and Mail Present Gift to Former Publisher

Employes of the *New York Telegram and Evening Mail,* represented by department heads, last week presented a memorial gift to Fred A. Walker, editor and publisher, who was transferred to another branch of the Frank Munsey organization in an executive capacity, effective Jan. 1. Walker was succeeded on the Telegram and Evening Mail by Stuart Olivier, formerly publisher of the *Baltimore News.*



F. A. WALKER

Andrew W. Ford, city editor, in presenting the gift, which he described as an "utterly useless but ornamental set of cocktail glasses," paid tribute to Mr. Walker's "squareness." Mr. Walker, in reply, complimented his staff for their loyalty.

Memorial Tablet for Printers

Names of union printers of the United States and Canada, numbering 7,343 who served in the World War, will be inscribed on a memorial tablet to be placed in the Union Printers' Home, Colorado Springs, Colo. Two hundred and fifty-one printers gave their lives in service, a recent check revealed.

Sunday Edition Dropped

The *Anaheim* (Cal.) *Bulletin* has discontinued the publication of its Sunday issue.

NEW YORK VETERAN DIES

John N. Brockway, of Standard-Union, Once Worked for Elder Bennett

John N. Brockway, 78, dramatic and music editor of the *Brooklyn Standard-Union* since 1892, and head of the *New York Herald's* Brooklyn news bureau in the days of the elder Bennett, died Dec. 28 at Utica, N. Y.

Mr. Brockway learned to set type and served a five-year apprenticeship on the La Crosse (Wis.) Democrat and came to Brooklyn his birthplace, where he worked first as compositor for six years. He then went into partnership with his brother the late Frank Brockway and for many years furnished Brooklyn news to New York newspapers and the Associated Press. The Herald later obtained this service exclusively and kept it for 10 years. Mr. Brockway was assistant city editor and telegraph editor of the Standard-Union before becoming its dramatic critic.

1925
will be a
Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

BID LATIN AMERICANS TO A. A. C. W. MEETING

Invitations Will Be Extended to 21 Governments for Pan-American Conference at Houston

Arrangements have been made for extending invitations to the governments of 21 Central and South American countries to send representatives to the Pan-American conference, which is to be a feature of the annual convention of the Associated Advertising Clubs at Houston, Texas, May 10-14.

Invitations will be transmitted to the officials of the 21 governments by our Ambassadors in those countries. These letters are to be addressed to the Secretary of State and will be forwarded through the Latin-American Division of the State Deyartment.

"The Pan-American Union will publish material about the convention in its monthly publication, *The Pan-American Union.* The Board of Directors of the Union plans to meet in Washington early in January to consider a complete program of co-operation with the Associated Advertising Clubs.

Music Critic's Wife Writes Play

Mary Kennedy, actress, in private life the wife of Deems Taylor, music critic of the *New York World,* is author of "Mrs. Partridge Presents," a play which opened in Washington, D. C., recently.

Ad Men Invited to St. Louis

Advertising men en route to the Houston Convention, A. A. C. W., May 9-14, are invited to stop off and visit St. Louis by R. Fullerton Place, president of the Advertising Club of St. Louis.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

Hendersonville Daily Discontinued

The *Hendersonville* (N. C.) *Dai Times,* launched last fall with Leroy Sa gent as owner and Col. John Temp Graves as editor, on Dec. 24 reverted a semi-weekly under the direction of former owners, E. W. and John Ewban as mortgagees. They will publish t paper until legal title to the plant h been determined by the foreclosure liens held by them. Before Mr. Sarge bought the paper it was the *Weste North Carolina Times,* weekly.

Classified Men to Join A. A. C. W.

The board of directors of the Associ tion of Newspaper Classified Advertisi Managers, meeting in Chicago recent voted to apply for affiliation with t Associated Advertising Clubs of t World. At the same meeting it was d cided to hold the association's 1925 co vention at Houston with the A. A. C. W May 9 to 14.

Roosevelt-Lodge Letters

Boston Globe
Chicago News
New York American
Philadelphia Bulletin
Baltimore American
Washington Herald
St. Louis Globe Democrat
Kansas City Journal
Detroit Times
St. Paul Pioneer Press
San Francisco Examiner
Los Angeles Examiner
Seattle Post Intelligencer
Buffalo News
Atlanta Georgian
Omaha Bee
Dayton News
Albany Times Union
Canton News
Spokane Spokesman Review
Springfield News
Fort Worth Record
Miami News Metropolis
Syracuse Telegram
Rochester Journal
San Antonio Light
Youngstown Vindicator
Helena Independent
Boise Daily Statesman
Colorado Springs Gazette

Released by

D. P. Syndicate
GARDEN CITY, N. Y.

know your country's history!

A good citizen should know his country's story. Here's an easy way of learning important facts. Daily questions and answers by

C. E. BROWN

Easy, Entertaining, Educational.

Write for samples.

Readers' Syndicate, Inc.
799 Broadway New York City

Mr. Publisher
or
Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

ZONE DISTRIBUTION IS DECLARED LEGAL

udge Rules It is Not Monopolistic in Dismissal of News Dealers' Case Against New York Dailies

WHITE PLAINS, N. Y., Dec. 30.—The one system for the sale and distribution f newspapers is neither unreasonable or monopolistic and is legal in New ork State. Supreme Court Justice rank L. Young so ruled here today in enying the application of David Cam-ion and John T. Dillon, Jr., news deal-rs, for a permanent injunction which ould have restrained the Publishers' ssociation of New York from establish-g the zone system in New Rochelle. amed as defendants with the associa-on were the *New York Herald Tribune, ew York Times, New York World* and orris Ginsberg, a wholesale distributor. Campion and Dillon, who are partners id have their place of business at Cen-r avenue and Main street, New Ro-elle, claimed that they would be re-ricted to certain territory by the zones id would thus lose half of their cus-mers. Further, they charged that the stem is violative of Section 340 of the eneral Business Laws of New York, hich prohibits any arrangement or com-nation restraining or preventing com-tition in the supply or price of any ar-le or commodity of common use or hich tends to create a monopoly.

During the six-day trial of the appli-tion, Ginsberg, who was the chief wit-ss for the defendants, testified that the ne system had been contemplated be-use many New Rochelle subscribers id complained of poor service. With e present methods of distribution, he id, the papers had been unable to hold e dealers responsible for any particular stricts, but by the zone system they had lped to organize the dealers, regulate stribution and insure satisfactory serv-e.

Counsel for the defendants, who at one aring were represented by 14 attorneys, nied that the newspapers had entered th Ginsberg into any agreement for ning New Rochelle. They likewise ntradicted statements by the plaintiffs t the circulation managers of the pa-rs were present at conferences which nsberg had invited Campion and Dil-n to attend in his office and in the as-iation's headquarters in the Pulitzer ilding, New York.

Justice Young, in dismissing the ap-lication without costs to either side, ted in his opinion:

'There were two important questions me to determine. First, was there a arrangement between Ginsberg and l New York publishers for the zoning New Rochelle? Secondly, providing re was such an arrangement, would it illegal and unreasonable?

'It is necessary to dismiss the com-int without costs to either side. I find re was no such arrangement between nsberg and the publishers. If there s, it would not be unreasonable and uld be within the provisions of the w."

Walter H. Young, New Rochelle at-ney, filed the plaintiffs' complaint on g. 22, last. Justice Young at that time nted an ex parte temporary stay and le to show cause on Aug. 29. why it uld not be made permanent. This was ntinued in a subsequent opinion until inning of the trial on Oct. 23. The l ended on Oct. 29.

PULP EXPORTS INCREASE

Newsprint Drops Slightly, Canada's November Report Shows

xports of newsprint paper from Can-l during November, as reported by the adian Pulp and Paper Association unted to 96,981 tons valued at $7,-018, as compared with 99,812 tons ued at $7,307,539 in October. How-, there was increase from 76,406 to 89 tons in exports of pulp, values g $3,696,406 and $4,061,084 respec-tively. Exports of pulpwood were down from 105,951 cords valued at $1,112,333 to 64,401 cords valued at $633,021.

For 11 months ended November, exports of newsprint showed increase from 1,043,139 to 1,103,540 tons and in value from $78,467,716 to $82,424,597. Exports of pulp were down from 803,685 tons valued at $43,157,380 to 709,143 tons valued at $36,537,427 and exports of pulpwood from 1,330,814 cords valued at $12,910,079 to 1,160,777 cords valued at $12,886,192.

SUN CLUB CHRISTMAS PARTY

Luncheon and Dancing Features N. Y. Sun Celebration—Munsey Attends

The *New York Sun* had its own Christmas Party Dec. 24, with members of the Sun Club, which includes practically every worker on the paper. The party began at 11 A. M. and lasted until 5 P. M.

Half of the second floor of the Stewart Building was set apart for the affair. A Christmas tree was decorated by the young women of the club and the floor waxed for dancing. A buffet turkey luncheon was an item of the program. Frank Munsey, publisher of the Sun, William T. Dewart, treasurer, Edwin S. Friendly, business manager and Keats Speed, managing editor and the heads of the different departments were on hand for a large part of the afternoon.

The officers of the Sun Club are: E. O. Peterson, president; H. Muller, vice-president; S. K. Meringer, treasurer; A. K. Suplee, recording secretary and Joseph Friedman, corresponding secretary.

NEWSPRINT REVIEW

THE News Print Service Bureau, New York, R. S. Kellogg, secretary, on Dec. 23 issued the newsprint statistical review for the first eleven months of 1924. The statistics follow:

News Print Production, U. S. & Canada for first eleven months of 1924 was 2 per cent more than for the first eleven months of 1923 and 11 per cent more than for same period of 1922.

Imports of News Print into the U. S. for the first ten months of 1924 were 3 per cent more than for the first ten months of 1923 and 34 per cent more than for same period of 1922.

Exports of News Print from the U. S. amounted to 14,355 tons for the first ten months of 1924, 13,166 tons for the first ten months of 1923, and 22,496 tons for same period of 1922.

Mill Stocks of New Print at U. S. and Canadian points amounted to 4.5 days' average production on November 30, 1924, 4.7 days on November 30, 1923 and 3.6 days' on November 30, 1922.

Publishers' Stocks, on hand and in transit amounted to 45 days' supply on October 31, 1924, 49 days' on October 31, 1923 and 36 days' on October 31, 1922. Newspaper Advertising, 27 leading cities for first eleven months of 1924 was 1 per cent less than for first eleven months of 1923, 7 per cent more than for same period of 1922, and practically the same as in the corresponding period of 1920.

Periodical Advertising, National Publications for the first twelve months of 1924 was 3 per cent more than for the first twelve months of 1923, 21 per cent more than for same period in 1922 but 21 per cent less than for same period in 1920.

Newspapers of over 100,000 circulation:

	Average for November	
	Dailies	Sundays
1924	30	111
1923	29	108

Ohio Daily Changes Hands

G. Paul Huntley, Fremont business man, has purchased the interests of Mrs. Cleo McDonald and Miss Vonda G. Worst in the *Fremont* (O.) *Messenger*. The staff remains unchanged, but mechanical improvements are contemplated by the new management. The newspaper was established in 1840.

Merchandise Distribution Station of the Middle West

Illinois is the distributing center for more merchandise than any other state with the possible exception of New York. Merchandise of every possible kind passes through the routine of wholesalers, jobbers and mail order houses on its way to the west and middle west.

There are excellent reasons why *Illinois* is so attractive as a distribution center. It is naturally blessed with all those requisites of such a territory. Perhaps the most important of these is the matter of transportation in which Illinois excels.

It is well here to remember that Illinois is the third largest state in point of population, in the United States.

Here is a throbbing, pulsating state, populated by nearly six and a half million people—a prospective market that should be coveted by all National Advertisers.

Every successful advertising campaign in Illinois depends upon these newspapers.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	17,408	.06	.06
*Chicago Herald & Examiner .....(M)	348,005	.55	.55
*Chicago Herald & Examiner .....(S)	1,018,917	1.10	1.10
Chicago Daily Journal .....(E)	120,449	.26	.24
*La Salle Tribune .....(E)	3,230	.025	.025
*Moline Dispatch .....(E)	10,680	.045	.045
*Monmouth Daily Review Atlas.....(E)	5,314	.035	.035
*Peoria Star.....(E) 29,197..(S)	22,236	.075	.06
*Rock Island Argus .....(E)	10,605	.045	.045
*Sterling Gazette .....(E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.

RANDOLPH MARSHALL DEAD

Former New York and Philadelphia M.E. Dies on Christmas Day

Randolph Marshall, 51, former managing editor of the *New York Herald* and later managing editor of the *Philadelphia Public Ledger*, died from pneumonia in New York Dec. 25. He was engaged in publicity work at the time of his death.

He began his newspaper career in Philadelphia, first on the *Philadelphia Times* under Col. A. K. McClure, and later on the *Philadelphia Press*. Coming to New York about 35 years ago, he joined the staff of the *New York Herald*. Later he became night city editor of the *New York Times*, serving in that capacity for approximately two years and then taking charge of the telegraph desk.

After leaving this position he became city editor of the New York Herald, then news editor and finally became managing editor of that newspaper. For a time he served as an editorial writer and head of the Herald's Washington bureau.

In 1918 he left the Herald to become managing editor of the *Philadelphia Public Ledger*. Still later he served in the same capacity on the *Portland* (Me.) *Herald* and finally became managing editor of the *Edmonton* (Alberta) *Journal*.

Glynn Estate Estimated at $750,000

The late Martin H. Glynn, editor of the *Albany Times-Union*, and former Governor of New York, left an estate estimated to be worth between $750,000 and $1,000,000. The bulk is bequeathed to the widow, Mrs. Mary Magrane Glynn. A trust fund of $50,000 for the benefit of a brother, James T. Glynn, long associated with him in publication of the Times-Union, is created.

Former Tennessee Editor Dies

James G. Rice, 69, former editor of the *Chattanooga* (Tenn.) *News*, died at Alexandria, La., Dec. 26. He began his journalistic career at Pensacola, Fla.

Union Probes Printer Brains

The Toronto (Ont.) Typographical Union has made a mental test compulsory for admission.

Editor & Publisher Service Station

Q. What syndicates supply rotogravure sections to newspapers? P. C., San Francisco.

A. Our list shows the following:
Art Gravure Corporation, 31st and 9th avenue, New York.
National News Service, 1328 West Lycoming street, Philadelphia, Pa.
Standard Gravure Corporation, Louisville, Ky.

Q. Who writes the "Helen and Warren," married life serial and by wha syndicate is this feature handled? M. I

A. This feature is written by Mrs. C. Lathrop Harper of 1 Gramercy Par New York, and is now being handled by the Bell Syndicate, Inc., 154 Nassau stree New York.

Texas Newspaper in Libel Suit

The Southern Publishing Company, publishers of the *Waco* (Tex.) *News-Tribune* was sued for $100,000 damages in district court at Cleburne, Tex., Dec. 24, by Mr. and Mrs. A. R. Lawson, who allege the newspaper published defamatory references to Miss Louise Lawson, their daughter, who was found slain in her New York apartment last winter. Actual damages of $50,000 and exemplary damages of $50,000 are sought.

Editors to Discuss Propaganda

"Dodging propaganda" is one of t subjects listed for discussion at the a annual convention of the American S ciety of Newspaper Editors to be held Washington, D. C., Jan. 17-23. Julian Mason, managing editor of the *New Yo Herald Tribune*, has been selected to le in consideration of this question. C. Morrison, managing editor of the *Phil delphia Public Ledger* is chairman the program committee.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Bargains in Web Presses
"Used but Good."

Our No. 598—
8-page Campbell Multipress, printing 4, 6 or 8 pages, 7 col. 13 ems or 8 col. 12 ems, page 22 in. long, printing from flat forms, no stereotyping. (Located in Pennsylvania.)

Our No. 623—
8-page Cottrell web newspaper press with stereotyping equipment. (Located in New England.)

Our No. 533—
12-page Hoe web press, page 22¾ in. long, printing 7 or 8 col. papers, with complete stereotype outfit. (Located in central south.)

Our No. 602—
16-page Hoe web newspaper press, 7 col. 13 ems, or 8 col. 12 ems. Page 21½ in. long, with stereotype equipment. (Running in the South.)

Our No. 589—
16-page Potter web press, 7 col. 13 ems, 8 col. 12 ems, with stereotype equipment complete. (In Pennsylvania.)

Our No. 517—
20-page Hoe web press, 7 col. Paper page 22¾ in. long, with stereotype equipment. (In Pennsylvania.)

Our No. 570—
24-page Hoe web press, three deck, extra color on top deck, 7 or 8 col. page, 21½ in. long. Fitted to produce tabloids also. (In New York.)

Our No. 450—
32-page Hoe right-angle quad, 8 col. 13 ems, page 23⅝ in. long, with stereotype equipment, type column 300 agate lines. (In New York.)

Our No. 427—
Goss half-tone and color web press, four colors one side and two on the other, cut off 22¾ in., with stereotype equipment. Will produce colored supplements or comics in either full page or tabloid size. (In New York.)

Our No. 599—
Complete rotary gravure printing plant for newspaper supplements or commercial work. (In central west.)

Wire or write for details and prices.
Many other machines for sale, of all sorts and descriptions. Let us know what you can use. Send for our latest list of surplus printing equipment. Baker Sales Co., 200 Fifth Avenue, New York City.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Wanted to Buy.
Used stereotype saw with motor, suitable for sawing type-high casts. Must be in good condition and guaranteed to do work specified. Motor can be either 110 or 220 volts, single phase, 60 cycle. Will pay cash after installation if work is satisfactory. Quote price and full information in first letter. New Mexico State Tribune, Albuquerque, New Mexico.

For Sale.
Goss curved stereo, casting box, for press cylinders 15 in. diameter, length of page 23⅛ in. Good condition. Our No. 622. Baker Sales Co., 200 Fifth avenue, New York. (Many other machines for sale, "used, but good." Let us know your wants.)

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Used Newspaper Presses

Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.

Hoe Right Angle Quadruple Press, prints 4 to 32 pages.

Hoe Sextuple Press, prints 4 to 24 pages.

These three presses cut off pages 22¾ inches long, print 7 or 8 columns to the page.

PRESSES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO
1457 Broadway, NEW YORK

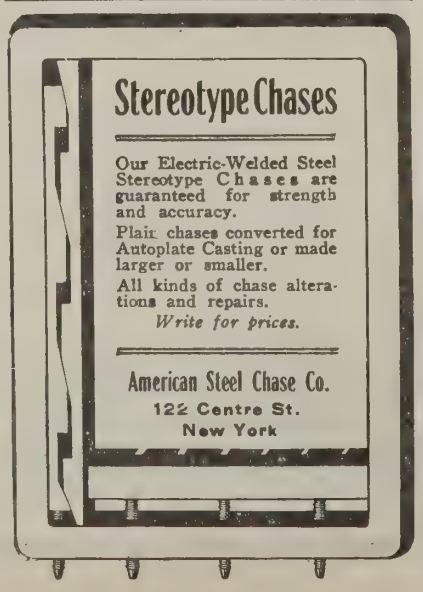
N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
New Britain Herald
New Britain, Conn.
We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO. CHICAGO — QUALITY, NAME, SERVICE, FAME — CLINE WESTINGHOUSE

MAIN OFFICE, Fisher Bldg., 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Bldg., Broadway at 34th St., NEW YORK

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

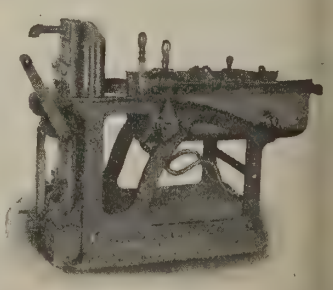


Stereotype Chases
Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.
Plain chases converted for Autoplate Casting or made larger or smaller.
All kinds of chase alterations and repairs.
Write for prices.
American Steel Chase Co.
122 Centre St.
New York

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the News—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.



IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., INC.
504-520 Grand St., New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

8c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

5c per word per insertion, cash with order, for advertisements under any other classification.

56c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

dvertising Executive.
Widely experienced, young, now with ational advertising agency as account executive and solicitor, desires connection as adversing manager of daily newspaper in city of 0,000 population or under. He is primarily nterested in a real opportunity, where ability nd success will be rewarded, and where an inerest in the "plant" will eventually be available. He is experienced in copy, layout, merhandising, selling, and in editorial and circuation work. He knows how to create and build dvertising revenue and volume; how to build dvertising leadership; how to "merchandise" nd "sell" the newspaper to local as well as ational advertisers. He is fully capable to ender "service" to local advertisers and to rocure and present merchandising data to naonal advertisers, agencies, etc. He will conact, preferably on salary and bonus basis. est references as to character, energy and bility. If you have a real opportunity for a ghter, give full details. C-583 Editor & Pubsher.

dvertising Manager.
ive years' selling display advertising, and five ears as Classified Manager, on morning and vening paper 37,000 circulation, now employed, eek larger field with greater opportunity. Marred, 30 years old and good habits. Can furish proof of my ability as executive; also gures on increase in business. Not afraid of ork. Will consider either department. C-581, ditor and Publisher.

usiness Manager,
oroughly acquainted with producing circuion, advertising and holding down costs, sires connection. Might invest some capi-1. Box C-578, Editor & Publisher.

rculation Manager or Assistant.
ge 29, single, twelve years' experience on one Middle West's largest afternoon dailies. I ish to make change after January 1, 1925. st of references. Box C-587 Editor & Pubsher.

rculation Manager.
ith fifteen years' successful experience on ading dailies, desires permanent connection as rculation or business executive. A man with sion and full knowledge of his responsibilies, prefer evening paper. For full particurs write C-580 Editor & Publisher.

rculation Manager.
vening paper in town under 200,000 have been ined under best circulation system in coun-. Now employed on large paper; reference m present and past employers; good reason r changing. If you are in need of a hard rker, with good sound judgment, answer this . Box C-551, Editor & Publisher.

assified Manager.
ung married man, four years' successful exrience as Assistant Classified Manager on ge mid-western daily. Available, with reanable notice, after January first. Satisfacy references. Address Box C-591, Editor & blisher.

"CZARINA" JUST ADORES N. Y. NEWSPAPER MEN

WHEN Grand Duchess Cyril of Russia stopped over in Paris Dec. 24, on her return from America, she received Raymond Carroll, the Paris correspondent of the *New York Evening Post.*

"Wearing her huge pearl earrings, pearl necklace, several small rings and a green bracelet, and dressed in black with a small black hat trimmed in purple, the Grand Duchess was regal yet gracious and willing to be interviewed," the correspondent cabled, "explaining that such matters had been conducted so courteously in the United States that she no longer feared reporters."

"In fact," the "Czarina" declared to Mr. Carroll, "I adore boys who look you straight in the eyes and ask questions, then record exactly what you say."

Situations Wanted

Classified Advertising Manager
available immediately. This applicant is thoroughly versed in the fundamentals of classified advertising, and can teach them to street salesmen, telephone salesladies and counter assistants. Has held present position as classified manager of The Dayton, Ohio, News for 4 years. Prior to that time was connected with his Dayton opposition, for 2 years, in a like situation. The 4-year accomplishment of publishing more individual ads and lines of classified than all his local contemporaries combined is his greatest guarantee to some publisher wishing aggressive selling tactics in his classified organization. Can give additional references to his work as indications of his ability to produce results. Address replies to Joseph H. Kelly, 1303 Riverside Drive, Dayton, Ohio.

Classified Advertising Manager.
Twelve years' experience, with an excellent record. Since 1920 with one of New York's most successful classified mediums. Previous experience in smaller cities. Believes in building classified business conservatively but soundly only after careful analysis. Thoroughly familiar with Basil L. Smith Systems; 30 years of age. Wishes for personal and family reasons to locate permanently in some metropolitan city of over 100,000 population. Will go anywhere for any good, permanent proposition. Available after January 15. Address Box C-589, Editor & Publisher.

Desk Man.
on daily. Sports, telegraph or general, or manager-editor weekly. G. E. Firstbrook, 540 Gregory street, Bridgeport, Conn.

Editor.
Young lady with college training and experience, at present employed editing and making-up 35-page publication, desires similar position with chance for advancement. Must be in Chicago. C-584 Editor & Publisher.

Editor-Manager or Assistant.
Editor-Manager-Reporter of proven ability is now available. Knows the newspaper game and the printing business and is a good linotype machinist-operator. This man is 27 years of age, but is experienced in all phases of the business. He is not as fully trained as he will be, but he is at the present time a potential high type of editor-executive. He seeks an opportunity, and salary is of secondary importance if an opportunity is offered him to earn a permanent and responsible editorial position. C-586 Editor & Publisher.

Editorial.
Telegraph or news editor, copyreader, ten years' experience, including largest dailies, university graduate, desires position. C-556. Editor & Publisher.

Manager
Seeks situation on paper needing man able to materially reduce expenses and build business. Actual experience in all departments qualifies me to take full charge of advertising and circulation departments, supervise all mechanical departments and to direct in general, the making of the paper from a news standpoint and able to handle all details of the business and accounting departments economically and systematically. Hard worker, giving from 10 to 16 hours daily to business. Secures utmost results from others in addition to personally producing business. In present situation in large city; changed a loss of over $40,000 in 1923 to a profit of $14,000 in 1924. Able to take full responsibility, and with proper moral co-operation, will undertake the rehabilitation of any daily paper or other paper needing a man able to make from 25 per cent to 50 per cent annually on investment. Able to supply good credentials from present and all other papers upon which advertiser has been employed. Address Box C-532 Editor & Publisher.

Mechanical Superintendent.
Executive of exceptional ability and personality would consider change from present position; 45 years old; experience gained with largest newspapers in the East; $150 weekly to start. For personal interview, address C-590, care Editor & Publisher.

News and Make-up Editor.
Seven years' experience in weekly and daily fields. Available for afternoon daily or large weekly. Would consider trade journal. Married. Box C-594 Editor & Publisher.

Successful Circulation Manager.
desires connection with publisher needing Scientific Circulation "go-getter," who builds circulation from the bottom up and believes in: First, Printing Good Newspaper; Second, Service (Distribution) to sales organization; Third, Service to Readers through Sales (Carrier) organization; Fourth, Promotion Work. Now with Morning, Evening, and Sunday newspaper. Available on short notice if necessary. Box C-585 Editor & Publisher.

HELP WANTED

Business Manager
for evening newspapers. Must have had experience on papers of from 15,000 to 25,000 circulation and know how to develop business as well as keep down expenses. Give full details in first letter. C-596 Editor & Publisher.

Circulation Man.
A young man who wants to grow with the livest suburban weekly newspaper in the metropolitan district. Should be able to drive a light truck, know how to organize boys and have some constructive ideas. Salary to start $30; more if he's the right man. This is a splendid opportunity for a young man—one who isn't afraid of hard work, because for the time being he will be practically the circulation department. Address Box C-574, Editor & Publisher.

Circulation Managers.
Two ambitious circulation managers, must be over 30 years of age, with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

City Editor-Reporter.
All around newspaper experience, able to get local news and write it attractively and intelligently; direct and train young reporters; handle telephone news reports and make-up on morning paper. In fact, take full charge news end. Box C-582 Editor & Publisher.

National Advertising Manager.
The leading evening newspaper in a metropolitan Midwest city of nearly a million population wants an active live wire to take charge of its national advertising department. He must have had newspaper or agency experience. Pleasing personality and sales ability of paramount importance. This is a big opportunity for the right man. In replying, send your photograph and full information regarding your previous connections, age, experience, education and references. All communications will be treated in confidence. Address Box C-588 Editor & Publisher.

Wanted.
Young man with experience in classified advertising desirous of trying his hand at developing difficult field. The right young fellow can do it. He must be energetic and careful of details. He will start on middle west paper in town of 20,000 at $25.00 a week. Applicants will please address "Effort," C-593, care Editor & Publisher.

Young Man's Chance.
We want a young circulation man who is now possibly an assistant in some department, to take a job as department manager promoting carrier and mail circulation in 20 small towns surrounding point of publication. He can get out into his territory and be back into the home office every night. He will have much door to door canvassing to do. He must be a worker with an ambition to make the territory grow for the paper. His salary grows with the circulation and will be about $30.00 and expenses to start. If you are that man communicate at once to "H," C-592, care Editor & Publisher.

BUSINESS OPPORTUNITIES

Advertising Men!
Here is a new business getter. One of the best special features offered in many a day. Good for any time of the year and any place. Easy to sell, because it has a genuine value for the advertiser. Send $5 for complete outfit and information. P. O. Gorder, care Palm Beach Times, West Palm Beach, Florida.

Interest in Newspaper Available,
for man qualified to take management of Associated Press daily California city of thirty thousand doing business hundred fifty thousand dollars this year. Answer C-595 Editor Publisher.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

FOR $12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory $28,000, annual business $35,000. Sale price is $25,000. Owner is engaged in other business which demands his entire time. Mention our No. 319.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

Business Opportunities

Wanted.
Party would like to buy interest in New England daily, could take position as assistant business manager or mechanical superintendent, has had the experience and can handle help; also can travel and solicit ads; paper must be making expenses. C-553, Editor & Publisher.

CIRCULATION BUILDERS

1,065 New Subscribers
for the Southern Reporter, Sardis, Miss. Our Co-operative Plan will increase your circulation and give you a bank balance too. Two campaign managers available Jan. 1. Write at once, Indiana Circulation and Advertising Co., Toney E. Flack, Shelbyville, Ind.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, January 15, 1925, at eleven o'clock at the general offices of the Company, Pulitzer Building, suite 1115, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,
JAMES W. BROWN, President.
FENTON DOWLING, Secretary.
New York, Dec. 26, 1924.

INTERNATIONAL PAPER COMPANY.
New York, December 31, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company, payable January 15th, 1925, to preferred stockholders of record at the close of business January 8th, 1925. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Publishers

who place Help Wanted ads in the Classified Section of Editor & Publisher, always get competent men for their staffs. If you have a position open, send your ad in NOW and fill the vacancy quickly and economically.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



THIS month put a man of figures onto circulation in reference to advertising rates.

Are you selling too low, or too high, not only as regards your own previous performances, but the performances of newspapers of the same class in cities of proportional size and market desirability.

Hundreds of newsppaers are selling space blindly. This is true of no other commodity in trade.

* * *

A FLORIDA newspaper recently published the traffic rules and regulations of its city in the fourth and fifth columns of a page. The three columns on each side were divided into smaller spaces and sold to advertisers. In each advertisement was inserted a small cut of a traffic sign bearing the inscription "Don't Park Here." Many newcomers in the southland welcomed this published information on parking and driving laws, Most of the ads were sold to auto and accessory dealers, but space on such a page should be beneficial to all.—ROBERT B. MILLER, West Palm Beach, Fla.

Under a standing head, "Industrial Bureau, Patronize these firms," etc., could be secured a half year or yearly contract of small spaces say an inch, to be run every Monday or other day chosen. These advertisements would appear sometime like cards. Contracts covering a certain number of weeks could be made and firms not doing very much advertising should be solicited for this classification.—GEORGE SMEDAL, JR., Minneapolis, Minn.

Start a "Handyman's Corner" somewhere in your paper. Under that heading, set as wide as seen fit, run advertisements of stores selling small tools generally used about the house, window lights, and other items of interest to the man about the house. One newspaper built up such a department to three columns daily.—B. A. T.

The *Santa Ana* (Cal.) *Register* delivers all its papers to homes neatly wrapped and tied with light wire. This makes it easier for the delivery boy to handle the papers and gets the papers to the subscribers in better shape.—FRANK H. WILLIAMS.

Articles written each week on various types of antiques under the heading of "The Antique's Appeal Today" with special advertisements by dealers in the type of antiques on which that certain article might be written is sure to catch the public eye and increase the interest in antiques. Many private collectors and parties with antiques to sell might be induced to insert special ads. Stories on private collections with their histories could be used to advantage in this way.—C. E. PELLISSIER, Boston, Mass.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A TIMELY story can be had at this time by interviewing your health commissioner or officers on the danger of automobile fumes in garages. It is a fact that in a closed garage, if the car is being warmed, the gasoline fumes are deadly and may result fatally. There are cases of this on record. Your health commissioner can give you a story on how the garage should be ventilated and other means to be taken to prevent fatalities.—G. SMEDAL, JR., Minneapolis.

Courtesy can be shown in a newspaper. The *Marion* (Ind.) *Chronicle* runs a line at the bottom of all stories continued on another page as follows: "Turn to page —, Please." Several subscribers and advertisers have complimented the management on this printed courtesy.—ROBERT B. MILLER, Marion, Ind.

Terms generally used in market reports, the understanding of which presupposes a familiarity with them and a knowledge of what they mean as explained by an expert will make an interesting feature.—L. J. JELLISON.

We are constantly hearing that many small communities are suffering from poor medical attention, in fact, many have no doctors at all. A good feature story might be written up on the subject in your section giving the true conditions of affairs with a description of the many difficult conditions both financial and physical a country doctor must meet. L. E. PELLISSIER, Boston, Mass.

Louisville (Ky.) *Times* received 6,473 answers in a "Match the Twins Contest," details of which may interest editors. Sixty-four individual pictures of children, all twins, were "scrambled," individually numbered and published, four at a time, daily for 16 days. Readers were asked to clip out the pictures daily, match and put together correctly as tastefully as possible. The prizes totaled $150.—J. A. HUMPHREYS, JR.

Bridegrooms may tremble at the wedding ceremony but not the brides, stated a British pastor in an interview sent to this country which got a paragraph in New York newspapers. Interview a well known local pastor who has had plenty of experience in tying matrimonial knots on this subject. Is the man really more nervous than the woman when he signs the register? Are there any "blushing brides" any more? Or is the whole thing a humorist's myth.—W. L. B.

A careful perusal of the classified section of a daily paper will furnish a feature almost any day. Want ads tell a human story. The ad: "Wanted: A baby buggy" announces the entrance of a baby into a home. Another ad tells when a child is old enough to walk for the bug is offered for sale. Then the child gro up and wants a job. The short ads foll the story thru from its start to its clo They make a good story.—G. P. Cleveland, O.

In Cleveland a few days ago Clare Darrow said that he wondered if it more of a crime to kill a man than wish him dead, adding: "The Six Commandment says: 'Thou Shalt N Kill.' All right, but what of wa Don't ministers ask God to help us the enemy? A man may kill in s defense, a state may kill its murde and it's all right. 'Thou shalt not k really means 'Thou shalt not kill if is wrong to kill.' In other words, means nothing at all." Now, get leading lawyers and jurists in your c to tell you whether they think Darr is right or wrong, and why. It will ma a series of good stories.—M. R. H.

NOVEL CHRISTMAS NUMBER

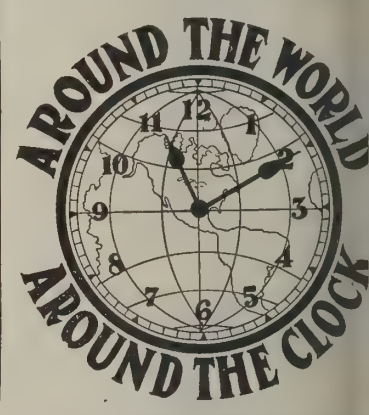
Missouri High School Students Edit "The Jerusalem Star"

As a novel supplement *The Jerusalem Star,* was included in an 8-page Christmas edition of the *Moberly* (Mo.) *High School Mirror.*

The star is a two-page newspaper purporting to have been published the day following the birth of Christ. It carries stories of the Birth, of the coming of the Wise Men and of the disturbance caused in the city by registration. Other stories include interviews with Herod and the fact that a caravan has been robbed.

The paper had the flavor of Bible times.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Magazine Feature Pages.
Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

Leacock Laughs Linger

Once a week
Illustrated by Kessler

Metropolitan Newspaper Service
Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

Frank H. Simonds
is
Sailing for Europe
on
January 17
To Make a Survey of Political and Economic Conditions
One Sunday Article of 2,500 Words and One or Two Shorter Ones During the Week
Some Territory is Still Open
WIRE
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Get the very best
DAILY CROSS-WORD PUZZLE
Not just a feature—
Not just a problem—
But the best seller on the market
TODAY!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City



Thomas W. Briggs Company
Memphis, Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

The Resourceful SOUTH

The buying power of the South rests firmly upon the foundation of wealth which cannot be rocked by the faults or failures of any one line of trade.

The South contains nearly one-third of the total area of the United States and has nearly one-third of the population. Sixty per cent of the coast line of the country extends along the Southern States.

The South produces 60% of all cotton grown in the world.

The South produces about three-fourths of all the world's sulphur supply.

The South has an estimated oil reserve of about 55% of the country's supply.

Seven-tenths of the country's forested area is in the South and is cutting over 15,000,000,000 feet of lumber a year.

The South has one-third of the country's iron ore deposits.

The South has a development of water power of over two and a quarter million horsepower compared with a maximum undeveloped horsepower of over eight million.

One-third of the railroad mileage of the country or over 90,000 miles is in the South.

The South's buying power rests upon a solid foundation of diversified resources and accomplishments, and from this must come an increasing demand for all kinds of equipment and supplies.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
**Birmingham Age-Herald (M)	33,184	.08	.08
**Birmingham Age-Herald (S)	41,448	.10	.10
**Birmingham News (E)	76,312	.18	.18
**Birmingham News (S)	86,185	.18	.18
**Mobile News-Item (E)	11,722	.05	.05
**Mobile Register (M)	20,824	.07	.07
**Mobile Register (S)	33,130	.085	.086
FLORIDA			
**Daytona Daily News (ES)	2,648	.03	.03
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald (M)	18,300	.06	.06
**Miami Herald (S)	21,681	.07	.07
**Orlando Sentinel (M&S)	4,473	.035	.035
†St. Petersburg Independent (E)	6,007	.04	.04
**Tampa Times (E)	15,176	.05	.05
**Tampa Tribune (M&S)	24,783	.07(.08S)	.06(.07S)
GEORGIA			
**Augusta Herald (E)	15,095	.05	.05
**Augusta Herald (S)	15,554	.05	.05
**Macon Telegraph (M)	26,822	.07	.07
**Macon Telegraph (S)	27,376	.07	.07
**Savannah Morning News (M), 21,372 (S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	19,395	.06	.06
**Lexington Leader (S)	19,368	.05	.05
**Paducah Sun (E)	8,616	.04	.04
NORTH CAROLINA			
†Asheville Citizen (M)	14,066	.055	.055
†Asheville Citizen (S)	14,540	.055	.055
**Greensboro Daily News (M)	24,423	.07	.06
**Greensboro Daily News (S)	31,592	.07	.07
**Raleigh News and Observer (M)	29,921	.07	.07
**Raleigh News and Observer (S)	33,403	.07	.07
Winston-Salem Sentinel (E)	14,855	.06	.06
SOUTH CAROLINA			
**Columbia Record (E)	16,107	.05	.05
**Columbia Record (S)	15,907	.05	.05
**Columbia State (M)	24,246	.07	.07
**Columbia State (S)	24,442	.07	.07
**Greenville News (M)	20,190	.065	.06
**Spartanburg Journal (E)	3,940	.05	.05
**Spartanburg Herald (M) 6,726 (S)	9,357		
TENNESSEE			
**Chattanooga Times (M)	24,189	.08	.08
**Chattanooga Times (S)	24,726	.08	.08
†Nashville Banner (E)	54,189	.11	.11
†Nashville Banner (S)	53,069	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,128	.05	.05
**Danville Register (Sunday)	7,184	.05	.05
**Newport News Times-Herald (E)	7,326	.05	.05
**Newport News Daily Press (S&M)	5,622		
**Roanoke Times & World-News (M&E)	24,993	.07	.07
**Roanoke Times (S)	16,894	.06	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

RIGHT AGAIN!

YOU probably noticed an announcement the other day that William M. Ritter had decided to give away between two and three million dollars, worth of stock to the employees of his big lumber company. Mr. Ritter's success as a business man is conceded. This was the same Mr. Ritter who dropped in at the Washington Star to congratulate the management on the splendid business news being printed in that paper.

"Tell that to the Consolidated Press on the floor below," said Fleming Newbold, Business Manager. "They will be glad to hear it."

And Mr. Ritter did. He said he had asked his executives and agents to check up on various items in the Business News Service of The Star and had found them accurate.

This is only one of several checks on the business news furnished by the Consolidated Press to many leading newspapers throughout the United States, for all of the C. P. A. men have been trained in the school of reliability. The Editor-in-Chief of the Business News Service of the Consolidated Press is J. C. Royle, a trained newspaper man with years of experience in business research.

Business news of the right kind wins the support of the people in your vicinity whose good words mean much to a newspaper.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Building	19 Rue d'Antin

THIS ISSUE:—RISING SUBSCRIPTION PRICES PRESAGE NEW ECONOMIC ERA

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1117 WORLD BUILDING, NEW YORK

LIBRARY

Not to be taken from this room

be taken from this room

Original entered at second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909. Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879.
Issued Every Saturday.

ol. 57. No. 33 NEW YORK, JANUARY 10, 1925 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

The Best Judge of Newspaper Advertising Values

IT HAS been truly said that the best judge of the value of advertising in any medium is the local advertiser, because he bases his decision on the direct results produced. Consequently the volume of local advertising carried by any newspaper is conclusive evidence of the productiveness of that newspaper.

In Chicago the decision is clear and decisive. According to the authoritative figures supplied by the Advertising Record Company, for the first eleven months of 1924, The Daily News published 11,235,081 agate lines of local display advertising, as against 7,551,018 agate lines published by its nearest competitor—a morning newspaper.

THE DAILY NEWS

First in Chicago

The Boston Post

"The Great Breakfast-table Paper of New England"

Week-day Circulation Latest A. B .C. **371,124** **Sunday Circulation** Latest A. B .C. **351,527**

16th Consecutive year of Leadership in Boston In Display Advertising

—won through merit only—through producing profitable results that give greater value for dollars spent. Sixteen years brings many tests—throughout them all The Boston Post predominates—solidly—consistently—consecutively—carrying every year hundreds of thousands more lines of display advertising than any other Boston newspaper.

Many National advertisers who used the Boston Post exclusively for a New England campaign stated that the sales here were greater than in any other section of the country.

The BOSTON POST covers New England

Every morning a Boston Post is sold for approximately
—THREE out of FOUR dwellings in a 30-mile radius of Boston.
—Every SECOND dwelling in the State of Massachusetts.
—Every SECOND dwelling in the State of New Hampshire.
—Every THIRD dwelling in the State of Maine.
—Every FOURTH dwelling in the State of Vermont.
A distribution that shows the masterful strength of The Boston Post in an exceedingly responsive market.

Total Display Advertising

(Excluding Classified) YEAR 1924

		Agate Lines
Boston POST	Week-day and Sunday	10,710,757
Boston Globe	Week-day and Sunday	9,920,007
Herald-Traveler	Week-day and Sunday	9,884,175
Boston Transcript	Week-day Only	4,513,102
Boston American	Week-day Only	4,158,295
Boston Advertiser	Week-Day and Sunday Including American Weekly	3,649,733

National Advertising (Excluding Financial)

	Agate Lines
POST	3,783,689
Herald-Traveler	3,380,538
Globe	2,599,199
Transcript	1,507,823
American	1,161,777

Grocery and Food Products Advertising

	Agate Lines
POST	950,864
Herald-Traveler	823,465
Globe	694,374
American	441,402
Transcript	230,390

Automoblie Advertising (Excluding Classified)

	Agate Lines
POST	725,190
Globe	685,328
Herald-Traveler	664,983
Transcript	354,028
American	83,431

Radio Advertising

	Agate Lines
POST	319,646
Herald-Traveler	222,430
American	157,001
Globe	121,656
Transcript	53,121

The Boston Post

"The Great Breakfast-table Paper of New England"

Week-day Circulation Latest A. B .C. **371,124** **Sunday Circulation** Latest A. B .C. **351,527**

How big National advertisers value The Boston Post expressed by lineage used during 1924

Grocery and Food Products

Lever Bros. Products	59,631
Lux	14,223
Rinso	26,996
Lifebuoy Soap	18,412
Ward's Bread & Cake	44,625
Postum Cereal Co.	36,349
Grapenuts	11,491
Post Toasties	8,384
Post Bran Flakes	8,248
Malted Grape Nuts	4,110
Postum	4,116
Procter & Gamble	26,730
Chipso	11,385
Ivory Soap	15,345
Chelmsford Ginger Ale	24,694
Cliquot Club Ginger Ale	19,746
Canada Dry Ginger Ale	12,144
Chase & Sanborn Tea, Coffee	7,762
Dairylea Evap. Milk	10,008
Berwick Cake	5,348
Fab—Colgate's	20,360
Fleischmann Yeast	11,181
Gorton's Fish Cakes	10,558
Harvard Brewing Co.	10,068
Heinz 57 Varieties	10,350
Hood's Milk Co.	17,027
India Tea	10,579
Kellogg's Products	18,394
Kellogg's Corn Flakes	10,780
Kellogg's Bran	7,614
Kirkman's Soap	8,326
Kraft Cheese	5,096
La Touraine Coffee	23,263
Lifesavers	9,762
Moxie	6,695
Mueller's Spaghetti	4,949
Nestle's Chocolate	5,656
Pet Milk	5,012
Phoenix Cheese	15,341
Picnic Syrups	7,452
Quaker Oats	6,040
Ralston Cereal	9,054
Salada Tea	8,496
Slade's Spices	4,714
Snider's Catsup	12,104
Sunkist Lemons & Oranges	8,532
Sunmaid Raisins	21,741
Sunsweet Prunes	9,934
Underwood Fish Cakes	6,646
White House Coffee	4,560

Furniture and Household

Boston Con. Gas Co.	20,711
Derry Made Mattresses	8,344
Edison Elec. Ill. Co.	18,650
Congoleum Rugs	4,736
Glenwood Ranges	6,820
Hartman Furniture Co.	18,648
Hotpoint Appliances	6,503
Maytag Washer	13,652
Simmons Mattresses	15,771
Simplex Elec. Appl.	8,470
Socony Arrow Burner	5,380
Spear & Co. (furniture)	5,064
Wetmore-Savage (electric)	55,766
Wondermist	9,721

Automobile

Buick Motor Cars	35,838
Cadillac	5,603
Chandler Motor Car	12,191
Chevrolet	20,062
Chrysler	15,039
Cleveland	16,469
Dodge	9,506
Dort	8,092
Durant	5,228
Ford	17,850
Franklin	12,368
Gardner	7,286
Hudson & Essex	42,232
Hupmobile	13,229
Maxwell	14,863
Nash	28,486
Oakland	15,549
Oldsmobile	19,715
Overland & Willys-Knight	17,035
Packard	5,843
Paige & Jewett	31,810
Peerless	6,778
Pierce-Arrow	12,729
Reo	10,347
Rickenbacker	21,526
Rollin	4,083
Star	8,212
Studebaker	33,464
Velie	10,790
White Trucks	6,368
Converse Tires	5,448
Firestone Tires	23,139
Goodrich Tires	8,354
Goodyear Tires	13,388
Miller Tires	5,216
U. S. Tires	11,754
Wetmore-Savage (Access.)	40,082
Atlantic Gasolene	30,743
Boyce-ite	8,219
Socony Gas & Motor Oils	9,912
Tydol	4,704

Building Materials

Barrett Roofing	18,421
Bay State Paint	5,488
Bird's Roofing	12,714
Certain-Teed Products	4,736
Devoe Paints	8,257
Dupont Paints	4,857
Johns-Manville Roofing	13,912
Kyanize (varnish)	5,013
Lehigh Cement	4,736
Penn. Portland Cement	12,196
Sherwin-Williams Paint	5,629
Stormtight Roofing	6,836
New England Coke Co.	5,927
Walworth Mfg. Co.	4,712

Radio

Brunswick Radiolas and Phon	8,944
De Forest Radiophone	6,750
Acme Radio Products	5,280
Erla Radio Products	5,921
Eveready Batteries	6,510
Magnavox Radio Products	4,736
Radio Corp. of America	13,633
Thompson Neutrodyne	8,646
Wetmore-Savage (Radio)	17,909

National Magazines

Curtis Publishing Co.	33,152
Saturday Evening Post	23,680
Ladies'Home Journal	4,736
Country Gentleman	4,736
Literary Digest	20,928
True Story Magazine	16,285
Liberty Magazine	13,997
American Weekly	5,116
Woman's Home Companion	4,000

Drug Store Products

Bayer's Aspirin	30,584
Caldwell's Pepsin Syrup	16,238
Castoria	16,001
California Fig Syrup	5,652
Chex Soap	7,328
Coty's Perfumes	5,200
Cuticura	12,948
Danderine	5,509
Flit	6,872
Forhan's Tooth Powder	14,400
Grove's Bromo Quinine	7,890
Hennafoam	9,596
Kolorbak	5,120
Marmola	6,058
Noonan's Hair Petrole	5,724
Pepsodent	13,580
Pluto Water	7,054
Pond's Toilet Preparations	13,784
Tanlac	13,656
Wine Gentin	7,483
Kotex	9,560
El Producto Cigars	18,502
Harvard Cigars	5,964
La Palina Cigars	9,345
7-20-4 Cigars	5,416
Tareyton Cigarettes	5,076
Tuxedo Tobacco	7,002
Velvet Tobacco	18,448
White Owl Cigars	15,060

Other Classifications

Victor Talking Machine	51,784
Elgin Watches	13,800
Duofold Pens	10,834
Signet Ink	5,008
Pacific Mills	4,713
Ipswich Hosiery	7,378
Arrow Collar Co.	8,640
Durham Duplex Razor	5,292
E. & W. Collars	7,350
Fashion Park Clothes	6,885
Gem Razors	9,028
Gillette Razors	4,713
Ucan Hair Cutter	7,378
Kuppenheimer Clothes	7,260
Mallory Hats	6,948
Merode Underwear	4,786
N. E. Telephone & Tel. Co.	12,664
Wrigley's Gum	13,608
John Hancock Life Ins. Co.	4,766
Liberty Mutual Ins. Co.	6,180
Great Northern R. R.	5.060
American Leather Assn	18,104
Amortred Rubber Heels	8,400
Keds	6,740
U. S. Shoe Mach. Co.	5,254

Special Representatives **Kelly-Smith Company** Marbridge Bldg., New York Lytton Bldg., Chicago

75 Million Dollars in His Change Pocket



The City Hall, Philadelphia. Area 4½ acres. Height of tower 547 feet.

Every business man buys many items not big enough for separate classification. He lumps them undet the "Miscellaneous" account. Philadelphia's Big Fellow and Family also buy a lot of Miscellaneous items—too small to be classified in the family budget—and they cost the Big Fellow 75 million dollars per annum.

The Bulletin goes into practically all of the 412,000 separate homes of the city and 100,000 more outside the city limits.

Philadelphia is a huge market of nearly three million people—third largest in America—instantly available through one newspaper, at one cost.

With over half a million copies daily, The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of the Philadelphia Bulletin is one of the largest in America.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

Copyright, 1925, Bulletin Company.

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
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New Economic Era For Newspapers Seen In Rising Subscription Prices

lovement Now Under Way Shifts From Advertiser to Reader a Larger Share of Production Costs—New York World and Kansas City Star Lead Advance Among Large Dailies—Situation Surveyed

By ARTHUR ROBB

IRST signs that newspapers are entering a new phase of the economic vement which began with the war came h the New Year announcement that the *nsas City Star* and the *New York rld* would seek revenues necessary to et mounting costs from increased subiption and local sale prices.

The World, in announcing an increase m two to three cents in the price of morning issue, declared that "it is unnd for any independent, aggressive, controlled newspaper to have to rely so great an extent on support other tn that which comes from its own ders." During 1924, the announcent states, the white paper and ink alone st half a cent a copy more than the orld received from sales per copy—truth of which is confirmed by 30 onds' elementary arithmetic.

The Star does not put its reasons so sely, but they are none the less cogent: "Everything that goes into the making a newspaper has remained at a high el.

"White paper, the heaviest single item newspaper cost, was $40 a ton before e war. It costs now $77 a ton. Uncle m demands more, vastly more, for nsporting newspapers in the mails and s under way a still further increase. ages of printers, of pressmen, of all bor, have gone up steadily.

"Further, no good newspaper stands ll. Within the year the Star has given readers more than ever before. It s added the beautifully illustrated nday Magazine and the eight-page sec of comics in four colors. In addition, friends have been informed and ertained for two years by its radio staon, from which, of course, there can be remuneration other than gratitude. All this was in fulfillment of what the ar conceived to be its obligation to its aders to give them the best. It has llowed this policy during its life of 44 ars and it will continue to follow it. lt the increasing cost permeating every urce of newspaper expense has made visable a slight advance—five cents—r placing at your door seven mornings d six evenings a week a newspaper hich covers the field in news, instructn, and in entertainment."

Both of these papers have resisted for ars the sweep of the current toward gher subscription prices.

The New York World stood adamant ree years ago against a proposed increase to three cents daily by all local rning papers. The evening papers had eviously attained and have since held e three-cent price. One, Curtis's *ening Post*, a year ago raised its price five cents and now has more regular yers than at any time in its recent tory. The *American*, which set its ice at three cents daily and 10 cents nday while the other papers were dething the move, has found its public lling to pay.

The Kansas City Star, likewise, has refused to be influenced to higher prices until the present. It charged 10 cents a week when it was only the six-day evening Star. Thirty one years ago the Sunday Star was added with no change in the 10-cent price. Eight years later the *Morning Times* brought the number of issues a week to 13, but the price remained at a dime until the war, when some increase was imperative. The old price was restored after the war in anticipation of the return to "normalcy," but as everyone knows there has been no return. The Star's opposition has sold at the 15-cent rate for thirteen issues for the past three years.

Glance at the Star's statement again for a hint as to what has been going on in newspaper publication since the Armistice.

You read of a beautifully illustrated Sunday magazine—service to reader and advertiser, of a plus character—far beyond the call of duty or necessity.

You read of a four-color, eight-page comic section, filled with the best pictorial humor that the country possesses—another "plus" treat for a million people in the Midle West to whom the newspaper comic was a joy unknown. They appear to like it.

You read of two years' broadcasting from one of the most powerful radio stations on the continent of nightly entertainment not only for Kansans and Missourians, but for thousands of people in New York, Florida, Texas, the far Canadian north and across the oceans. There is no reward but gratitude, the Star says, for this service, but can it be said that gratitude of readers is a negligible element to a newspaper?

It is not in the Star's statement, for the Star doesn't buy syndicated features so liberally as do other papers, but it is a fact that the 2,000 daily newspapers of this country—or the great majority of them—have helped to swell the great fund which has been spent since the war for features of general interest and entertainment value to readers. Many of them have added special wire services to supplement their spot news reports—all to make the paper of greater value to readers and through that process to increase their worth as advertising media.

This concern of editors that their readers be supplied the best available has also been manifested in a steadily rising standard of personnel requirements and pay for editorial staffs. The picturesque star reporter of 20 years ago with his respectively weekly space string is a rare bird today, but in his stead in metropolitan offices are ten or twenty competent men each of whose earnings on regular salaries, approximate his uncertain maximum income. Editorial salaries, the last of the newspaper pay standards to respond to the higher wage trends, are now definitely rising. That is true in both large and small cities.

All of these elements are more or less novel in newspaper costs. Only a year or so ago, the bulk of price and advertising rate increases were attributed to the outgo for paper and machine-room forces. Paper prices are not going up immediately; neither are they going down appreciably, if at all.

Wages to labor in the printing and distributing departments turned sharply upward in 1919 and were not checked by the 1921-1922 business depression. They have continued to increase, year by year, in most cities and all that the strongest efforts of newspaper publishers have been able to accomplish is to prevent sudden and disorganizing jumps in pay scales. Contracts now in force the country over guarantee the upward trend for the next three years at least.

All of these elements, new and old, have demanded that newspapers increase

TWO DAYS IN WASHINGTON FOR A. S. N. E.

E. C. HOPWOOD of the Cleveland Plain Dealer, secretary of the American Society of Newspaper Editors, this week announces the program for the third annual convention of the society to be held at the New Willard Hotel, Washington, D. C., Jan. 16-17. President Coolidge has accepted an invitation to attend the annual banquet to be held Jan 17, Benjamin Franklin's birthday.

The Society's board of directors has extended an invitation to the heads of Washington Bureaus to attend the meetings and take part in discussions.

The program follows:

FRIDAY MORNING, JAN. 16.

10 A. M.—Address of the President, Casper S. Yost, St. Louis Globe Democrat.

Committee Reports, Etc.

FRIDAY AFTERNOON, JAN. 16.

"Crime, the Law and the Press," James M. Beck, Solicitor General of the United States.

Discussion: Herbert Bayard Swope, New York World; Willis J. Abbott, Christian Science Monitor.

"The Doctor Looks at the Newspapers," Dr. Morris Fishbein, editor, Journal of the American Medical Association.

Discussion: Grove Patterson, Toledo Blade; Arthur M. Howe, Brooklyn Eagle; Paul Bellamy, Cleveland Plain Dealer.

SATURDAY MORNING, JAN. 17.

"Dodging Propaganda," Karl A. Bickel, United Press.

Discussion: Julian S. Mason, New York Herald Tribune; E. S. Beck, Chicago Tribune; Morris Lee, Philadelphia Public Ledger; James Kerney, Trenton Times.

"In what Degree Are Syndicates and Press Services, Rather than Editors, Editing the Newspapers?" A "symposium" of opinions and experience by Frank P. Glass, St. Louis Star; Charles W. Danziger, Pittsburgh Chronicle-Telegraph; Marvin Creager, Milwaukee Journal; C. H. Dennis, Chicago News; Harvey Ingham, Des Moines Register and Tribune-News; T. J. Dillon, Minneapolis Tribune; Arthur R. Treanor, Saginaw News-Courier; Thomas A. Robertson, Cleveland News; John S. Cohen, Atlanta Journal; Loring F. Pickering, North American Newspaper Alliance; E. V. Harris, Washington Herald; George A. Hough, New Bedford Standard.

SATURDAY AFTERNOON, JAN. 17

"Are the Schools of Journalism Getting Anywhere?" Walter Williams, Dean College of Journalism, University of Missouri.

Discussion: Walter M. Harrison, Oklahoma City Oklahoman; J. T. Williams, Jr., Boston Transcript; George W. Dodds, Spokane Spokesman Review.

Business Session, Election of Directors, etc.

their income. Some of the increase has come from added volume of advertising, but this source has been almost negligible during 1924. The new revenue in the past year, what there has been of it, has been in the form of increased advertising rates.

On the basis of available information, no one can say how much additional income came to the newspapers last year through the channel of higher rates on advertising. The best guide is the compilation of circulations and rates which will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER, out Jan. 31.

According to this tabulation, newspaper circulations, morning and evening, as of Oct. 1, 1924, show an increase of 4.9 per cent over the previous Oct. 1 totals. Advertising rates increased only 4.7 per cent.

Splitting the daily group into its components, it appears that morning paper circulations increased 7.7 per cent, while rates increased 9 per cent. Evening papers' circulations increased 3.2 per cent, with a rate increase of only 2.9 per cent.

One can follow several lines of reasoning from these premises.

One is that newspaper advertising rates on a nation-wide scale are as high as they can go without disturbing the general business fabric. That is not altogether true, although it cannot be denied that a repetition of the rate-raising panic of a few years ago would probably have results dangerous both to buyers and sellers of space. The present prevailing idea among both classes is that rates should rise only as warranted by increases in circulation.

Another possible angle is that the apparent stagnation in rates is due to the numerous consolidations and suspensions that have marked 1924. Many of these changes took place among the smaller and weaker newspapers whose rates were altogether disproportionate to their circulations, measured by big and medium city standards. This factor exists, but in all probability its effect on the rate total is negligible.

A third line, and this is the most plausible, is that the thought expressed by the New York World is finding acceptance among newspaper owners. There has been little change in the basic rate per line per thousand or million circulation during the past two years, which is further support for the theory that publishers do not care to lean more heavily on advertisers for the funds necessary to conduct their papers.

Give the reader more, give him better news, better entertainment, a better printed paper, a larger measure of service, in and out of its columns—these have been the controlling ideas of the past three years in the business.

The logical corollary seems now about to become effective—let the reader pay for it.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER*)*

By Henry Edward Warner

MEMORIES*

I

When I was a cub reporter,
Skinny and brash and gay,
The job was never too long for me
And never too rough the way.
I hustled and dug and braced the world
As none but a young Cub could—
And the pay I drew was a little thing
To the joy of making good.

II

There were Payne and Carter and Hussey—
Three of a kind, these three;
Like gods they moved in the city room—
Like gods, to a Cub like me!
George Payne was the Czar of the City Desk,
And Carter and Hussey, they
Were the grown-up dreams of my dearest hope
When the Cub should have his day.

III

There were Payne and Carter and Hussey
And towering above the three
Were Grasty and Fabian Franklin; ay,
And Harwood, a Prince was he!
And Grasty and Fabian Franklin ruled
In a kingdom all their own,
When a hopeful Cub with his golden dream
Was happy to sweep the throne!

IV

O visions that seek me waking,
Memories haunting my bed!
That day was red with glory when I
Wrote up to a back-page head!
And many a scoop has thrilled me since,
But none as the Big One did
When Payne looked up with a smile, and said,
"That's a pretty good story, Kid!"

V

When I was a Cub reporter! . . .
I'd not go back to Then,
For I've traveled far on the rocky road
That leads to the hopes of men!
But with much of the journey still ahead,
There's joy in the backward glance
To The-Things-That-Were when Men were gods
And Life was a Cub's romance!

**Dedicated with sincere affection to the memory of the late Charles H. Grasty.*

DEATH TAKES TWO EXECUTIVES

Ottumwa Courier Editorial and Business Chiefs Die Within 24 Hours

W. H. Powell, managing editor, and E. P. Canny, advertising manager of the *Ottumwa* (Ia.) *Courier,* died within a 24-hour period last week. The loss to the paper has been a severe one. Mr. Powell's death followed a two weeks' illness of pneumonia and Mr. Canny succumbed to an attack of apoplexy.

William Hall Powell was a native of Exeter, Ill., born Aug. 18, 1881 and had resided in Ottumwa 40 years.

Edward P. Canny was born May 4, 1878 in Shenandoah, Pa., and came to Ottumwa in 1887. He joined the Courier forces 15 years ago as a reporter, rose to city editor and held that post until 1919 when he went into the business office and in a few months became advertising manager. He is survived by his widow, Mrs. Mary A. Canny, three sons and three daughters, two brothers and two sisters.

Newspaper men from southeastern Iowa were gathered for the Powell obsequies and co-workers and associates in the Lee Syndicate, which controlled the Courier, attended. Among those present were: E. P. Adler, publisher of the *Davenport Times* and head of the Syndicate; Frank H. Burgess, of the *LaCrosse Tribune;* Frank D. Throop, *Davenport Democrat;* L. P. Loomis, *Muscatine Journal*; E. L. Sparks, *Hannibal Courier-Post* and A. M. Brayton, *Madison Wisconsin State Journal.*

VICKSBURG HERALD SOLD

Now Property of Dr. G. S. Harmon, Owner of Hattiesburg American

With the issue of Jan. 1, the control of the *Vicksburg* (Miss.) *Herald,* passed into the hands of Dr. G. S. Harmon, editor and publisher of the *Hattiesburg* (Miss.) *American.*

The staff of the Vicksburg paper, as announced Jan. 1, consists of G. S. Harmon, editor, Keeton Arnett, managing editor, Donald McDonald, news editor, and R. C. Jones, business and advertising manager. Arnett was formerly manager of the Mississippi Bureau of the *New Orleans Times-Picayune.* R. C. Jones came to Vicksburg from Meridian, Miss., where he was advertising manager of the *Meridian Star* for several years.

VAN ANDA PLANS VACATION

N. Y. Times M. E. Leaving for Long Rest in California

Carr V. Van Anda, managing editor of the *New York Times* will start some time this month on a long recuperative vacation. He will go to Southern California for the remainder of the winter. During his absence his duties will be assumed by Frederick T. Birchall, assistant managing editor.

Mr. Van Anda has been constantly at the managing editor's desk of the New York Times for 21 years and has been engaged in newspaper work for 43 years, for 36 years in an executive capacity.

New Trial of Pew vs. I. N. S.

Retrial of the suit of Marlen E. Pew against the International News Service began in Queens County Supreme Court at Long Island City, N. Y., Jan. 7. Mr. Pew's suit is based on an alleged breach of contract by the I. N. S., of which he was editor and manager from July, 1919, to January, 1923. A verdict returned by a jury in November, 1923, for the plaintiff, awarding damages of $49,500, was reversed last month on a point of law by the Appellate Division in Brooklyn. Mr. Pew was the only witness heard up to press time of EDITOR & PUBLISHER.

NEW TABLOID ENTER FIELD IN BUFFALO

W. J. Conners' Enquirer Reduced Size and Merged with Daily Star —Sold As Two Cent Evening Daily

The *Buffalo Enquirer* on Jan. changed its name to the *Buffalo Dai Star and Enquirer,* and its size fro standard to picture-tabloid dimensions.

The new evening daily resulting sel for two cents and runs to 32 pages. Bot United Press and International New Service are used. It is highly picturize

William J. Conners, Jr., remains a editor and publisher; John H. Trante as managing editor; William S. Bennet business manager; and William E. O Brien, advertising manager.

Advertising rates, it was announced will remain the same as those maintaine by the Enquirer for the first three month when there will be a readjustment base on the circulation over that period. Spac will be sold in combination with the *Dail and Sunday Courier,* also owned by Mr Conners, where the space of any one ad vertisement does not exceed tabloid size five columns of twelve and a half em pica, by 200 line deep.

"The first appearance of the tabloid met with whole-hearted reception on the part of not only Buffalo, but this whole section," Mr. Conners declared in a telegraphed statement to EDITOR & PUBLISHER.

"Notwithstanding the fact that more than three times the average run of the Enquirer was printed there were scores of instances where the paper was sold out long before the regular editions of the standard size newspapers.

"Another encouraging evidence of the newspaper's popularity is the way it has been received by the advertisers of the city. The popularity of page dominating copy with the use of small space and its general appeal to all classes assures to the paper a steady consistent use of space by the advertisers.

"All in all it exceeded even our most ardent hopes as a metropolitan tabloid newspaper."

The name, *Buffalo Star,* has belonged to the Conners family for many years. The original *Star* flourished from 1831 to 1842, first under the leadership of Charles Faxon. It was sold in 1838 to Quartus Graves, who six years later passed it on to Henry Burwell, who changed its name to the *Mercantile Courier and Democratic Economist.* This name was later shortened to *Courier.*

The Enquirer was established in 1891 and bought by William J. Conners in 1895. For a short time there was a morning edition of the paper, but that was dropped when Mr. Conners acquired the *Courier.*

ALTON (ILL.) DAILIES MERGED

Evening Telegraph Buys and Discontinues Daily Times

The rising cost of newspaper production and the limited local field were given as reasons for the sale of the *Alton* (Ill.) *Daily Times* last week to the *Alton Evening Telegraph,* which is reported to have paid $125,000 for the Times plant. The Times suspended with its edition of Dec. 31 and E. P. Campbell, the founder, associated with William H. Murphy in the Times since its first publication in 1909, retired from newspaper work.

The Telegraph was established in 1836. The purchase of the Times will mean no change in its personnel.

Mr. Murphy and other members of the Times staff have joined the Telegraph staff. Under the terms of the sale Mr. Campbell receives a stipulated sum during the next three years, conditional upon his remaining out of the newspaper field.

MORAN URGES NEWSPAPER CO-OPERATION

New Part-Owner of Cleveland News Declares Criticism of Contemporaries Acts as Boomerang—Believes Inside Harmony Should Be Assured by Well Paid Staff

By MARSHALL R. HALL

EFFECTIVE Jan. 1, George F. Moran, president of the Cleveland ompany, publisher of the *Cleveland ews* and *Sunday News-Leader*, became art owner of these publications and as elevated to the chairmanship of the oard of directors, being succeeded in the esident's office by Dan R. Hanna, Jr., ho also becomes general manager. In s new capacity Mr. Moran now be- mes associated with Mark A. Hanna, arl H. Hanna and D. R. Hanna, Jr.

Mr. Moran was elected president of ie Cleveland Company following the eath of D. R. Hanna, Sr., and has filled ie post since that time. Since coming to ie Cleveland News and the Sunday lews-Leader in 1914, Mr. Moran held uccessively the posts of assistant gener- l manager, general manager, vice-presi- ent, then president, and now steps into ie highest honor the company can ac- ord him.

At a meeting of the board of directors, ie following resolution was adopted:

"Move that a vote of deep appreciation be accorded President George F. Moran, by the directors of the Cleveland Company, representing the late D. R. Hanna, for his many years of faithful guidance of the affairs of the Cleveland Company. He has served the interests of the company first at all times, as is evidenced by the remarkable record of this Company, and the board of directors wishes him many more years of success, good health and prosperity with the Cleveland Company."

When Mr. Moran left his former post s business manager of the *Cleveland lain Dealer* to become assistant general anager of the Cleveland Company, the leveland News, according to the state- ent of October, 1913, had a circulation f 101,000 copies daily and the Sunday eader's circulation was 75,993. The udit Bureau statement of October, 1924, hows the circulation of the Cleveland News to be 164,488 copies, net paid daily, nd that of the Sunday News-Leader to e 179,156, net paid Sunday.

These remarkable growths came as a esult of Mr. Moran's keen perception f what both papers needed to lift them o a higher plane with the reading public, nd they are eloquent testimony as to the oundness of his ideas and his methods of arrying them out.

Mr. Moran attributes a portion of his uccess to the fact that he has always re- ied on the merit of his papers to sell hem, rather to criticism of the methods f competitors. In an interview with EDITOR & PUBLISHER Mr. Moran asserted hat in his opinion one of the great roubles with newspaper publishers is the act that they spend too much time criti- izing their contemporaries in the field in- tead of putting forth an effort to sell the ews or advertising columns of their own aper, and he pointed out that partly be- ause of this unfortunate condition the agazines of the country today are carry- ng large volumes of advertising that hould be going to the newspapers.

By the time a prospective advertiser as listened to a salesman hammer the erits of a competitive newspaper, Mr. oran thinks that that potential adver- iser is either weary of the hearing or lse his time has been consumed, and the alesman fails to land the business.

The Cleveland publisher believes there hould be some sort of a co-operative ampaign by newspapers to convince ational advertisers that they could better erve their interests through placing their opy in the newspapers. He also favors n association of some sort in each city ade up of publishers of newspapers in he locality, having as an object the owering of costs, prevention of waste, limination of fraudulent advertising and general betterment of conditions among the publishers themselves.



GEORGE F. MORAN

Work Hard and Don't Knock, Advises the Chairman of the Board of the Cleveland Company.

He has issued instructions to each employe on the Cleveland News and the Sunday News-Leader that he is not under any circumstances to speak in a derogatory manner about a competitive paper, for it is Mr. Moran's theory that each paper has its own field, fills a separate want and meets a distinct purpose. Therefore, the action of criticizing a contemporary or belittling its endeavors is more apt to prove a boomerang than it is to do good, he adds.

Neither the Cleveland News nor the Sunday News-Leader have any entangling alliances, Mr. Moran asserts. The Cleveland Company owns no stocks or bonds in any public service corporation or other concern, and is, therefore, free from any outside influences that otherwise might be felt.

He believes that all newspapers come in three classes—the nationally subsidized papers, of which there is none in the United States; the privately subsidized newspapers, and commercial newspapers operated for profit.

It is of the last class that Mr. Moran speaks when he says that a newspaper, to be profitable, must please its readers; that it will succeed only in the degree to which it meets with the approval of its readers, and in the degree that it serves the public and carries out the trust the public reposes in it. Let this trust be violated and it loses its readers' confidence, and thereafter cannot be operated profitably.

Turning to the news end of the publishing business, Mr. Moran firmly believes in well-paid and satisfied workers. The Cleveland Company, he says, does not only pay a man what the company thinks that man is worth, but it pays him what the man himself thinks he is worth, thereby creating harmony in the ranks and keeping every man satisfied. In case an employee feels he is worth more than the company does, his services are dispensed with, for an unsatisfied worker is a handicap to himself, his co-workers and his paper.

Mr. Moran also thinks that when the right men are found for given posts, they should be held within the organization. Both the News and Sunday News-Leader have employes who have been on the respective staffs for many years.

A publisher has an enormous power in his community, Mr. Moran believes, and his paper will have power just so long as it does not misuse it. The readers are a vast jury that daily try a paper and pass judgment on it, and this reader-jury is quick to discern when a paper is false to its reader-trust and it is quick to drop the paper and seek elsewhere for guidance and news.

The majority of the people think rightly, Mr. Moran believes, and any decision rendered by a majority of the people is the best that could be made, therefore, so long as the great majority of a reading public approves a newspaper it is a pretty good sign that the paper is proceeding along the right lines, to carry the theory along further.

A Biblical verse: "My man, find thy work," is used by the Cleveland publisher in illustrating what he thinks is a big factor in a successful newspaper. It is his theory that every man and every woman has some line of thought, aim or ambition that eclipses all others. If it brings them into the newspaper profession they will be good workers. On the other hand, those who are not fitted in any respect for the work will soon be found out.

He doesn't believe that genius is everything, for, as he quotes Michael Angelo: "Hard work is a good substitute for genius." He thinks that earnest endeavor, and a real try at getting somewhere will compensate in large measure for other shortcomings.

That is why he believes most reprimands given a reporter by his superior are uncalled for.

"If a rival paper gets a news or advertising scoop, I think it is wrong to blame the reporter or solicitor," Mr. Moran asserts. "The blame really lies on the shoulders of the superiors, for if a newspaper is good enough, gets well enough known and entrenched deeply enough in the readers' thoughts, that paper will be remembered when the news story breaks, or the advertising copy is ready. Therefore, I think it is wrong to place the blame on the reporter or the advertising salesman. Let their superiors look to themselves for the fault, and then the evil will be remedied."

Mr. Moran is averse to giving broad, general advice on how to manage or operate a newspaper for, he says, there are too many men going about the country, who are doing this very thing and seemingly don't know what they are talking about. Ask almost any of them to give you his advertising rates, tell you the cost of sufficient ink to run a thousand 8-column, 8-page papers; to tell the cost of a square inch of engraving and things of that sort, pertaining to his publication, and he can't do it.

Use of newspapers for personal exploitation was severely criticized by Mr. Moran. He said that in his opinion no newspaper could be successful with its readers if the owner or publishers used it to seek individual honors, to further social ambitions or for political self-aggrandizement. That, he believes, not only retards progress of the paper, but handicaps the entire organization behind it, because those who get it out do not feel free to write or present news except as it favors "the boss."

Another and forward step in the progress of the Cleveland Company comes soon in the construction of a handsome new building. Contracts have been let and work will start at an early date on what is to be one of the finest publishing plants in the United States.

The building will have a cafeteria for employes; an auditorium which will be for the use of the city's civic organizations; a gymnasium for men and women, rest rooms, first aid room, etc. It will be erected at Superior avenue and East 18th street and when completed will house all the activities of the Cleveland Company.

Urges Franklin Birthday Observance

James M. Lynch, president of the International Typographical Union, asked printers to observe Benjamin Franklin's birthday, Jan. 17, in a statement issued this week from Indianapolis, the union's headquarters. President Lynch will address a banquet of the Old Time Printers' Association in Chicago on that date and he urges associations in other cities to plan suitable observances.

Auto-Caster Inventor Dies

John McNaughton, 54, cartoonist, and inventor of the Auto-Caster died Jan. 5 in New York, from injuries sustained in an accident Jan. 3. Born in London, Ont., he had served as cartoonist on several American and Canadian newspapers in the west.

WIRE PICTURE SERVICE NOW AN ACTUALITY

Telepix, Device Perfected By P. & A. Photos Successful in Daily Trans-continental Tests, H. B. Baker Manager, Announces—Marvin Ferree and Joseph Wissmar Inventors

A LEASED wire picture service, which will transmit pictures cross-country with the same speed now realized by news dispatch transmission, is nearing actuality.

This became evident this week following the successful test of the Telepix, a new machine for picture transmission invented by a newspaper man, the American and foreign patent rights of which are owned by the Pacific & Atlantic Photos, Inc., subsidiary of the *Chicago Tribune* and *New York Daily News*.

In the test, formally announced on New Year's Day photographs of the Notre Dame-Leland Stanford football game were sent from Los Angeles to New York and Chicago simultaneously in 20 minutes over Western Union wires. The distance is 3,444 miles.

The inventors of this amazing development of picture telegraphy, long experimented with in secret, are Marvin Ferree, former city editor of the *Minneapolis News*, and Joseph Wissmar, formerly of the Western Union Telegraph Company at Cleveland.

H. B. Baker, general manager of P. & A. Photos, Inc., told EDITOR & PUBLISHER this week that plans were under way by the Chicago Tribune and the corporation he manages, which, in the near future, will see "a score or more of the biggest newspapers in the country's largest cities linked by Telepix service over Western Union wires."

"The important pictures of the day and night", he said, "will be collected and distributed in all parts of the country in a manner similar to that by which news is handled by the big news associations.

"Already a picture editor has been placed in charge of a transcontinental picture wire at Chicago where photos from east and west are scheduled like news stories, and from where it is possible to send pictures east and west at the same time or send them from coast to coast with intermediate points all getting copies.

"Compared with other apparatus for sending pictures by wire and radio which came out during the past year, the Telepix, the machine with which the feat of coast to coast photo transmission was accomplished, is indeed a simple device. Small, portable, easy to operate, the Telepix was designed especially for newspaper work in which it has proved successful in more than two months' daily operation between the offices of the New York News and the Chicago Tribune and for a month past has been utilized in sending New York and Chicago pictures to and from the office of the *Los Angeles Times*.

"It was only after this period of successful operation in actual daily service that the New York News and Chicago Tribune decided to announce formally their device upon which the inventors had worked for a year in New York and Chicago.



A photograph of Torchia, central figure in a Los Angeles bomb episode, appeared on the receiving end of the Telepix line in New York as shown on the right. This copy has not been retouched.

"Even before the American Telephone and Telegraph Company announced its picture machine last June, Ferree and Wissmar had successfully operated their apparatus over 1,000 mile lines of the Western Union Telegraph company wires.

"Throughout the summer and fall, Telepix tests continued and for two months past after the machine was put into daily use, the only identifying mark the public saw to distinguish the telegraphed pictures from others published in the News or Tribune was the by-line 'Telepix photo' which meant little to the average reader but caused somewhat of a sensation in the newspaper publishing field.

"The News and Tribune, equipped with Telepix machines, were getting news pictures, not only hours but in cases of coast to coast transmission, days ahead of the mails carried by the fastest express trains and fleetest airplanes.

"We wanted to be sure Telepix would stand up in actual use by sending and receiving every conceivable kind of a picture under every possible condition before we did any broadcasting. Now we have something"

Mounted on a light aluminum base, 23 by 12½ inches, the Telepix machine is not as heavy as a typewriter and is as easy to operate as a phonograph. In fact, the machine itself somewhat resembles a phonograph.

The picture to be transmitted is printed photographically on a metal plate which is placed on the cylinder of the machine. The Telepix is driven by a small electric motor which derives its power from any ordinary electric light socket.

Electrically governed and synchronized with the machines at the distant stations, the cylinder is made to revolve as a needle traces over the plate in much the same manner as a needle of the old cylinder phonograph moved over the surface of a record. Instead of recording musical vibrations, the Telepix needle records all of the tones and details of the picture and transmits them to an ordinary telegraph relay which in turn, sends them over the telegraph line in telegraphic dots and dashes. Unlike the uniform dot and dash of telegraph code, the Telepix dots and dashes are of hundreds of different sizes, representing all the various tones and shades of the photograph. At the distant stations, similar Telepix machines receive the picture by a needle tracing, which records instantly all the minute dots and dashes, bringing out the received picture in all of its true tones and values.

Unlike other systems of wire picture transmission, the whole Telepix operation is done in broad daylight or under ordinary electric lights at night, no dark rooms being necessary. Also, the picture is visible as it is transmitted and received and it is not necessary to wait for a film to be developed after a picture is received, to see the result. In case of error, due to wire troubles in bad weather, it can be seen instantly and corrected at once. When the picture is finished it is ready for reproduction or can be photographed with an ordinary copying camera for enlargement or reduction to any desired size. Telepix pictures can be sent in virtually any size, although the standard dimensions are six by twelve inches which give a good size for newspaper retouching if desired.

By simply throwing a small switch, the Telepix machine will either transmit or receive pictures. A small picture can be sent in from fifteen to twenty minutes and a large one in about one hour and twenty minutes.





Faulty synchronization produced the Harry Lauder effect in the boss-gravedigger's shovel in the right-hand cut. This is made from an unretouched negative produced in New York from a Chicago photograph transmitted by Telepix process.

RADIO-PRINTER NEWS BY 1926 FORECAST

M. Koenigsberg, I.N.S. President Says Number of American Newspapers Will Then Receive Dispatches by Radio Typewriters

M. Koenigsberg, president of the International News Service, this week predicted "a considerable number" of American newspapers by next year will be receiving news on automatic typewriters operated by radio.

The prediction was made in a statement to EDITOR & PUBLISHER. The statement follows:

"American newspapers have been receiving news by radio regularly for some time. However, I do not think radio will ever supplant the telegraph wire in the manual transmission of news. Eventually radio is sure to replace the wire in the operation of circuits of automatic typewriters.

"Transmission of news to typewriters by radio impulse is no longer in the experimental stage. International News Service operated typewriters by wireless for a period of many months before beginning its public demonstrations nearly two years ago.

"Since 1921, we have devoted ourselves to the simplification of the process—to the elimination of manual effort and to the reduction of interference.

"We have reached the point where I believe I am warranted in predicting that a considerable number of American newspapers will be receiving news on automatic typewriters operated by radio during the year 1926.

"Moreover, I am convinced that this operation will be more dependable, more regular and less subject to interruption by the elements than any news service transmitted by overhead wires.

"We are under the impression that our patent rights are exclusive."

"NEWS TWIST" FORESEEN FOR AUTO ADVERTISING

Manufacturers Sense Public Distrust Due to Recent Price-Cuts and Consider Educating Prospects on Fundamentals of Industry—New Distribution Plans Will Require More Newspaper Advertising

By JAMES SULLIVAN
Automobile Editor, Boston Globe

ON the same night that the National Automobile Chamber of Commerce cials were awarding honors to the tor industry pioneers at the annual banet in New York, Nurmi the Finnish mpion, was being decorated with udit honors for his record breaking ning.

Two systems of transportation—the ginal and the modern—were in mpition for places in the news columns, l the former won out. Nurmi created ws. In the motor industry, with its alth of material, it might be well to e this some consideration.

Nurmi, according to modern methods, uld have been enveloped in an atmosre of training grandeur instead of be down on earth amid the simple living ks. Today the executives of the autobile plants, and to a lesser degree the lers, as a group are like the runners o competed Tuesday night. They have rted on the 1925 race. The finish deds upon the preparations made, and condition of the competitors.

One year ago the statement was made t in 1924 there would be less cars sold l more advertising used to sell them n in 1923. That seems to be the rest. One also must get the other angles ough going back to 1923. It started with a rush. Throughout the country a number of places there were more es of new vehicles in the first seven nths than for the entire 12 months of 22. Registrations showed consistent ns for each 1923 month over the previous year.

Happiness reigned among the makers. w production records piled up. There s talk then about what 1924 would ng. With a Presidential campaign in w, and history telling what happens, k ran to even a production of more n 4,000,000 cars. They were not proced. And all the 1924 cars were not d before the 1925 season began. Registions showed that sales jumped in the st three months, then it was up and wn for the rest of the year. When the al figures are made known it will be nd that toward the end the brakes lly were holding production in the last ple of months.

This is not pessimism; just plain facts. the 1925 show season opened with the chiefs smiling, waving adieu to the year ready to bestow a blessing on the w. There was a certain tension seekto fathom the public mind, and what s in the back of the other fellow's nd. Then the opening gun was fired h a juicy price reduction whose echoes, e the shot heard round the world, is l reverberating through the entire tor industry. Along came others. And l end is not yet.

n the public mind a reduction raises o ideas. One that the line is not being ll received, and the other that the cars er were worth the prices asked. To ne individuals the motor people were cked upon as profiteers. If one could d the financial statements of makers l dealers it would show that there is, l there was, more value in motor cars pared to other things than ever before. Those who know the situation realize t with a line, backed up by advertis, telling the right story, and placed perly bringing increased sales, it is sible to cut down overhead. Then sing the reduction to the buyers there l be enough more to keep going at a fit. Also that if the foundations are t and things are balanced, not topvy, and the organization can harmonize duction and sales, then tempests may weathered.

The general public does not know as ch about these things as it should and ne of the men in the industry today wondering if it is not about time to the ideas of manufacturing fundatals a bit more and appearance of product less. In other words make the advertising have a greater news value.

It would take more than a prophet to tell today what the advertising figures for 1925 will total. Talk with some of the men at the show and they will tell you frankly that until the Chicago show is over they will not make up their minds. Others have schedules all laid out. Still others have started a campaign to cover a lengthy period. But there is nothing in any contract for a newspaper advertising schedule on motor copy insisting that it must be run.

This year is going to see keen competition all over the country. Go into some of the older conservative cities and you will see the same line sold by two or three firms. It took some time to spread that plan out to any extent. But where there are two or three today there will be as many more later within a short radius. Congestion in cities has meant keeping the prospective buyer running his old car longer, because he would not inconvenience himself trying to visit the motor salesrooms. Therefore, the motor salesrooms must go to the buyer. With department stores selling to the mass using the trains and trolleys it is different.

Boston may be cited as an example. One company now has showrooms two minutes walk from the stock exchange, the chamber of commerce, the insurance centre, the markets and the waterfront. Others have realized that in the communities as near to the Boston City hall as Central Park is to Madison Square Garden in New York, each of which has a population averaging about 100,000, or larger than scores of so-called large western or Southern cities, there are a lot of motor buyers waiting to see what they want near at hand. Particularly is this true of women prospects.

Executives tell the dealers how to get the business as it is analyzed at the factories. But they do not do it so much by mail now. Like the officers in warfare they are getting the closer contact even though it means sleeping on trains. Briefly there is more co-operation today among all the classes in the industry than ever.

Piling up of accidents and headlight glare are being recognized now as two potent things adding to sales resistance. So the motor people are giving some attention to movements to remedy these conditions. Reading of accidents every day, and riding with friends at night with glare making it difficult to travel have been putting many prospects in a frame of mind to consider whether it is worth while to buy just for daylight use, and be targets for reckless drivers.

That is why they will be able to fight the battle out this year in such a way that it will bring about a healthy reaction. Like Eliza on the ice cakes, they are not going to shiver and be eaten up, but will jump from cake to cake, get wet, perhaps, have a chill here and there, with an occasional fatality, but reach the other shore and safety.

With the fight over four-wheel brakes and balloon tires out of the way there is less incentive to start this year off with pages throughout the country. That is a handicap for an early start in the papers to roll up big lineage. But it is a much better thing for the makers, from a sales viewpoint.

On the other hand there seems to be a feeling that more copy in the big papers of the larger cities where outside territory is covered is worth considering as against trying to spread the appropriations out thinly to take in the small papers in the little sections. It is not a general movement.

In the next year or two there will be a big development in busses for transportation by railroads and electric lines. That was why at Boston the N.A.C.C. staged a conference to try to get the truck and bus men working in harmony with the railroad people. With so many companies now in the bus field they either must advertise or face strong sales resistance when they seek to see railway executives.

They are going to sell a lot of motor vehicles in 1925. The percentage should be better than 1924 because production is not going to soar beyond safety limits. And as the year shapes up the advertising will show signs of increasing. New York and Chicago shows bring out each year new accounts that never go into other cities. But this year with the intensive competition to get sales going early the copy will continue fairly steady for the first six months.

In the low price field Henry Ford is reported to have planned a $4,000,000 newspaper campaign.

John Willys, with his new line of Overlands and his new prices, says he has not set limits on his final outlay. He will advertise the six cylinder Willys Knight in the field above on a bigger scale.

Chevrolet will keep pace with the others.

Duran is back on the advertising map with the Star being featured.

Go up a step, and Essex has a plan for a bigger outlay.

Oldsmobile and Oakland will not be overlooked by General Motors officials.

Dodge is going to continue the even tenor of its way.

Flint will break into the limelight about February after a lapse.

Maxwell will be very much in the procession.

Rollin will take care its merits are not overlooked.

Buick, Studebaker and Nash will be just as familiar, if not more than ever. Jewett, Hudson, Chandler, Cleveland and Gardner copy will be big enough to dominate pages when placed.

Jordan is going to continue putting his money into papers more and less into government taxes.

Rickenbacker is adopting a newer style that stands out in half pages to go more often.

Reo has a good bit of profits ready to continue telling its story.

Franklin is just laying out a good 1925 schedule, too that will be worth while.

Chrysler showed what advertising could do for a new car and there will be no let-up this year.

Kissel has something in sight for an early start.

Hupmobile, with a new "eight," is under way now in good shape telling the world about it.

Cadillac did comparatively little last year, mostly leaving it up to the dealers. The factory people have decided more money should be spent this year.

Peerless is getting wider distribution and there is to be more newspaper and less national copy.

Pierce Arrow found its new Six met with approval, and aided the sales of the big car, so it is going to do some more

(*Continued on page* 38)

NATIONAL AUTOMOBILE SHOW WELL REPORTED BY NEWSPAPERS

AUTOMOBILE editors of many newspapers in various sections of the country attended the twenty-fifth annual Automobile Show which opened this week at the 258th Field Artillery Armory, New York.

New York newspapers were represented by the following: L. T. Hardy, *Morning World*; Eddie Toole, *Evening World*; Frank Crane, *Times*; John Holme, *Morning Telegraph*; Gene Graf, *Sun*; Elmer Thompson, Jr., *Evening Post*; Davison Brown, *Evening Journal*; Bert Pierce, *Herald-Tribune*; C. E. T. Short, *Telegram and Mail*; Duncan Curry, *American*; John Gren, *Evening Graphic*; Fred McAllister, *Journal of Commerce*; H. L. Humphries, *Wall Street Journal*; Vincent Sawyer, *Bulletin*; Lou Taine, *Commercial*.

From Brooklyn newspapers were: C. H. Karseboom, *Eagle*; M. Devlin, *Times*; D. C. Adams, *Standard-Union*; William Schepp, *Citizen*.

Out-of-town newspapers were represented by the following:

Baltimore:—Elmer D. Free, *American*; Jerome J. Reese, *News*; Avery McBee, automobile editor, and Herbert L. Carpenter and Harry Willis, advertising department, *Sun*.

Boston:—Frank C. Brown, *Advertiser*; John Dempsey, *Herald*; A. H. Marchant, advertising manager, and John Kerrison, automobile editor, *Post*; Charles F. Marden and Ralph Sadler, *Transcript*.

Chicago:—M. C. Meigs and Allen Rankin, *Evening American*; John G. Galbraith, *Herald and Examiner*; C. T. Lemon and E. Walcott, *Journal*; Rockwell R. Stephens, *Daily News*; Walter A. Bermingham, *Evening Post*.

New Orleans: — Raymond Ellison, *States*.

Philadelphia:—James Graham, John McMurtie and Paul Hawke, *Bulletin*; William G. Fontaine, *North American*; C. H. Fehling, *Record*.

St. Louis:—George Whitmarsh, *Star*; Payne, Burns & Smith, *Times*; Wilson Condict, *Globe-Democrat*.

NAVAL RADIO FOR PRESS AGAIN BEFORE HOUSE

By J. Bart Campbell
Washington Correspondent of EDITOR & PUBLISHER

WASHINGTON, D. C., Jan. 8—(By Telephone)—Transmission of press matter by naval radio is authorized up to January 1, 1927, by the Free bill, reported today by the House Committee on Merchant Marine. The present law's authorization of such privileges for newspapers and press associations expires June 1, 1925.

The chief intent of the laws, present and proposed, is to provide additional facilities for transmission across the Pacific Ocean and extension of the present time limit has been favored by the news organizations most interested in such traffic. Representative Free, after canvassing both Houses of Congress expressed confidence that the bill will be passed at this session.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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More Herald Expeditions

Much pleased with the remarkable success of his representatives, Stanley and MacGahan, in heading expeditions into various parts of the world, and with money pouring into the coffers of the Herald, practically without a rival, the junior Bennett kept both of these intrepid correspondents busy. MacGahan was sent to join the Russian invaders of Khiva, in 1873, and played a leading part in his famous "Ride to Khiva," the narrative appearing in book form in 1874. The Czar of Russia conferred upon him the Order of St. Stanislaus, with the additional decoration of knighthood for the distinguished part taken by him in the campaign, and the Herald editorially praised its brave and clever correspondent. He also toured Austria, Poland and the Crimea; and accompanied General Sherman's party to the Caucasus, whence he wrote a series of brilliant letters.

In December, 1874, MacGahan for the Herald, and Buckland for the *New York Times,* were sent to Spain, to report the progress of the campaign of Don Carlos, in his effort to seize the throne. They were objects of suspicion by the Government from the start and were finally arrested.

"I had been arrested," said MacGahan, "too many times during my career as correspondent to take the matter so much to heart as did poor Buckland, who lost his appetite for dinner, and threw himself on his bed instead." After many adventures they managed to escape from Spain.

Stanley in 1874 had been sent by Mr. Bennett to accompany Sir Garnet Wolseley's expedition to Ashanti, and on returning, first heard of Dr. Livingstone's death and was in time to attend his funeral in Westminster Abbey, London. Standing by the open grave he formed a resolution to take up the work which Livingstone had been unable to accomplish, and on Aug. 16, 1874, he left England for Zanzibar to head an expedition to explore the interior of Central Africa, jointly financed by Mr. Edward L. Lawson of the *London Telegraph,* and Mr. Bennett. He had 355 persons in his company, and reached Lake Victoria Nyanza on February 27, 1875, after repeated attacks by hostile natives; met King M'Tesa of Uganda; discovered the principal sources of the Nile River; mapped Lakes Victoria Nyanza and Tanganyika; found that the Lualaba flowed into the Congo River, and proved the existence of a magnificent equatorial waterway through the very heart of Africa.

Bennett Clashes With Bergh Over Pigeon Shooting

Young Bennett was a good pigeon shot, and he and his friends continued the alleged "cruel sport," after Henry Bergh, of the Society for the Prevention of Cruelty to Animals had secured the passage of an ordinance prohibiting it within the city limits. On Jan. 12, 1872, Mr. Bennett and his friend, W. P. Douglas, engaged in a great pigeon shooting match on Jerome Park grounds, and in spite of the threats of Henry Bergh, "this insane interrupter of legitimate sport," according to the Herald. His agent was refused admittance through the locked gates, and a crowd of interested spectators saw Douglas win the match.

The Herald's defence of the sport and the persistent violation of the law continued for a long time thereafter. Mr. Bennett donated a valuable silver cup for the championship, and as late as December, 1874, the cup was shot for by a large number of entrants, the match being held outside the city limits, "as a precautionary measure."

In the 'sixties the Four-in-Hand Club was organized and its first quarters were located in a building specially constructed for it on the Bennett estate, part of the ramparts of old Fort Washington being demolished to secure a suitable site.

Coaching was a rich man's pastime and its membership was limited to a few wealthy young society men, among whom was Mr. James Gordon Bennett, Jr. The Club's zenith of prosperity was reached in the fall of 1875, when the members drove their coaches filled with their fashionable friends from Madison Square to the Jerome Park races.

As an active participant in all manly sports Mr. Bennett in 1876 introduced polo into the United States, after having seen the game played by military officers in England. With cash capital at command he brought up a lot of ponies from Texas, organized the Westchester Polo Club, and the members first began practice in Dickel's Riding Academy, then located at Fifth Avenue and 39th street.

The Herald's Famous Hoax

On Monday, Nov. 9, 1874, the Herald published what was undoubtedly the most daring hoax ever perpetrated.

It created a great sensation, and for a time caused a great scare throughout the community. Based on the supposed escape of the wi beasts from the Central Park Menagerie, the fictitious story filled a entire page, with such lurid headlines as these:

"AWFUL CALAMITY.
"THE WILD ANIMALS BROKEN LOOSE FROM CENTRA PARK.
"TERRIBLE SCENES OF MUTILATION.
"A SHOCKING SABBATH CARNIVAL OF DEATH.
"AWFUL COMBATS BETWEEN THE BEASTS AND TH CITIZENS.
"GOVERNOR DIX SHOOTS THE BENGAL TIGER.
"ETC."

The introductory paragraphs were cleverly worded in a way to im press the reader with the actuality of the succeeding highly sensationa and harrowing details of the terrible things that were supposed to hav happened.

"Another Sunday of horror has been added to those already memorable in ou city annals. The sad and appalling calamity of yesterday is another illustration o the unforeseen perils to which large communities are exposed.

"Writing at a late hour, without full details of the horrors of the evening an night, and with a necessarily incomplete list of the killed and wounded, we ma pause for a moment in the widespread sorrow of the hour to cast a hasty glance ove what will be felt as a great calamity."

The supposed outbreak of the animals was due to Chis. Anderson one of the most popular keepers, having poked the rhinoceros in the eye which enraged it so, that in its desperate attempt to get at him, it brok down the walls of its cage, sprang out, killed him, and finally let loos all the other animals, which killed several more keepers, and then ra through the Park and streets, attacking people, with the result that ther "is a list of 49 killed, of which only 27 bodies have been identified, besid nearly 200 others who were mutilated, trampled and injured in variou ways."

The narrative is one of a high order of merit, and as a work o fiction very interesting, and in part, extremely amusing, for the write had the audacity to bring in the names of the Governor of the State, th Mayor and other prominent citizens as having been involved in the tragi happenings.

Recorder Hackett must have laughed heartily when he learned fron the Herald, that he had "shot the polar bear after it had killed tw keepers!" While the aged Governor of the State, John A. Dix, mus have been agreeably surprised to learn that he "bravely shot the Benga tiger. This was an extremely fortunate occurrence," the writer wen on to say, "for the Governor is a splendid shot, and was in town in th nick of time. This gallant act will be remembreed by the citizens o New York, although it is now too late to mark that esteem at the ballo box. It may be mentioned as a fortunate occurrence, that a minute afte the death of the tiger, Archbishop McCloskey's carriage drove up. A fright or injury to the horses by the ferocious beast might have ende the career of the aged prelate. Hearty congratulations were exchange between the Governor and the Archbishop."

Hon. Richard Schell, (a very prominent and dignified citizen) i a supposed interview, was made to tell a most sensational story of his escape from the enraged tiger by hiding in the bushes in Central Park and in attempting to escape to a place of safety, was later chased by a bear down Fifth avenue. Mr. Schell saved his life by jumping into an area way, while the bear ran on, finally entering St. Thomas' Church causing a terrible panic, and where it seized an aged lady. The screams of the women worshippers were fortunately heard by a guest in the Windsor Hotel, who ran over with a loaded rifle and shot Bruin in the aisle!

A supposed Proclamation of warning to the citizens from the Mayor was inserted, but the editor of the Herald wisely refrained from appending His Honor's name to it.

At the end of the long story was a short paragraph stating that it was "a fabrication," and had been written as a warning that such a catastrophe might occur any day.

The Herald followed up the hoax with editorials warning of the "manifest danger" in maintaining the Menagerie where it was and urging the creation of "a true Zoological Garden," with all necessary safeguards. This, the original advocacy of such an institution, led up to the organization of the New York Zoological Society, with its great collection of animals as now located in Bronx Park.

(To Be Continued Next Week)

EQUAL IN CIRCULATION TO FIVE STANDARD MONTHLY MAGAZINES

The Magazine Section of the Sunday edition of The New York Times, with a net paid sale of more than 600,000 copies, has a circulation as large as the combined circulation of five of the standard monthly magazines.

THE NEW YORK TIMES MAGAZINE SECTION		FIVE STANDARD MONTHLY MAGAZINES	
Single Issue	600,000	**Single Issue *total of five***	599,935
		1st Magazine	195,556
		2nd Magazine	121,987
		3rd Magazine	116,523
		4th Magazine	94,455
		5th Magazine	71,414
			599,935

The Magazine Section of The Times is close to the news. It does not publish fiction; its articles are related to important current events, political, economic and business, and it is printed so nearly to the date of issue that the last word on any subject can be discussed. Like a monthly magazine, the Magazine Section of The New York Times is preserved for leisurely reading, giving advertisements permanency of value and a long life.

The rate for advertising in the Magazine Section of The New York Times is $1.00 per line, equal to one cent per line for each 6,000 of circulation. The cost of a full page is $1030. The Magazine Section is printed by the rotogravure process and a well designed advertisement utilizing photographs or illustrations can be made a strikingly beautiful announcement and a profitable investment.

The New York Times

1924 RECORDS

Circulation—net Sales	140,640,653	Paper Consumed	143,012,090 pounds
Circulation—net Average daily and Sunday	384,264	Ink Consumed	2,652,382 pounds
		Advertising Space	*26,283,924 lines

** The sum received for advertising space in The New York Times is much greater than that received by any other New York newspaper—probably more than any other newspaper in the world.*

TEACHERS DRAW UP EDUCATIONAL STANDARDS FOR PRESS STUDENTS

Declare Adequate Preparation Necessary for Journalism in Outlining College Course of Study—Affirm Power of Press

DECLARING "adequate preparation" is as necessary for all persons desiring to engage in journalism as it is for those intending to practice law or medicine, the Association of Schools and departments of Journalism and the American Association of Teachers of Journalism unanimously adopted a set of general principles and standards of education for newspaper men at their joint annual convention in Chicago last week.

The principles and standards were passed upon recommendation of the Council of Education for Journalism, consisting of Willard G. Bleyer, University of Wisconsin, chairman; Eric W. Allen, University of Oregon; John W. Cunliffe, Columbia University; Nelson A. Crawford, Kansas State Agricultural College; and Joseph S. Myers, Ohio State University. They follow:

I. General Principles

Because of the importance of newspapers and periodicals to society and government, adequate preparation is as necessary for all persons who desire to engage in journalism as it is for those who intend to practice law or medicine. No other profession has a more vital relation to the welfare of society and to the success of democratic government than has journalism. No other profession requires a wider range of knowledge or greater ability to apply such knowledge to current events and problems than does journalism. Adequate preparation for journalism, therefore, must be sufficiently broad in scope to familiarize the future journalist with the important fields of knowledge, and sufficiently practical to show the application of the knowledge to the practice of journalism.

Under present conditions the best means of acquiring this essential knowledge and of learning its application is a four-year course of study in a college or university, including such subjects as history, economics, government and politics, sociology, literature, natural science, and psychology or philosophy. Not merely acquisition of knowledge but encouragement to independent thinking and fearless search for truth should be the purpose of all courses in preparation for the profession of journalism. Instruction in all subjects in the curriculum should be vitalized by research and contact with current developments, on the part of instructors.

Preparation for journalism should also include instruction and practice in journalistic technique, and consideration of the responsibility of the journalist to society. All instruction in journalism should be based on a recognition of the function of the newspaper and other publications in society and government, and should not be concerned merely with developing proficiency in journalistic technique. The aims and methods of instruction should not be those of a trade school but should be of the same standard as those of other professional schools and colleges.

Since a liberal education is recognized as essential for the journalist, the amount of instruction in journalistic technique should not constitute so large a part of the four-year course as to exclude courses in other essential subjects. Although courses in the technique of journalism will naturally be concentrated in the last two years of the four-year course, students in these years should also have the opportunity to pursue advanced work in such subjects as economics, government and politics, history, and literature.

In all courses in journalism, as in courses in other subjects, instruction should be given by teachers with adequate preparation. The requirements for instructors in journalism should include at least a bachelor's degree as well as practical journalistic experience. Moreover, instruction in journalism should be vitalized by contact with current journalistic conditions, on the part of instructors.

II. Standards of Education for Journalism

On the basis of these general principles which should determine standards of education for journalism, the following specific requirements are considered essential.

1. That instruction in preparation for journalism shall be organized as a separate academic unit; e. g.: a department, course, or school of journalism; with a dean, director, or professor at its head.

2. That the successful completion of four years' work in a college or university, consisting of not less than 120 semester units, be required for a bachelor's degree in the department, course, or school of journalism.

3. That the form of the bachelor's degree granted shall indicate that the students upon whom it is conferred have successfully completed the requirements for a degree in journalism; e. g., bachelor of arts in journalism; bachelor of science, course in journalism; bachelor of journalism.

4. That the four-year course required for the bachelor's degree in journalism shall normally include history, economics, government and politics, sociology, literature, natural science, and psychology or philosophy. A reading knowledge of at least one modern foreign language is desirable.

5. That the courses offered in journalism shall afford instruction and practice in reporting, copy reading, editorial writing, and the writing of special articles; and instruction in the history of journalism, and the principles, or ethics, of journalism (with particular reference to the duties and responsibilities of the journalist to society), and the law of the press.

6. That in courses in journalism requiring writing and copy reading, the students shall have the advantage of constant individual criticism of the work by competent instructors, not by students or other assistants; and that as far as possible students shall be given the benefit to be derived from seeing their work in print.

7. That in courses in newspaper reporting students shall be required to cover regular news assignments, and that they shall have the benefit of constant criticism by competent instructors, not students or assistants, on the manner in which they handle such assignments.

8. That students shall not receive academic credit for practical journalistic work unless such work is done under the immediate supervision of an instructor in journalism as a part of a regular college course in journalism.

9. That the number of instructors in journalism shall be sufficient to insure careful attention to the individual needs of the students in the instructor's courses, and that the amount of class and laboratory work required of each instructor shall not exceed that of instructors in similar departments, such as that of English composition.

10. That instructors in journalism shall be encouraged to carry on research work and to contribute to the literature of the subject.

11. That a collection of the standard books on various phases of journalism shall be available for the use of students, and that students be required to familiarize themselves with these books. Sufficient laboratory equipment shall also be available for use in connection with instruction in the technique of journalism.

12. That the standards of admission to and graduation from the department, course, or school of journalism shall be sufficiently high to prevent students lacking in knowledge, ability, and proficiency from obtaining a degree in journalism.

SUNDAY EDITION LAUNCHED

Miami News Print 180-Page Initial Edition from New Plant

The first issue of the *Miami* (Fla.) *Daily News* new Sunday edition appeared Jan. 3, coincident with occupancy by the News of its new 14-story home on Bayshore Drive, overlooking Biscayne Bay and Miami Beach. The issue consisted of 180 pages, including the Florida East Coast Development Section of 96 pages. James M. Cox, former governor of Ohio and publisher of newspapers in Ohio, is proprietor of the News.

Entirely new equipment was installed in the plant, including a battery of typesetting machines and a Hoe press.

Howard Burba, Sunday editor of the *Dayton* (O.) *News*, another Cox newspaper, went to Florida to assist in launching the new Sunday edition. He expects to return to the central office of the Cox publications early in February.

Trade Mark FLEXIDEAL Reg. U. S. Pat. Off.

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

Let the Times-Star help you make 1925 a Prosperous Year

In making up your advertising schedule for 1925 do not overlook the Cincinnati market with its three-quarters of a million population and the Times-Star that offers you the key to this market. It is doubtful whether there is, in the United States, a city of comparable size in which the entire worth-while purchasing public can be reached and influenced by *one* newspaper with as great efficiency and at as little cost as Cincinnati is reached and influenced by the Times-Star.

There are four daily newspapers in Cincinnati, each having a recognized sphere of influence. Yet the influence of the Times-Star extends to every native, literate, white family in the metropolitan area of the city. The local circulation of the Times-Star exceeds that of the second evening newspaper by more than 33,000 copies daily and leads that of the principal morning newspaper by more than 70,000 copies. In advertising parlance, Times-Star coverage of the Cincinnati market is "blanket" coverage, and its out-of-town circulation is "velvet."

Year by year the value of Times-Star display advertising has been demonstrated to the satisfaction of local merchants and of national advertisers. For the past seventeen years this great home newspaper has carried more display advertising, both local and national, than any other medium in this market. One hundred and sixty national advertisers use the Times-Star exclusively in this field.

Analytical market information applicable to your proposition will be furnished on request.

CINCINNATI TIMES STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

—nobody can replace BRIGGS in Chicago

Ask anybody in Chicago!

Briggs appears daily and Sunday in
The Chicago Herald Examiner

The New York
Herald Tribune
Syndicate

AMENDED MOSES POSTAL BILL NOT LIKELY TO PASS CONGRESS

Expected to Be Lost in Legislative Jam—Upholding of President's Salary Bill Veto Put Battle in Future

By J. BART. CAMPBELL
(*Washington Correspondent,* Editor & Publisher)

THE make-shift, stop-gap legislation embodied in the so-called postal wage-and-rate increase bill reported to the Senate by Senator Moses, is expected to be lost in the legislative jam in which Congress is already caught.

With a little more than seven weeks of the present "short session" left, the belief is general in both branches of Congress that the upholding of the President's veto of the Edge-Kelly postal wage-increase bill Tuesday in the Senate threw the whole complicated question involved into a rather indefinite future.

Spokesmen for the publishing interests voiced warnings, however, to opponents of the postal rate increases, as proposed by the Moses substitute for the Sterling bill, should not relax vigilance if only because representatives of organized labor are known to be now engaged in demanding its passage of Senators to whom it furnished an excuse for voting to sustain the President's veto.

The fact the President approved the postal rate increases carried by the Moses substitute is regarded as foreshadowing the battle the publishing interests still have before them, not only in the present, but in the next Congress.

Senator Moses told Editor & Publisher this week he intended to press his bill at the earliest opportunity, but he conceded a week or two at least might elapse before the Senate amid the rush of appropriations bills would get down to it.

Representative Clyde Kelly, of Pennsylvania, father of the postal wage increase movement, said he was equally determined something final and definite should be done with the bill at this session, and he intended to fight until the close of the session to prevent it being submerged by other legislation.

Admitted by Senator Moses to be only a "temporary expedient," the measure is generally regarded by political observers here as having served its purposes in stiffening certain Senators into voting to sustain the President's veto. Interest in the situation is therefore likely to wane rapidly unless the representatives of the postal employes' organizations are able to keep it alive, and even some of them are apparently willing to grant that the issue involved will probably be the heritage of the next Congress, instead of being disposed of by the present one.

In discussing the bill in the Senate, Senator Moses had this to say in part about the manner in which it would affect second class rates:

"Beginning with section 203, second-class matter, which comprises the newspapers and the periodicals of the country—the committee found itself immediately in an ocean of statistics and in a gale of assertion and counter-assertion from which it was most difficult to extract the complete truth. The question of second-class rates is probably the most complex of all the postal problems. Second-class mail matter is privileged mail matter, and has been so regarded from the establishment of the Post Office Department, when a policy was set up of preferential treatment, based upon the theory that the dissemination of information in a democracy is a proper function of government and one to which government assistance could be properly given. Accordingly newspapers, periodicals, and printed matter generally have received preferential treatment as to rates in the whole Postal Service from its inception down to the present day. As this system of preferential treatment has gone on, however, there has grown up about it and within it a series of what might be termed excesses, possibly—certainly they may be properly termed extensions—and I have chosen occasionally in the meetings of the committee to refer to them as embroideries upon the main fabric of the preferential system of printed matter.

"In other words, although the simple basis of second-class rates is that the dissemination of information is a proper activity for the Government to engage in, we find in the postal rates as they exist today certain subdivisions of information to be disseminated which receive special, preferential treatment, and the subcommittee concluded, and I think properly, that it was not within the proper function of a committee of Congress, or of Congress itself, to say that the reading matter contained in one newspaper or periodical was superior in its informative value to the reading matter contained in some other newspaper or periodical.

"Accordingly, the committee proposes to return to the simple practice of the Post Office Department at the beginning, and to set a flat rate of 1¼ cents per pound for the circulation of the reading portion of all newspapers and periodicals. This is the rate now enjoyed by the special, preferential class, which includes the religious and scientific publications, and also those periodicals which are published by organizations which exist without intent of individual profit. Of these periodicals there are many in the coutnry. Most of them are making money. Most of them pay liberal salaries to those who conduct them, and while it is true that they do not exist for profit in the sense that dividends are paid to individual stockholders, nevertheless it cannot be successfully asserted that they do not exist for the individual profit of a large number of persons.

"The scientific, religious, and educational publications, which have the special preference, stand exactly where they were. The rate on reading matter in all other periodicals is reduced to the rate carried by the special, preferred class, because the committee did not think it was a proper function for Congress to undertake to differentiate between the educational value of reading matter in one class of publications and the reading matter in another class."

In the opinion of one influential administration Senator, who usually knows what he is talking about, the much-amended postal wage-and-rate increase bill reported by Senator Moses, "hasn't a Chinaman's chance" of passage.

This Senator, who is no other than David A. Reed, of Pennsylvania, voted to override the President's veto of the Edge-Kelly postal wage increase bill for which

(*Continued on page 28*)

FOR the calendar year 1924, the Baltimore Sun (morning, evening and Sunday issues) carried

32,786,478

agate lines of paid advertising, a gain of 694,180 agate lines over the year 1923.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

NEW YORK WORLD GIVES BONUS TO STAFF

For the first time in several years, the *New York World* presented employes with a full week's salary as a Christmas bonus, it was announced this week by J. F. Bresnahan, business manager.

The amount distributed to members of the business and editorial staffs totaled more than $60,000, Mr. Bresnahan said.

CONFER ON A. B. C. LAWS IN NEW YORK

Committee of Publishers Will Discuss Disputed Points With Directors at Next Board Meeting in New York

A conference was held Wednesday and Thursday this week in New York between representatives of the Audit Bureau of Circulations and New York City and Brooklyn members, at which certain interpretations of the by-laws, rules and regulations of the A. B. C. were discussed.

O. C. Harn, A. B. C. president; Stanley Clague, the managing director; E. W. Chandler, chief auditor, and W. F. Hoffman, of the New York office, were present for the bureau.

Every New York and Brooklyn member was represented.

It was not officially disclosed just what the points at issue were, but Editor & Publisher learned from responsible sources that the right of access for bureau auditors to certain company books, which in the opinion of some of the publishers had no bearing upon circulation auditing, was in dispute.

At the close of the second day's session a statement was issued to Editor & Publisher signed by Mr. Harn, Mr. Clague and Fred A. Walker, of the Munsey publications, which simply declared that "certain interpretations of rules and regulations" were under discussion and that a committee of five newspaper publishers had been appointed to further confer with the management and the directors of the bureau at a future meeting to be held in New York.

The members of this committee are: F. Bresnahan, business manager of the *New York World,* chairman; How Davis, business manager of the *New York Herald Tribune;* Fred A. Walker of the Munsey publications; J. C. Dayton, publisher of the *New York Journal,* and Edwin G. Martin, business manager of the *Brooklyn Eagle.*

SHAPIRO NOW SOLE OWNER

Buys Remainng Stock in New York Day, Yiddish Daily

The *New York Day,* national Yiddish daily, is now the sole property of Da Shapiro, one of the founders of the pap following his recent purchase of the ou standing half interest in the daily.

The price was $306,000, according to the Jewish Telegraphic Agency, whi announced the sale.

William Edlin remains editor-in-chi Irving Altman is the new business ma ager.

MOST of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Assn.

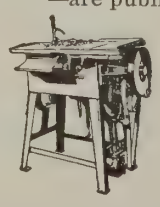
Executive Offices, Evening Star Building, Washington, D. C.

From South Africa
Comes this Enthusiastic Letter

"YOU will be interested to know that we have given the Ludlow a thorough test extending over a period of twelve months, and we wish to express our sincere appreciation of the excellent qualities of the system. Its flexibility and simplicity have appealed to us most. We appreciated the economy of operation; the quality of its product and the completeness with which it meets all requirements in every day use. We have practically scrapped our type equipment of 1,000 lbs. since your all-slug equipment has been installed."

J. Rosslee—Works Manager
The Friend Newspapers Ltd.,
Bloemfontein, Orange Free State, South Africa.

NOTE: 7,800 miles away from the Ludlow factory and repair parts this simple, fast, versatile Ludlow can be relied upon to handle a rush of work without fear of a breakdown. Three South African Magazines—The Farmer's Weekly, The Homestead, Motor Weekly, and also The Friend, a weekly newspaper—are published by The Friend Newspapers, Ltd.

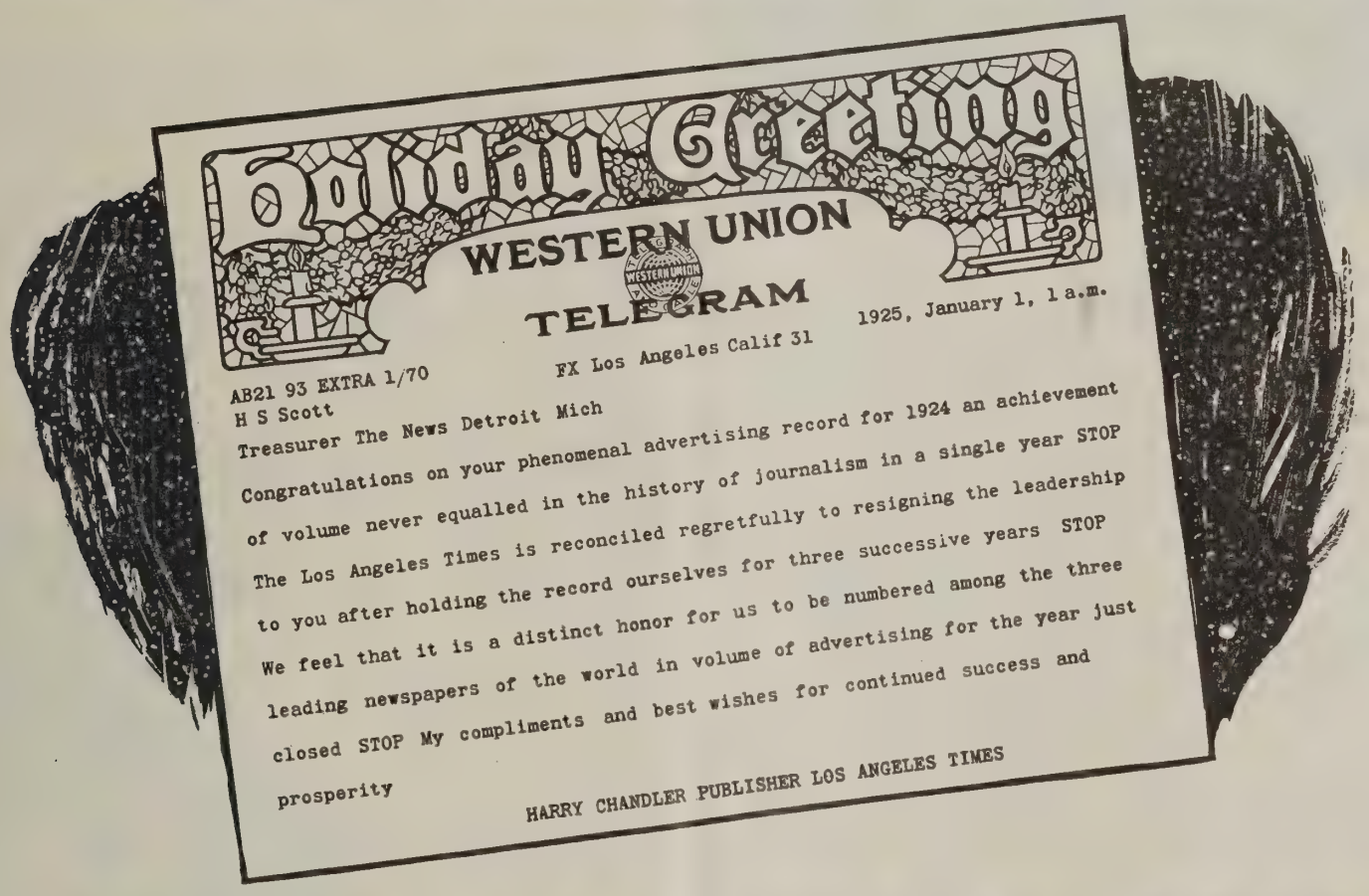


Ludlow Typograph Co.
2032 Clybourn Avenue
CHICAGO
San Francisco Hearst Bldg.
New York World Bldg.

LUDLOW QUALITY COMPOSITION

Leadership!

Detroit News Again First In America
Los Angeles Times Sends Congratulations



Holiday Greeting

WESTERN UNION

TELEGRAM

1925, January 1, 1 a.m.

AB21 93 EXTRA 1/70 FX Los Angeles Calif 31

H S Scott

Treasurer The News Detroit Mich

Congratulations on your phenomenal advertising record for 1924 an achievement of volume never equalled in the history of journalism in a single year STOP The Los Angeles Times is reconciled regretfully to resigning the leadership to you after holding the record ourselves for three successive years STOP We feel that it is a distinct honor for us to be numbered among the three leading newspapers of the world in volume of advertising for the year just closed STOP My compliments and best wishes for continued success and prosperity

HARRY CHANDLER PUBLISHER LOS ANGELES TIMES

30,604,518 Lines In 1924
Greatest Total In History of Journalism

The telegram above has been received from the Los Angeles Times after printing the advertising lineage figures carried by the leading newspapers of America on the first page of its New Year's Day Edition—an annual feature of this paper.

The Detroit News is shown to be the largest carrier of advertising in America, its lineage for the year being 30,604,518. The Chicago Tribune is second with 28,181,121. Los Angeles Times, third, with 27,893,726 lines. New York Times, fourth, with 26,283,924 lines. Washington Star, fifth, with 25,313,753 lines. Baltimore Sun, sixth, with 24,480,-275 lines, and Pittsburgh Press, seventh, with 23,-469,516.

Thoroughness of coverage among all classes of Detroit's population, plus the remarkable prosperity which this field has enjoyed for years has made The Detroit News the favored medium of national, local and classified advertisers. And this is in turn responsible for its leadership of all America in total advertising again during 1924, and for its remarkable volume which for the first time in advertising history has reached over 30,000,000 lines.

The Detroit News

"Always In the Lead"

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Have a system!"—RAYMOND H. SCHOOLEY

"SYSTEM" is the word, the idea and the action behind the rise of Raymond H. Schooley, who was recently promoted to the position of advertising manager of the *New York Herald Tribune,* of which newspaper, Mrs. Ogden Reid, wife of the publisher, is advertising director.

"To do any effective work on the advertising staff of a newspaper," Mr. Schooley said in an interview, "you must have a system. Otherwise, you will be conducting a stern chase all the time. You will be always running to catch the car instead of waiting at the corner for it to come to you.

"The reason why the smaller newspapers balk at planning an advertising system is that it requires from one to two years to obtain comparative records of all newspapers, the basis of any plan or system.

"They want business in their papers right away.

"But sure success comes only from planning ahead into the future, making sure that every piece of advertising is followed up, that there are no loose ends."

Mr. Schooley doesn't like to talk about himself. He explains his rise as due to "a lot of luck, and getting the breaks," but from his chief and associates on the Herald Tribune one learns that it was the systematic way he always did his work, when financial advertising manager that led to his recent promotion.

Fifteen years ago at 25, he left the United States Navy, in which he had served from 1905 to 1909, and started newspaper work. In the navy he had sailed with the fleet sent around the world by President Roosevelt, traveling 47,000 miles and visiting 30 different countries.

The change from this life was abrupt. Getting work on the *New York American* at $10 a week, Mr. Schooley found his daily routine consisted of soliciting "furnished room" want ads. Many doors were slammed in his face, when some sweet-tempered landlady, thinking the man at her door a prospective boarder, discovered he was trying to get money from her.

But Mr. Schooley developed diplomacy and persistence. For 10 years he stayed on the American, his $10 pay check growing gradually larger.

When war broke out, he re-joined the navy, serving from 1917 until the Armistice as an ensign. He returned to the American where he was given a position in the financial advertising department.

Five years ago he joined the staff of what was then the *New York Tribune* as a solicitor for financial advertising. He proved successful in this field and was made manager of two classifications, heading real estate, as well as financial. His next step was to be made manager of the local advertising staff in 1923. Later he was made assistant to U. S. G. Welsh, advertising manager, his specific duties being to take charge of the local and national staffs. The resignation of Mr. Welsh, effective Jan. 1, left the position of advertising manager to be filled, and Mr. Schooley was chosen for the job.

Adds Radio Page

The *Tacoma* (Wash.) *News Tribune,* has added a radio page to its Saturday editions. C. R. Maybin is radio editor.

Address National Commission

G. Lynn Sumner, advertising director of the International Correspondence Schools, and president of the Association of National Advertisers, will address the meeting of the National Advertising Commission to be held in Detroit, Jan. 29-30. E. T. Meredith, Des Moines, Ia., publisher of *Successful Farming* and other publications, will also speak. The National Commission plans to meet jointly with the Financial Advertisers Association and the Fifth District of the Associated Advertising Clubs of the World.

Large Church Lineage

What T. F. Mulhern, classified advertising manager of the *Brooklyn Eagle* believes is a new record in church advertising was achieved in the Eagle's Christmas Church Section, Dec. 20, containing 15,000 lines. This section was sold by Edwin F. Skillman, religious advertising manager, under Mr. Mulhern's direction.

Daily Dines Staff

The *Buffalo Evening News* held a gridiron dinner Jan. 3, for present and former members of the staff, in the Hotel Buffalo.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS. MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation

LOUISVILLE, KY.

1893 SERVICE 1924

as visualized by

BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 West 45th St. New York — 900 Mallers Bldg. Chicago

401 Van Nuys Bldg. Los Angeles

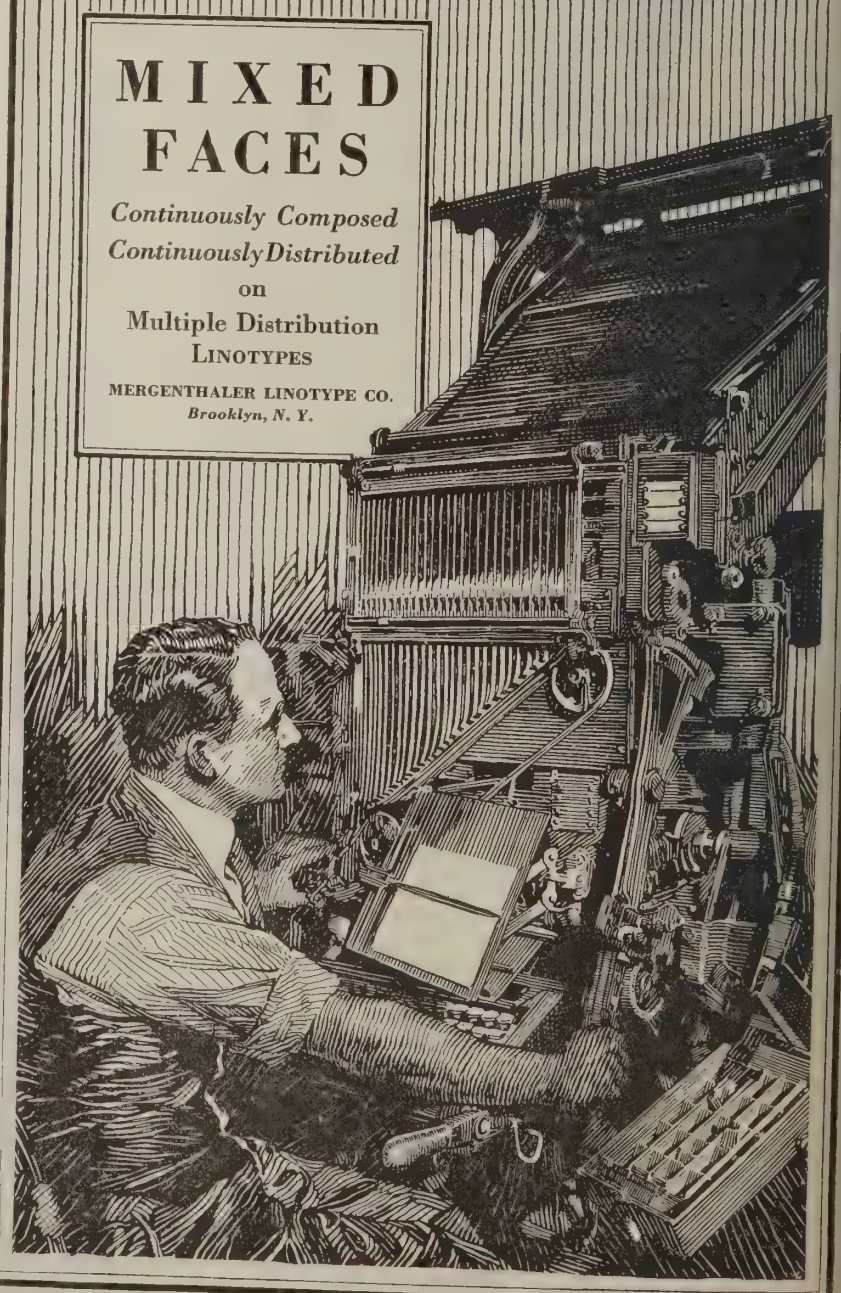
Holbrook Bldg., 58 Sutter St. San Francisco, Calif.

© TRADE LINOTYPE MARK ©

MIXED FACES

Continuously Composed
Continuously Distributed
on
Multiple Distribution
LINOTYPES

MERGENTHALER LINOTYPE CO.
Brooklyn, N. Y.



This advertisement composed entirely on the LINOTYPE *in the Bodoni Series*

Globe the Premier Newspaper in Boston

For More Than 30 Years the Leader in Boston Advertising Field

During 1924 the Boston Globe Printed 14,328,068 Lines of Advertising Leading the Second Boston Paper by 1,768,714 Lines of Advertising

1924 was another Boston Globe year. The Boston Globe, during the 12 months ending December 31, printed 14,328,068 lines of advertising, leading all other Boston papers, making the 31st consecutive year in which the Globe has been in first place in the advertising field.

The total number of lines of advertising printed in the Boston papers, having Daily and Sunday editions, during 1924, was:

***Boston Globe, 14,328,068**

Second Paper, 12,559,354 Third Paper, 11,599,426

***Please note that the Boston Globe does not publish special pages or special editions**

Boston Globe First in Department Store Advertising, in Automobile and Accessory Advertising, in Want and Classified Advertising, and in Real Estate Advertising.

The figures printed below are of great interest to advertisers. During 1924 the total advertising printed in papers having Daily and Sunday editions under the various classifications was:

Department Store Advertising	Automoblie and Accessory Advertising
Boston Globe . . 3,944,338 Lines	Boston Globe . . 1,670,979 Lines
Second Paper . . 2,879,620 Lines	Second Paper . . 1,099,316 Lines
Third Paper . . 2,164,953 Lines	Third Paper . . . . 761,673 Lines

Want and Classified Advertising	Real Estate Advertising
Boston Globe . . . 534,145 Advts	Boston Globe . . . 115,631 Advts
Second Paper . . . 160,954 Advts	Second Paper . . . . 32,565 Advts
Third Paper . . . . . 65,460 Advts	Third Paper . . . . . 7,366 Advts

The **acid test** of the advertising value of a newspaper is the number of **individual advertisers** who use its columns. In Boston, the Globe carries many thousands more individual advertisements each week than any other Boston paper.

Boston Globe's Remarkable Showing In Department Store Advertising

The growth of the Boston Globe's business in the past few years has been remarkable. In some fields it has been more noticeable than in others. In the Department Store field the Globe has taken the lead in total Department Store advertising printed, both in the Daily and Sunday editions. The figures for 1924:

Boston Daily Globe . . 2,508,047 Lines
Second Paper . . . . . 2,234,747 Lines
Globe's Lead . . . . . 273,300 Lines

Boston Sunday Globe 1,436,291 Lines
Second Paper . . . . . 644,873 Lines
Globe's Lead . . . . . 791,418 Lines

Daily and Sunday Globe . . 3,944,338 Lines
Second Paper . . . . . 2,879,620 Lines
Globe's Lead . . . . . 1,064,718 Lines

For information about the Boston Globe, ask the local advertiser, the man on the ground, who knows where he gets the best results. The Department Store advertisers—the Want and Classified advertisers—in Boston use the Daily and Sunday Globe.

Boston Globe First in Total Number of Lines of Advertising Printed—First in Results to Advertisers!

Make the Globe First on your Boston List

BRITAIN PUSHING "ON TO TEXAS" PLANS

Thomas McDougall, British Advertising Man Here On Special Mission Brings Report of Overseas A.A.C.W. Activities

News from British advertising circles was brought to this country this week by Thomas McDougall, governing director of Thomas McDougall Limited, London advertising firm, and a director of *Advertising World,* English magazine, who arrived on the Aquitania on a special mission for Lord Burnham of the *London Telegraph.* He plans to remain here until Feb. 21. In addition to New York, he will visit Chicago, Philadelphia, and Houston, Tex.

Creation of a big delegation from Britain to Houston for the Associated Advertising Clubs of the World's annual convention next May was discussed at a recent meeting of District 14, the English branch of the A. A. C. W., he said. It was resolved then to circularize all English clubs, with a view to learning names of prospective delegates to the meeting. Formation of an On-to-Houston committee is now under way.

"With the New Year," Mr. McDougall said," District 14 began operation of a Vigilance Committee, Propaganda Committee, and a Speaker's Bureau. We are planning to hold a convention in England, probably in Harrowgate next July."

Mr. McDougall told of presentation Dec. 22, to W. M. Teasdale, advertising manager of the London and Northeastern Railway, of a large engraved memorial of the sight-seeing trip taken by American delegates to Edinburgh last year. The memorial contains the signatures of all the American delegates who made the journey.

The presentation was made J. Akerman of the *London Times* on behalf of the Americans. Those present were T. B. Lawrence, chairman of T. B. Lawrence Limited, advertising contractors; George Scott, London manager of the *Glasgow Herald;* Ivor Frazer, general manager of the *London Morning Post;* Capt. R. Crewdson, advertising director of *Advertising World;* and Mr. McDougall.

Mr. McDougall was guest of honor at a luncheon held Jan. 8, at the Advertising Club of New York attended by many of the 135 New York advertising men who crossed the Atlantic for the London convention.



W. M. Teasdale, advertising manager of the London and Northeastern Railway, on Dec. 22, was presented with a memorial bearing the names of all American advertising men who made the sight-seeing trip from London to Edinburgh last July, following the A. A. C. W. London convention. Reading from left to right in the picture are: T. B. Lawrence, J. Akerman, Ivor Frazer, George Scott, W. M. Teasdale, Captain R. Crewdson and Thomas McDougall.

TEACHING JOURNALISM IN CHINA

American Newspaper Men Head Course in Peking University

Roswell S. Britton, formerly of the *New York Times* and the *London Daily Express,* and Vernon Nash, former Missouri newspaper man are conducting a Department of Journalism at Peking University.

Two post-graduates and seven juniors and seniors are enrolled for three courses which were started last fall. For the first year, the two instructors must give the greater part of their time to studying the Pekinese language, in order to adapt their work to the native press. Mr. Britton was born in Shanghai, and speaks the dialect there like a Chinaman but it is no good at Peking.

From the start the Department began compiling a morgue and a detailed directory of the newspapers in China. There are now about 800 native daily papers, mostly outright propagandist sheets. The number of self-controlled paying newspapers can be counted on one set of fingers. There are 24 English-language dailies in China, according to Britton.

Get In Line With the New Year—*Something New*

Flashlights of Famous People

Face to Face With Colonel Wm. A. Gaston

Banker and Farmer

By Joe Mitchell Chapple



COLONEL GASTON says:
"Farming will be a popular vocation with the coming generation. The prices on farm land in New England are the lowest real estate values in the country comparatively."

"The average yield of corn to the acre in old Massachusetts is more than in Iowa." This was the statement of Colonel William A. Gaston, the farmer, while on his farm nestling in the hills at Barre, Massachusetts. Other distinctions have come to him, but Colonel Gaston has earned his classification as a real dirt farmer in New England.

When automobiles put horses off the road, Colonel Gaston took many horses out to his farm to live a restful old age on his broad and spacious acres. Over four thousand chickens were hatched on his farm, and he has an assortment of ducks, geese, pigs, and Jersey cows that have long been prize winners. Like Colonel John Coolidge in Vermont, he did not have electricity put in the house, and loves the glow of the oil lamps.

As President of the Barre Agricultural Society, which has been in continuous existence for over one hundred years, Neighbor Gaston is a progressive farm leader following the best traditions of the vocation.

William A. Gaston is a typical representative of New England folks. He was born in Boston on May 1st, 1857. His father before him was the first Democrat ever elected Governor of Massachusetts. His son has been a consistent and persistent Democrat following in the traditions of his father, and has been honored with the nomination for Governor and Senator. A delegate to nearly every state convention since he became a voter, he has occupied a high place in the national councils of his party.

A classmate of Theodore Roosevelt at Harvard, he won fame as a boxer, and President Roosevelt delighted in relating stories of the bout he had with "Billy" Gaston at Harvard. Soon after leaving Harvard, William Gaston began the practice of law. The first year he made $400 in fees and lived upon it—that is why he is successful as a farmer. He maintains the traditions of New England thrift and energy, for his mother was a cousin of Henry Ward Beecher and Harriet Beecher Stowe. In all his activities—political, business or professional—there is a New England thoroughness in whatever he has undertaken.

Later he was president of the National Shawmut Bank, keeping in close touch with the industrial development of New England. During the war he was appointed government representative on the labor arbitration board by President Wilson, with a jurisdiction extending to all shipyards from Bath, Maine, to the south. Cases submitted to him met with prompt decision, and his war record constitutes and reflects the spirit of practical patriotism.

"The tide of farm development will return to New England. Ebb and flow of tides is one of the immutable laws of Nature, and the same soil and the same climate that provided good living and saving for thrifty farmers of New England the farmers who fought the battles of Lexington and Concord are still producing crops. New England is coming into her own again as a profitable agricultural productive area. This fact will come to the attentive young men who are taking up farming as a desirable career, as it was in the days of George Washington. The average price of farm land in Massachusetts is far below its intrinsic worth, and the most attractive and real values in farm lands in the country is in New England. The large population in manufacturing cities provides a market close at hand, eliminating the high cost of transportation and handling, which are a vital factor in net profits for farmers in these times. The next generation will see a marked impetus returning to the vocation of farming that has meant so much in the making of our nation."

Editor's Note—Send ten names of your favorite famous folk now living to Joe Mitchell Chapple, The Attic, Waldorf-Astoria Hotel, New York City. The readers of this paper are to nominate for this Hall of Fame.

Flashlights of Famous People

Face to face interviews with famous folks—Up-to-the-minute sketches.

By Joe Mitchell Chapple

A year's test in many leading newspapers proved Flashlights to be a business builder.

Flashlights are written by Joe Mitchell Chapple, the world-wide traveler and well-known editor, who, according to the London Mail, has met more famous people face to face than any other man.

Your readers select the subjects every day

FLASHLIGHTS

A live, active part of your newspaper. You put Joe Chapple on your staff to serve your readers by mail or wire with a sketch of any celebrity desired. He is on the go from the watch-tower at the Waldorf-Astoria for his thousands of flashlight patrons.

A feature full of human interest appeal that ties up perfectly with the novelty in cross word puzzles.

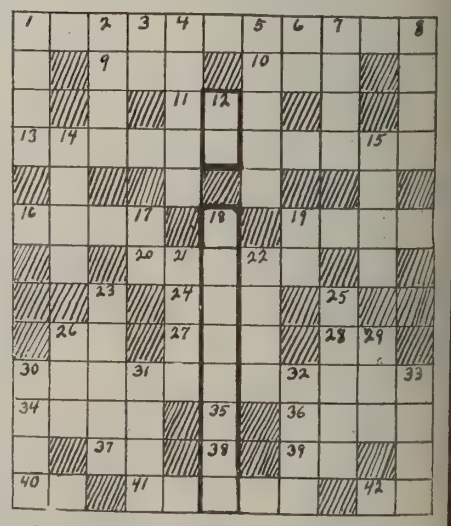
Wire for exclusive rights in your territory.

JOE MITCHELL CHAPPLE ASSOCIATES

"The Attic" Boston, Mass.

"The Attic" Waldorf-Astoria Hotel New York City

6 Biographic Cross Word Puzzles and Answers



Something new in improved cross word puzzles that bring your readers closer to the contents of your paper.

Fascinating—Instructive For ALL the Family

To be released
JANUARY 19th

New Circulation Records for The Kansas City Star

All through 1924 The Kansas City Star enjoyed a steadily increasing circulation—and during December of this year attained the greatest circulation in its history, passing all previous high marks with a total, combined morning and evening, average of—

500,008 Daily

And still another record! During December the *city* circulation broke all previous records, the combined morning and evening average increasing 10,456 copies daily over December, 1923.

Average Circulation

	Morning	Evening	Sunday
December, 1924	247,613	252,395	265,808
December, 1923	238,963	243,647	242,551
Gain	**8,650**	**8,748**	**23,257**

During 1924 The Kansas City Star printed over 11,910 pages of advertising, representing—

25,345,388
Lines of Advertising

THE KANSAS CITY STAR

NEW YORK PAPERS HAD RECORD DECEMBER IN TOTAL ADVERTISING LINEAGE

THE old year ended with New York and Brooklyn newspapers enjoying the largest December volume of business in their history. The total was 14,373,546 agate lines, with four Sunday issues, against 14,103,492 lines in December, 1923, a five-Sunday month. Only three papers, all of which issue Sunday editions, fell behind their December, 1923, records, and the total of their losses was only 90,000 agate lines. The net gain for all papers was 274,054 lines, or about 1.4 per cent.

Eight of the 15 papers listed made new lineage record for the month.

Comparative detailed tables for the month in 1923 and 1924 and summaries for the month, 1924-1918, follows:

Pages 1924	Pages 1923		Percentage of total space	1924	1923	Gain	Loss
1,400	1,348	American	8.5	1,228,364	1,270,436	.....	42,072
....	1,046	Herald	...	.....	§941,346	.....	.....
1,288	1,074	Herald Tribune	9.3	1,336,242	909,548	426,694	.....
832	....	*Mirror (Tabloid)	2.3	327,936	‖.....	.....	.....
1,172	1,084	News (Tabloid)	3.9	562,014	442,538	119,476	.....
1,710	1,620	Times	15.4	2,219,292	2,106,652	112,640	.....
1,160	1,152	World	9.3	1,330,840	1,288,528	42,312	.....
418	....	Evening Bulletin	1.3	188,426	**	.....	.....
1,216	1,156	*Evening Journal	10.0	1,432,132	1,205,464	226,668	.....
....	618	*Evening Mail	...	.....	¶678,414	.....	.....
804	594	*Evening Post	3.3	471,720	410,514	61,206	.....
810	688	*Evening World	5.9	847,344	703,664	143,680	.....
992	808	*Sun	9.4	1,348,196	1,115,314	232,882	.....
644	596	*Telegram-Mail	4.8	692,848	††621,618	71,230	.....
1,154	1,168	Brooklyn Eagle	9.5	1,363,148	1,345,450	17,698	.....
570	606	Brooklyn Times	2.8	407,752	430,448	.....	22,696
614	602	Standard Union	4.3	617,292	633,558	.....	16,266
14,784	14,160	Totals		14,373,546	14,103,492	270,054 Net Gain	.....

* No Sunday edition.
¶ Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924.
††Evening Telegram carried 110,394 lines in the 5 Sunday issues of December, 1923; this lineage is included.
§ Herald and Tribune combined March 19, 1924.
**Evening Bulletin first issue June 19, 1924; first Sunday issue, December 7, 1924.
‖ Mirror (Tabloid) first issue June 24, 1924.

	1924	1923	1922	1921	1920	1919	1918
American	1,228,364	1,270,436	974,750	845,940	837,856	972,416	750,514
Herald	.....	941,346	1,062,096	1,005,230	1,047,030	703,748	571,862
Herald Tribune	1,336,242	909,548	891,426	881,068	906,200	893,114	434,446
Mirror (Tab.)	327,936	.....	.....	.....	.....	.....	.....
News (Tab.)	562,014	442,538	329,784	345,448	210,408	.....	.....
Times	2,219,292	2,106,652	2,058,834	1,853,932	1,777,524	1,887,110	1,285,516
World	1,330,840	1,288,528	1,413,964	1,204,964	1,153,542	1,476,001	1,186,265
Evening Bulletin	188,426	.....	.....	.....	.....	.....	.....
Evening Journal	1,432,132	1,205,464	1,187,612	1,099,744	1,043,290	956,528	785,960
Evening Mail	.....	678,414	571,170	575,916	586,434	559,788	334,635
Evening Post	471,720	410,514	369,668	460,792	659,726	460,554	369,602
Evening World	847,344	703,664	848,998	833,038	981,688	879,558	509,347
Globe	‡.....	‡.....	713,038	679,988	728,834	775,034	535,203
Sun	1,348,196	1,115,314	892,912	755,706	817,382	890,070	566,193
Telegram & Mail	692,848	621,618	566,228	548,868	500,922	791,602	687,392
Brooklyn Eagle	1,363,148	1,345,450	1,335,418	1,160,280	1,018,576	969,024	743,529
Brooklyn Times	407,752	430,448	326,856	301,120	308,904	†.....	†.....
Standard Union	617,292	633,558	729,390	626,752	734,444	687,852	489,623
Totals	14,373,546	14,103,492	14,272,144	13,178,060	13,312,760	12,902,399	9,250,086

† Figures not recorded.
‡ Sun and Globe combined June 4, 1923, name changed to Sun March 10, 1924.

SEATTLE UNION RECORD LABOR DAILY SOLD

Passes from Union Control to Company Headed by E. B. Ault and Saul Haas, Staff Executives—To Widen Scope

(*By Telegraph, to* Editor & Publisher)

SEATTLE, Wash., Jan. 5.—Ownership of the *Seattle Union Record*, the only remaining U. S. daily owned by organized labor passed into private hands last Saturday when the American Free Press, a Seattle company, took control. The paper was published as a labor paper in Seattle for 25 years, first as a weekly, for seven years as a daily.

E. B. Ault, present editor and manager, and Saul Haas managing editor under the old ownership are understood to be the principal stockholders in the new company. Ault, the new publisher had been contributing editor.

No statement of the price paid was issued, but it is understood the total consideration was in the neighborhood of $200,000.

"I feel that the Union Record as an independent, privately owned paper, free from the unavoidable classes within the labor movement, will be better able to serve the legitimate ends of labor and interpret labor to the general community. than it could when owned by labor itself." Ault told a representative of Editor & Publisher.

"The Union Record's first effort from a business standpoint will be to interest national advertisers.

"As nearly as possible I intend to adopt editorial policy to conform with that announced by Joseph Pulitzer for the *New York World*.

"Through the development of a labor page covering the labor movement as thoroughly as the average paper covers sports we intend to keep closely in touch with the labor movement and retain the good-will of labor in this vicinity generally.

"A broader public policy however, will now be followed."

Mr. Haas, managing editor has been with the paper nearly six years, Ault 13 years.

A. J. Copeland, formerly with the Pacific Coast Scripps papers, will be business manager for the new owners. The paper is unique in that it is the only daily started in the United States with the entire capital stock held by trade unions and not an outgrowth or a spokesman of a political movement.

The Union Record owns a modern fireproof 4 story building with a modern plant including two 24 page presses.

Pennsylvania Daily Reorganized

James V. McAndrew is the new president and treasurer of the *Mt. Carmel* (Pa.) *News*, following a recent reorganization. D. R. G. Farrow is business manager and editor, and William J. Kehoe, associate editor. The News recently occupied its new home. A new Goss press and other new equipment was installed. Thomas F. Clarke Company, Inc., continues as representatives.

Arkansas Daily Sold

The *Blytheville* (Ark.) *Daily Courier* has been sold to James H. Skewes, owner of the *Meridian* (Miss.) *Star*.

We have 59 *new* reasons for a busy 1925!

During the past twelve months we have added fifty-nine new names to the list of our newspaper clients.

It becomes our pleasant duty to give them—as well as our many old clients in this country and Canada—a classified advertising promotion service throughout 1925 that shall be even better than we have been able to give before.

We shall also hold ourselves in readiness to extend this same service to other progressive newspapers whose publishers are anxious to make 1925 the greatest classified year they have yet known.

List of New Service Newspapers—1924

CONNECTICUT
South Norwalk.....Sentinel

GEORGIA
Atlanta .....Constitution
Columbus .....Ledger

ILLINOIS
Ottawa.....Republican Times
Rockford .....Republic
Sterling .....Gazette
Streator .....Independent-Times
Waukegan .....Sun

INDIANA
Gary .....Post Tribune
Huntington .....Press
Indianapolis .....News

KANSAS
Kansas City.....Kansan
Wichita .....Eagle

KENTUCKY
Ashland .....Independent

MAINE
Lewiston .....Journal

MASSACHUSETTS
Marlboro .....Enterprise
North Adams.....Transcript
Southbridge .....News
Westfield .....Journal

MICHIGAN
Battle Creek.....Moon Journal
Hillsdale .....News
Monroe .....News
St. Joseph.....Herald Press

MISSOURI
Columbia .....Tribune
Jefferson City.....Capital News

NEBRASKA
Fremont .....Tribune
Lincoln .....Star
Norfolk ..... News

NEW JERSEY
Bayonne .....Review

NEW YORK
Amsterdam....Recorder Democrat
Glens Falls.....Post Star
Ithaca .....Journal-News
Jamestown .....Post
Olean .....Times
Rockville Center.....Review

NORTH CAROLINA
Asheville .....Times
Salisbury .....Post

OHIO
Alliance .....Review
Ashland .....Times-Gazette
Dover .....Reporter
Marietta .....Times
New Philadelphia.....Times
Portsmouth .....Times

OKLAHOMA
Bartlesville .....Enterprise

PENNSYLVANIA
Du Bois .....Courier
Harrisburg .....Telegraph
Jeannette .....News
Pottsville .....Journal
Sharon .....Herald
Tamaqua .....Courier
Warren ....Times Mirror

VERMONT
Burlington .....Free Press

VIRGINIA
Charlottesville ....Progress

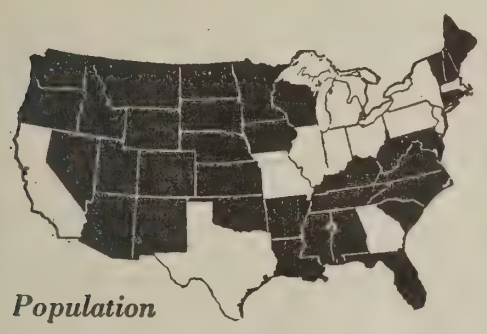
WISCONSIN
Appleton .....Post Cresent
Beloit .....News
Green Bay .....Press Gazette
Janesville .....Gazette
Sheboygan .....Press Telegram

CANADA
Montreal .....La Patrie

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
PACKARD BUILDING PHILADELPHIA

What a space buyer ought to know

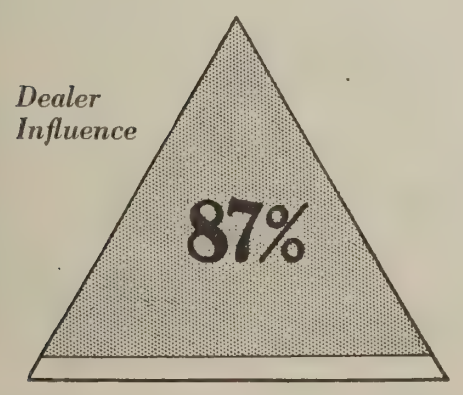
—about The Chicago Tribune and its market



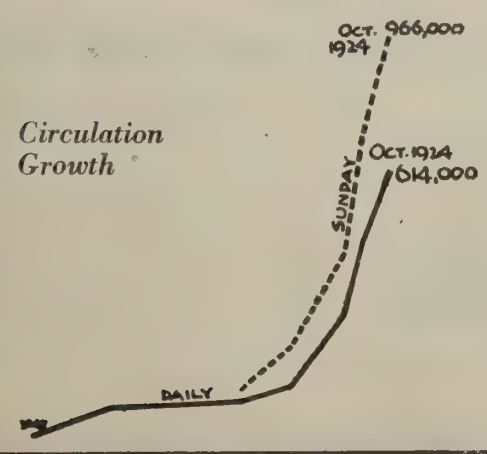
Population



Circulation



Dealer Influence



Circulation Growth

1. The City

(a) In Chicago and its immediate suburbs there are more people than in any one of the thirty-six states shown in black on the map opposite.

(b) In this tremendous market The Chicago Tribune (with one-third more local circulation than the next paper) reaches practically 100% of the English reading families.

2. The Territory

(a) The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) with one-eleventh of the area of the United States, has one-sixth of the population, who possess one-fifth of the national wealth.

(b) In each of 1063 towns and cities of these five states (outside of Chicago) The Chicago Tribune reaches from one-fifth to four-fifths of the families. Of these towns 471 are shown by dots on the map opposite.

3. Dealer Influence

(a) In Chicago 80% to 85% of the retailers read The Tribune. Outside the city, in a zone 400 miles in diameter, from 60% to 85% of the retailers read The Tribune.

(b) Not only do they read it but from 63% to 87% of them state that Chicago Tribune advertising is a selling influence and moves goods from their shelves.

4. Cost

(a) Chicago Tribune advertising space is economical because circulation increases make each contract a great bargain before it expires. The chart at the left shows the rate at which the paper has grown.

(b) Compared with other media Chicago Tribune space is positively cheap. Based on circulation and rates of October, 1924, National advertisers can buy space in The Tribune on week days for $1.46 per milline and on Sundays for $1.30 per milline. How much space are you buying at rates as low as these, Mr. Space Buyer?

The Tribune's BOOK OF FACTS on markets and merchandising will be mailed free if requested on business stationery.

The Chicago Tribune

The World's Greatest Newspaper

Through

Hundreds of National Advertise

Editor & Publisher Inte

To Be Publ

A FEW OF THE MANY ADVERTISING AGENCIES THAT WILL BE REACHED BY THE YEAR BOOK

Adamant Advertising Agency
Adamars Company
Alexander Advertising Agency
Buckley-Dement & Company
J. Walter Thompson Company
N. W. Ayer & Son Adv. Agency
De Biasi Advertising Agency
Campbell Trump & Company
Campbell Ewald Company
Eastman Advertising Company
The Byron G. Moon Company, Inc.
Simpson Advertising Company
Ruthrauff & Ryan, Inc.
Praigg, Kiser & Company, Inc.
Federal Advertising Agency, Inc.
The Eugene McGuckin Company
Barrows & Richardson
Lyddon & Hanford Company
George Batten Company
J. D. Bates Advertising Agency
Franklin P. Shumway Adv. Agency
H. H. Charles Agency
Snowden Advertising Agency
Wm. H. Rankin Company
DeForrest Porter Adv. Service, Inc.
The Davis Smith Company
Dorland Agency, Inc.
Peck Advertising Agency, Inc.
Gundlach Adv. Company
Fox & McKenzie
John C. VanHaagen Adv. Agency
The Thompson Koch Company
F. W. Nichols Company
Charles C. Green Adv. Agency
Albert Frank & Company
The Miller Agency Company
World Wide Adv. Corporation
Thos. F. Logan, Inc.
Andrew Cone General Adv. Agency
Hoovs Advertising Company
Anfenger Advertising Agency
Danielson & Son
Walter B. Snow and Staff, Inc.
The Fred St. Germain Adv. Agency
The Philip Ritter Company
Hawes Advertising Agency
Fred H. Sypher Advertising Agency
Amsterdam Adv. Agency, Inc.
H. B. Humphrey Company
Brewer Smith Adv. Company
Davis Smith Company
Gardner Advertising Company
W. B. Jones Adv. Agency
Adams Adv. Agency
Hanff-Metzger, Inc.
A. W. Erickson Adv. Agency
Dauchy & Company
H. K. McCann Company, Inc.
Lyon Advertising Agency
Robert M. McMullen Company
Poster Advertising Company
The Corman Company
Wm. G. Bryan Organization
Sterling Advertising Service
Friend-Wiener Adv. Agency, Inc.
Peck Adv. Agency, Inc.
Dougherty Adv. Company
Thresher Adv. Service
Dunlap-Ward Adv. Agency
R. A. Foley Adv. Agency
Livermore & Knight Company
Southwestern Adv. Company
Holden Advertising Agency
J. O'Connor Adv. Agency
Hoops Adv. Agency
H. E. Lesan Adv. Agency
Fred Mills Advertising Agency
Potts-Turnbull Adv. Co., Inc.
McJunkin Adv. Company
United Advertising Agency
Ferry-Hanly Adv. Company

The Most Valuable Reference Book for Publishers, Advertisers and Agents.

PART

Executive personnel of daily newspapers of United States and Canada (more than 20,000 names)

Personnel of daily newspapers of Great Britain

Circulation and advertising rates of daily newspapers throughout the United States and Canada

Circulation and advertising rates of daily newspapers of Great Britain

Advertising agencies of United States

Advertising agencies of Great Britain, France and Canada

Advertising associations and clubs of Great Britain

Advertising associations and clubs of Canada

Advertising associations and clubs of the United States

Analysis of A.B.C. daily newspaper circulations

Space buyers of all advertising agencies

Special representatives of newspapers of Canada

Special rep
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newspape

Correspond
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City

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Comparison
culation a

List of merc

News distrib

Lists of book

Directory of
States

ALL THE REGULAR F

Scores of Letters Like these Explain Why Last Year's Advertise

An advertising ageny writes:—

"If you could see the thumb worn condition of your last Year Book, you would appreciate how much we use it during the year."

One new advertiser, who res

"I have seen your
out the year that
tising medium. I
competitors has e
shared by us. Pl

Advertising Forms Close January 24th

the Year

id Advertising Agents will use the

ional Year Book for 1925

anuary 31st

T OF CONTENTS

wspapers of the — Directory of schools of journalism in Great Britain

ertisers and — Complete directory foreign language newspapers printed in United States

wspapers in — Overseas Journalists associations

List of papers carrying rotogravure sections

w newspapers
sn New York — Senate press gallery

News services of United States

Analysis of magazine circulations by territorial market groups

Analysis of circulations of leading monthly magazines by groups

rint produc-

Newspaper lineage in 23 largest cities since 1914

culation fig-
r

Wage scales for newspapers in leading American cities

wspaper cir-

Announcements from the leading newspapers of the United States

f reat Britain

Announcements from the leading ink and supply houses

lm in United

Announcements from the most progressive syndicates, news services and equipment houses

AND MANY NEW ONES

JUST A FEW OF THE NATIONAL ADVERTISERS WHO WILL RECEIVE COPIES OF THE YEAR BOOK

A. B. Leach & Company, Inc.
Marquette Cement Mfg. Company
Detroit Steel Products Company
The Palmolive Company
Williamson Candy Company
The Continental Piano Company
Falk Corporation
The Federal Clay Product Company
Haywood Tag Company
Bristol-Myers Company
United American Metals Corporation
American Express Company
The Holtzer-Cabot Electric Company
California Packing Corporation
Frederick Stearns & Company
Corona Typewriter Company, Inc.
The Aluminum Cooking Utensil Company
General Motors Truck Company
The American Thread Company
Seaboard Rice Milling Company
New England Confectionery Company
Pine Brothers
The J. B. Williams Company
Jewett Radio & Phonograph Company
Wm. Demuth & Company
Continental Life Insurance Company
E. I. DuPont De Nemours & Company, Inc.
Universal Pictures Corporation
Carnegie Steel Company
W. L. Douglas Shoe Company
Scotch Woolen Mills
Yawman & Erbe Mfg. Company
Humphreys' Homeopathic Medicine Co.
Dodge Mfg. Corporation
Todd Protectograph Company
Inspiration Pictures, Inc.
Butterfield & Company
Lever Brothers Company
L. J. & C. D. Jaffee, Inc.
Valentine & Company
The Pepsodent Company
Paige-Detroit Motor Car Company
Salt's Textile Company
The Long-Bell Lumber Company
Consolidated Cigar Corporation
The Duz Company, Inc.
McCaskey Register Company
Goodyear Mfg. Co.
United States Music Company
Cudahy Packing Company
W. W. Kimball Company
The Peerless Motor Car Company
Beech-Nut Packing Company
Winchester Repeating Arms Co.
Bell Paint Company
Eastman, Scott & Company
Phoenix Hosiery Company
Murphy Varnish Company
Ansco Photoproducts, Inc.
American Radio Mfg. Company
General Fireproofing Company
National Surety Company
Miller Lock Company
Diamond Crystal Salt Co.
Moon Motor Car Co.
Halley Carburetor Company
Kelvinator Electric Refrigerators
Oliver Oil-Gas Burner Corp.
J. P. Smith Shoe Co. (Dr. Reed Cushion Shoes)
Coffield Washer Co.
National Cloak & Suit Co.
Alabastine Company
De Long Hook & Eye Company
Kerr Chemical Company
Westinghouse Union Battery Co.
Moore Pen Company
Kum-A-Part Products
Resinol Chemical Co.
Walter M. Lowney Co. (Confectionery)

Unrivalled advertising medium for
Newspapers
Advertising Agencies
Equipment Manufacturers
Ink and Supply Houses
Syndicates and News Services

Renewing Their Space and New Advertisers Are Making Reservations.

a week, frankly admitted:—

frquently in so many offices throughte value of the edition as an adverf the past twelve months one of our il publicity that might have been ouble page spread for the....."

A national advertiser says:—

"The International Year Book is a handy source of information for our sales and advertising departments."

Wire Space Reservation at Once

EDITORIAL

STRANGELY MISTAKEN VIEWS

A SPOKESMAN for magazine interests held up before the official committee investigating the question of increased postal rates a copy of a metropolitan newspaper and read the head-lines on the first page.

There was a good deal of smirking around the circle when the speaker reeled off the list of titles of news accounts concerning crime, boot-legging, divorce, sudden death and scandal in high places.

We do not quite understand this attitude among men of intelligence, although it is easily comprehended when voiced by the unthinking. These head-lines are something to groan over, not snicker, for they represent life and the age in which we live. They are the mighty unsolved problems of this hour in civilization, so much more vital to the well being of this nation than the little subject of postal rates or postal pay that the latter sink into microscopic insignificance.

Banditry, mob violence, boot-legging, divorce, automobile casualties, attempted jury bribery, Mr. Zero's mob of homeless men, murder, suicide are not subjects which merit amusement among the members of the national legislature. They call for action, for each is but a symptom of a faulty social or economic system. Each has a background of cause, demanding investigation and correction.

The average newspaper editor does not publish such news for mere sensation, all statements to the contrary notwithstanding. He has no choice in the matter. News is news, and only the incompetent editor, or one serving a class, may suppress fact, no matter how ugly, or mask the truths of life.

Hundreds of newspaper editors deplore first pages that reek with unpleasant, terrifying, scandalous news, for it is generally conceded among them that while such news may create temporary circulation the reputation of a newspaper as a "scandal sheet" is a serious liability.

A newspaper which does not serve, however, the cause of realism fails in a major degree. Magazines may pick and choose the material they publish. There is no obligation upon them to print anything in particular. But newspapers are obligated to print news as it falls, and we do not perceive any true analogy in the argument suggested at Washington by the spokesman for the magazines. Still less do we comprehend a state of mind of public men which lightly regards such monstrous problems as those revealed by the headlines of that newspaper.

There is the added fact that publicity of income tax returns might lead to the detection of a cheater. All other forms of privileged publicity take into consideration the general public service involved, although it is sometimes at the expense of the feelings of individuals.

HE ANSWERED AN AD

A ROMANCE of advertising is recounted in the house organ of the Metropolitan Life Insurance Company. Thirty-five years ago a youth in search of a job answered a "want ad" in the *Journal of Commerce*. Thanks to that contact Henry W. George became identified with the insurance company and is today its treasurer, the custodian of a billion and a half of securities which belong to more than 21,000,000 people scattered throughout the United States and Canada.

There is a homely old axiom, "The Things We Most Desire Lie Close About Our Feet," which applies with force to the half-used advertising columns of newspapers, and we believe that one of the most important features of every newspaper's promotion should be directed toward educating the public to find opportunities through advertising.

"Here Lies Opportunity," might be the appropriate slogan for every advertising page, applying not only to want pages, but every department of trade. The things we most desire we have in our grasp, perhaps dozens of times a year, and pass by because we have failed to read newspapers thoroughly or comprehendingly. Here lies a great field of service for imaginative promotion experts.



He also that is slothful in his work is brother to him that is a great waster.—Proverbs; XVIII, 9.

RETAIL PRICE FREEDOM

IN a retail price that covers the physical cost of newspaper manufacture and distribution lies editorial freedom. There is not the slightest doubt that this is a prime economic fact for every newspaper publisher to keep well in mind.

In the whole realm of commerce nothing but newspapers is now traded in with the copper cent as the unit of measure. Nothing is so cheap, so accessible to every man in the street. This is as it should be. The newspaper must be available to the whole citizenship, to remain true to its responsibilities.

It is not expected that newspapers shall sell at copy prices which make them absolutely dependent upon advertising. Whatever may have gone before, the present tendency is surely away from that principle. Insofar as this can be accomplished, without the sacrifice of circulation (and through such distribution the functioning of the original ideas of a constitutionally guaranteed "free press") is most certainly desirable, from every point of view.

EDITOR & PUBLISHER commends the course of *New York World* and *Kansas City Star*. Their price advances were well justified. No hardship is worked upon readers. And the economic position of both of these great newspapers better fortifies editorial independence.

Do not depend upon decisions that others make for you.

FEVER SYMPTOMS

SWARMS of black-shirted Fascisti descend on the offices of opposition newspapers, with torch and club. The Dictator orders the press to tell the people what he wishes the people to know. The first edition of one newspaper is sequestrated because it contains a summary of the year's events in Italy, but a later edition is permitted to be sold when the offending summary is supplanted by a learned article on China.

Italy is a sick nation. Such measures inevitably mean that fever is scorching the vitals of government. The world's judgment must be withheld, as news censored by a dictator has small meaning.

January 10, 1925 Volume 57, No. 33

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Iangelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

JOE BANNON

TWO thousand attended Joe Bannon's testimonial dinner at the Hotel Astor on Sunday evening. Many notable men attended, or sent messages intended to honor the guest. The band played "The Sidewalks of New York," very appropriately, for the guest of the evening is a product of New York's teeming East Side. Mr. Hearst sent to his famous circulator a message of congratulation and praise which must have made his blood tingle. Gov. Al. Smith regretted he could not be present, and Arthur Brisbane told the assembled members of the Newspaper and Mail Deliverer's Union, which Bannon founded, and their guests, just why Joe Bannon is a great circulator.

There is a legend across the country that Bannon is a "tough guy," but his graceful speech did not betray it; rather it repudiated this notion. In his business Bannon keeps himself true to character. He deals with street merchants of the metropolis and it is not amiss that some of them should regard him as wholly sophisticated in the affairs which interest them most. He also wears diamonds that dazzle, but he is no dude. He holds the watch at prize fights and is interested in horse racing, and thousands of newsboys regard him as a sort of god. But every day of his life Bannon is mainly interested in selling newspapers. He is the powerful leader of the circulation field in the most difficult newspaper territory in the world. Hundreds of times he has conquered seemingly impossible situations. He has sometimes been rough, but the average newsdealer in this city regards him as just. He is contemptuous of some of the silly conventions of the business, some of which seem less silly to us than to him, but he sells papers and he creates systems of distribution which operate in fair weather and foul. Therefore we call him great, for such he is.

There are not a half dozen newspaper men in America who have been marked by such signal honor, by associates and by rival publishers, as was Joe Bannon at this Astor party. And the best part of the show was that the feeling was a genuine tribute to success without patronizing of the stalwart men who do the hard and usually unhonored work of putting the daily press product into the hands of the people.

It is about time, in this day and age, that the salesmen of the newspaper office came in for greater shares of glory. Everywhere else the salesman is on a pedestal. And this is just, because, goodness knows, he often succeeds in floating distressingly faulty wares. Bannon has always had something to sell, for Hearst has never stinted his products, but he has sold it in hot competition. Honor to him and his craft was overdue. But Joe Bannon will say of this, "Banana oil, I work to make money."

"You are certainly getting out a marvelously fine trade paper. It is simply invaluable," writes George D. Lindsay, president, Inland Daily Press Association and editor the Marion, Ind., Chronicle, much to our pleasure.

NEWSPAPERS YOU LIKE

AN imperfect world offers ample opportunity for complaint. It appears to be a human trait to find greater interest in imperfection than in perfection. The latter cloys. Flaws beg assistance. Uncommon philosophical balance is required of the professional observer and reporter, lest the seamy side be exaggerated, or at least that brighter phases be neglected. It is equally important that there be no artificial mask for the face of the news. Find the true interest in all human activities and play them across your board. The newspaper you like is comparable to the man you like—well-informed, penetrating, well-mannered, good-natured, true to ideals, a fighter when pushed too far, but happy most of the time and headed somewhere in particular.

The enterprising merchant buys advertising for the same reason that a farmer buys fertilizer, to make two blades grow where one grew before.

PERSONALS

ROY HOWARD of the Scripps-Howard newspapers, left New York his week on a trip to the Pacific Coast, lanning to return about Feb. 1.

Frank P. MacLennan, editor and pub-sher of the *Topeka* (Kan.) *State Jour-al*, was elected president of the Kansas eserve State Bank by unanimous vote at recent board of directors meeting. His ection became effective Jan. 1.

Charles F. Ward, editor of the *Platts-urg* (Mo.) *Leader*, has been appointed member of the Board of Curators of e University of Missouri.

Harry E. Rice, owner and publisher of e *Xenia* (O.) *Herald*, retired Jan. 1, postmaster of Xenia. He was ap-inted by President Wilson.

L. C. Earnist, vice-president of the nited Press Associations in charge of siness, returned to his desk this week ter a three weeks' illness.

Vance McCormick, publisher of the arrisburg (Pa.) *Patriot* and the *Har-sburg News*, and Mrs. McCormick iled from New York this week on the driatic on a Mediterranean cruise.

C. S. Wilke, former publisher of the rey *Eagle* (Minn.) *Gazette* and ex-esident of the National Editorial Asso-ation, has been appointed secretary to Lieut. Gov. W. I. Nolan of Minnesota.

C. E. Nevin, editor and publisher of e *Laurel* (Neb.) *Advocate* rounded out years service as publisher Jan. 1.

IN THE BUSINESS OFFICE

W. H. BLINN has been appointed bus-iness manager of the *Chattanooga* Tenn.) *News*, and Frank J. Hitz, ad-rtising manager.

V. G. Sadler, circulation manager of e *San Antonio Express and Evening ews*, has been made classified advertis-g manager in addition to his circulation ties, succeeding Miss Mabel Wilkin, signed.

Thomas Milburn, advertising solicitor f the *Portland Oregonian*, recently mpleted 30 years' continuous service th that paper.

H. K. Seymour, advertising manager the *Little Rock* (Ark.) *Gazette*, is w in charge of the automotive depart-nt of the *New Orleans Item and orning Tribune*.

Harry C. Simons, formerly advertising nager of the *Springfield* (O.) *Morning n*, is now in charge advertising for the sley Shoe Company of Springfield.

Elmer C. Bleau has been appointed siness manager of the *Champaign* (Ill.) *ws-Gazette*, following six years' serv-e with that newspaper.

IN THE EDITORIAL ROOMS

ALFRED W. PIERCE, for many years on the general staff of the *New rk Sun*, has resigned and is now con-ted with the Interborough Rapid ansit Company of New York.

oseph Edgar Chamberlin, dean of the *ston Transcript* editorial staff, was en a banquet before he sailed for Cali-nia recently.

Arthur Weil, assistant city editor of *Buffalo Evening News*, has gone to shington to become assistant to A. H. chhofer, the News' staff correspondent the capital.

imothy Walsh, with the financial bu-u of the *New York World*, has been ted president of the Political Forum Long Beach, N. Y.

apt. A. E. Watson, F. J. I., has suc-eded the late Frederick Miller as man-ig editor of the *London Daily Tele-aph*. Capt. Watson was formerly surer of the British Institute of Jour-sts.

ntoinette Donnelly, beauty expert for *New York Daily News* and the *Chi-o Tribune*, returned this week from a to the Continent.

llis Emmons Reed, afternoon head of *New York Evening Graphic* copy , and Mrs. Reed are parents of a son, Jan. 5.

Lawrence "Larry" Toole, for years with the *Chicago Tribune*, afterward with the *San Francisco Examiner*, and latterly in publicity work in San Francisco, was seriously injured in an automobile accident recently.

Frank Dolan, radio editor of the *New York Daily News*, is recovering from an operation.

Eleanor Kellogg has been transferred from the Sunday to the daily staff of the *New York Daily News*.

Leslie C. Morehouse, city editor of the *South Bend Tribune*, is ill in a local hospital.

Stuart C. Maguire, formerly of the sport department, *Buffalo Evening News*, has started a new Buffalo weekly, the *Sport Tribune*.

A. H. Longbotham has resigned as editor of *Statler Salesmanship*, a monthly publication of the Hotels Statler Company, Inc., to give time to his position as general manager of the *Buffalo Evening Post*. Malcolm H. Ross, formerly of the *New York World*, is Mr. Longbotham's successor.

C. Starr Matthews, one time sports editor of the *Baltimore Sun*, has joined the sports staff of the *Baltimore American*, succeeding Ernest A. Bowersox, who has entered publicity work.

G. R. Finney, *San Antonio News* reporter, has resigned to go to Nashville, Tenn.

A. B. Waugh, of the *Sacramento* (Cal.) *Bee* staff, has been appointed Sacramento correspondent for the *San Francisco Bulletin*. He is succeeded by E. G. Desimone, formerly of the *San Francisco Chronicle*.

W. C. Hartough, formerly of the *Louisville Herald* and other papers, has joined the *Toledo Blade* staff.

Johnston Copelin has resigned from the sports staff of the *St. Paul Dispatch-Pioneer Press*.

Edward F. Adams, 85, editorial writer on the *San Francisco Chronicle*, was the guest of honor at a luncheon of the Commonwealth Club Dec. 30. Adams is one of the five surviving charter members of the club.

Miss Gladys Bowen has succeeded Mrs. Nancy Zan Scott as society editor of the *Portland Oregonian*.

John Madden has joined the editorial staff of the *Cleveland Times*.

Charles B. Coppen, sporting editor, *Providence* (R. I.) *Journal*, has just been admitted to the Rhode Island bar.

Louis Cella, of the *South Bend Tribune* staff, has resigned and returned to his home in Chicago.

A. H. Gill, sporting editor of the *Scranton* (Pa.) *Times*, has returned to his desk after several months' illness.

Miss Marion Sutton has succeeded Miss Pearl Rees on the local staff of the *Wilmington* (Del.) *Every Evening*.

George Varnell, sporting editor of the *Spokane Chronicle*, has resigned to join the *Seattle Times*. He is succeeded by Robert Phillips.

Jesse L. C. Sunday has returned to the *Frederick* (Md.) *Post* staff, after an illness of several months.

W. S. Farquar, sporting editor of the *Pottsville* (Pa.) *Journal*, has been named president of the Anthracite Basketball League.

Ellery J. Lyndes, Clinton correspondent for the *Worcester* (Mass.) *Telegram*, has resigned to become editor of a weekly in Springfield, Vt. He is succeeded by Joseph Kearns, of Woonsocket, R. I.

HOLDING NEW POSTS

EDWARD Doherty, reporter, from *New York Daily News* to *New York American*.

Harry W. Saunders, from managing editor, *Brunswick* (Me.) *Record* to business manager, *Quincy* (Mass.) *Journal*.

Joseph Murphy, from advertising solicitor, *Scranton Sunday Dispatch* to business staff, *Scranton Sunday Telegram*.

Clyde Hester, from city circulation manager, *Raleigh* (N. C.) *News and Observer* to classified department, *Charlotte* (N. C.) *News*.

Robert Ellis, from reporter, *Providence Journal*, to staff, *Newark Evening News*.

Otway B. Shearer, from *Marysville* (O.) *Tribune* to staff, *Springfield* (O.) *Morning Sun*.

FOLKS WORTH KNOWING

HON. P. R. DU TREMBLAY, K.C., director of *Montreal La Presse*, who last month was appointed a member of the Quebec Legislative Council, has for a number of years played a large part in the upbuilding of Montreal.



P. R. Du Tremblay

Until 1921, his interests were largely legal and political. In that year the French newspaper was in need of additional executive aid and he decided to leave the active political field and become one of the three trustees of the estate of his late father-in-law, Hon. Treffle Berthiaume, owner of La Presse. He became thus one of the newspaper's directors, becoming associated with Arthur Berthiaume, president.

Born at Sainte Anne de la Peraed in 1879, Mr. Du Tremblay was educated at the Three Rivers College and at the Normal School in Quebec. He studied law at the University of Montreal and McGill University. While practicing his profession he gained the distinction of K.C. in 1917. He is a director of the Yorkshire Insurance Company, Limited.

PRESS ASSOCIATION NOTES

ALFRED TYRNAUR, since 1923 American representative of the Ullstein Press Service of Germany, is returning to Berlin this month and is to be replaced by William Schulze of the *Berlin Vossische Zeitung*. The Ullstein Press Service furnishes news to 30 German newspapers.

James P. Howe has been transferred from Berlin to the London office of the Associated Press.

Eric W. Rodgers, night filing editor, has been named acting correspondent of the Associated Press bureau at Raleigh, N. C., succeeding R. O. King, who resigned to become managing editor of the *Raleigh Carolina Jeffersonian*, a weekly. Horace Renegar, mail editor at Montgomery, Ala., has been transferred to Raleigh as night filing editor. Blackburn Johnson and Johnson Hall have joined the bureau staff to assist in reporting the legislature.

Hagerstown (Md.) *Morning Herald* will install a leased Associated Press wire this month, replacing the pony service.

Prof. W. S. Nicholson has resigned as principal of the Henderson, N. C., high school to join the Associated Press, Atlanta, Ga., bureau.

Kenneth W. Simons, formerly telegraph editor of the *Springfield* (O.) *Daily News*, is now with the Lincoln, Neb. bureau of the Associated Press.

Henry C. Thiele, of the *New York World* News Service, and Mrs. Thiele are parents of a baby boy, Karl Revere Thiele, born Jan. 6.

MARRIED

MURRAY POWERS, dramatic editor of the *Dayton* (O.) *Herald*, to Miss Ruth Hill, of Indianapolis, at Urbana, O., Dec. 31.

Peter M. Weyrens, city editor of the *St. Cloud* (Minn.) *Daily Journal-Press*, to Miss Julia J. Frank of Collegeville, Minn., recently.

Nathan Wasserman, of the circulation department, *Boston Traveler*, to Miss Irene Belinsky, of Dorchester, Mass.

Philip S. Johnson, of the advertising staff, *Gardner* (Mass.) *News*, to Miss Dorothy Cushing, of Lowell, Jan. 1.

WITH THE SPECIALS

CHARLES H. EDDY Company has been appointed to represent the *New Bedford* (Mass.) *Standard Mercury*.

Robert S. Farley, New York, has been appointed financial advertising representative in the United States for the *London Times*.

Marshfield (Wis.) *Daily News* has appointed C. J. Anderson, 360 N. Michigan avenue, Chicago and R. R. Mulligan, 30 East 42d street, New York, as foreign representatives.

NEW PLANTS AND EQUIPMENT

GOLDFIELD (Nev.) *Daily Tribune* has resumed publication in a modern plant erected and equipped since the destruction by fire several months ago of the old building.

Leavenworth (Kan.) *Times* has installed a new Intertype.

Springfield (O.) *News* has added a new Intertype to its equipment.

San Pedro (Cal.) *Daily Pilot* has installed a Monotype slug, lead and rule caster and adopted the non-distribution system, using Ludlow for ad composition.

CHANGES OF OWNERSHIP

GARDNER BOYD, publisher of the *Barre* (Vt.) *Gazette* since 1920, sold that paper Jan. 1 to Irving F. Carpenter, of West Newton, Mass.

W. B. Ranney, publisher of the *Penacook* (N. H.) *News-Letter* has sold his paper to Omar A. Towne of Franklin, who plans to consolidate it with the *Franklin* (N. H.) *Journal Transcript*. The paper will be printed in Franklin.

Palmyra (Mo.) *Marion County Herald* has been sold to J. L. O'Bryen and Harry McCubbin.

Northfield (Mass.) *Press*, controlled by Charles E. Bittinger, has been sold to Elmer F. Howard.

Fletcher M. Elliott, formerly of Oneida, N. Y., has purchased the *Fairport* (N. Y.) *Herald*.

George Burris, for many years with the *Hutchinson* (Kan.) *Gazette* and *Herald-News*, has purchased the *Blue Rapids* (Kan.) *Times* from Harlow Tibbetts.

SPECIAL EDITIONS

NEW YORK JOURNAL OF COMMERCE, 72-page Financial and Business Review edition, Jan. 2.

Indianapolis Star, 84-page Year End Review number, Dec. 31.

Los Angeles Illustrated Daily News, a Progress and Prosperity number, Dec. 31.

New Orleans Item and Morning Tribune, 32-page Annual Business Review, Jan. 1.

Providence Journal, financial review of 1924, Jan. 5, two sections, 30 pages.

Sioux Falls (S. D.) *Daily Argus-Leader*, annual New Year's edition, Jan. 1.

Phoenix (Ariz.) *Arizona Republican*, 112-page Midwinter Resource edition, in 16 sections, Dec. 28.

Salem (Ore.) *Morning Statesman*, 48-page Williamette Valley edition, Jan. 1.

Marshfield (Ore.) *Daily Times*, 72-page holiday edition.

ASSOCIATIONS

INDIANA REPUBLICAN EDITORIAL ASSOCIATION will hold its annual mid-winter meeting at Indianapolis, Jan. 22-23. Senator Frank C. Willis of Ohio will speak.

Associated Ohio Dailies and the Buckeye Press Association will meet for their winter convention in Columbus, O., Feb. 3-4-5-6. The meeting will be known as Newspaper Week.

Financial Advertisers' Association has appointed Dale Graham of the Mississippi Valley Trust Company, St. Louis, as chairman of the program committee to arrange for sessions of the association to be held at the international convention of the Associated Advertising Clubs of the World at Houston, Tex., next May.

Sphinx Club will hold its next dinner at the Waldorf-Astoria Hotel, New York, Jan. 13. David Sarnoff of the Radio Corporation of America will be the principal speaker.

Advertising Club of New York will hold a luncheon for Sir Esme Howard,

British Ambassador to the U. S., Tuesday, Jan. 13.

Seventh District Associated Advertising Clubs of the World will hold a three day session in Wichita, Kan., beginning Feb. 16. The district comprises the states of Missouri, Kansas, Oklahoma, Arkansas and Louisiana.

Oklahoma Press Association held its midwinter meeting Jan. 9 and 10 at Oklahoma City. Speakers included H. E. Dreier, advertising manager of the Oklahoma City *Oklahoman and Times;* Maurice Crowther, business manager of the *Oklahoma News* and W. D. Little, *Ada News.*

International Benjamin Franklin Society annual meeting will be held on Saturday, Jan. 17, at the National Arts Club, 15 Gramercy Park, New York.

Northeast Nebraska Editorial Association will hold its annual meeting at West Point, Neb., Jan. 16 and 17.

SCHOOLS

FRED LOCKLEY, of the *Portland* (Ore.) *Journal,* is the donor of two prizes to be competed for by the University of Oregon journalism students. A set of Dickens, first prize, will be awarded to the student who writes the best critical account of the work of a journalist enjoying national prestige. Second prize is $5.

Class in journalism at Holy Cross College announced recently a gift of $350 from William B. Scofield, sculptor and former city editor of the *Worcester* (Mass.) *Gazette* to cover the expenses incurred in bringing Capt. Francis McCullagh to Worcester to lecture.

Obituary

PHILIP GENGEMBRE HUBERT, 72, a member of the editorial staff of the *New York Herald* from 1906 to 1911, died Jan. 3, at his home in Bellport, L. I. At one time he was music critic on the *New York Evening Post.*

HARRY MARK MALONE, 38, editor and publisher of the *Yonkers* (N. Y.) *Sunday Record,* died at his Yonkers home Jan. 5. He began newspaper work as reporter for the *Yonkers Herald.* Until 1912, he was Westchester county correspondent for the *New York American, New York Evening Journal, New York Telegram,* and *New York World.* He then gave up this work and founded the *Yonkers Sunday Record,* with Everett Addams and W. A. Rowan.

CARL GUSTAV ZERRAHN, 69, formerly on the staff of the *Boston* (Mass.) *Herald,* died in Boston recently. Mr. Zerrahn after leaving the Herald was associated with the F. R. Niles Advertising Agency.

THOMAS H. RENSHAW, for 50 years an employe of the *Detroit News,* died New Year's Eve in San Diego, Cal. Mr. Renshaw helped prepare the first copy of the News which appeared Aug. 23, 1873.

FRANK P. NAGEL, 62, country circulation manager for the *Buffalo Courier,* died at his home in Buffalo recently.

COL. HORACE HOOD, former editor of the *Montgomery* (Ala.) *Journal,* died at his home in Montgomery, Dec. 30.

MRS. FLORA CLAIRE ELLIS, 24, until last April society editor of the *Stockton* (Cal.) *Record,* died at her home in Stockton recently.

EDWARD M. SLOBOMB, 77, founder of the United Advertising Corporation and long identified with outdoor advertising enterprises, died at his home in East Orange, N. J., last week.

HENRY W. AVERY, 75, publisher of the first newspaper in Jackson County, Minn., which was established as the *Jackson Republic* in 1869, died recently in Los Angeles, Cal.

JOHN B. GILHOOLY, 45, sporting editor of the *Boston American,* died recently at his home in Dorchester, Mass.

JAMES F. COOPER, a reporter for the *Philadelphia Inquirer,* died Christmas Day at his home. He began his newspaper career 30 years ago on the *Boston Globe.*

FRANK L. SANDERS, 54, for the past 25 years editor and publisher of the *Lincoln* (Cal.) *News-Messenger,* died suddenly at his home recently.

THOMAS J. BURGESS, veteran telegraph operator with the Associated Press, died Jan. 2, at his home in Albany after two days' illness.

C. B. HILL, 44, editor of the *Whiting* (Ia.) *Argus,* died Dec. 26, at Sioux City following an operation.

THOMAS J. KIELY, for many years a police reporter on the *Worcester* (Mass.) *Post,* died recently at his home in Worcester.

MRS. JENNIE BRONTE GARSTIN, mother of Bert N. Garstin of the *New York Evening Post* died recently at her residence in Cleveland, O. Mrs. Garstin was the widow of the late Charles H. N. Garstin, and a cousin of Charlotte Brontë the noted English novelist.

WILLIAM E. JOHNSON, 49, editor of the *Madras* (Ore.) *Pioneer,* died in Portland, Jan. 1.

MRS. EMMA SHIELDS NUNEMACHER CARLETON, 74, writer of the "Ginger Jar" column for the old *Chicago Record,* died recently at her home in Louisville, Ky.

DISCUSS ADVERTISING'S DISTRIBUTION VALUE

Its Services in Moving Merchandise to Be Considered at Washington Conference — 37 Trade Groups to Attend

Discussion of advertising and advertising mediums will play a prominent part on the program of the National Distribution Conference to be held in Washington, Jan. 14-15, under the auspices of the Chamber of Commerce of the United States. Thirty-seven trade groups, representing virtually the entire field of merchandising and distribution will be represented at the sessions.

The tentative outline of work relating to advertising includes co-ordination of research and unification of effort, methods of determining the economic aspect of advertising and the services of advertising in the efficient distribution of merchandise.

The tentative program has been drafted merely for the consideration of the conference which will devise at the opening meeting the plan of inquiry to be followed.

Arrangements are being made by the advisory committee of the Department of Domestic Distribution of the National Chamber. The chairman is Theodore Whitmarsh, Francis H. Leggett & Co., New York. The vice-chairman is Thomas E. Wilson, president Wilson & Co., Chicago. The other members are Robert R. Ellis, persident Hessig-Ellis Drug Company, Memphis; F. M. Feiker, vice-president Society for Electrical Development, New York City; A. Lincoln Filene, treasurer and general manager William Filene's Sons Company, Boston; R. E. Kennington, president R. E. Kennington Company, Jackson, Miss.; Alexander Taggart, president Taggart Baking Company, Indianapolis; Stanley Resor, president J. Walter Thompson Company, New York.

HEARST STAFF CHANGES

E. R. Mahoney, City Editor, Chicago American, Now Boston American M.E.

Edward R. Mahoney, for several years city editor of the *Chicago Evening American,* has been sent to the *Boston American* to assume the duties of managing editor, as the result of several changes in the editorial staff of the Chicago paper. W. W. Major, Mahoney's former assistant, was made acting city editor, E. H. Reticker was moved from head of the copy desk to acting assistant city editor, and Walter Sutherland was made acting chief of the copy desk. H. E. Elliston was made assistant news editor.

Leo H. Fischer, sport writer, was named editor of the magazine and feature section, while James Corcoran, formerly of the *Chicago Herald and Examiner,* was picked to fill Fischer's place in the sport department.

WE START THE NEW YEAR WITH 207 NEWSPAPER SUBSCRIBERS

During the year 1924 our service has been advanced by exactly 64 new subscribers—and we are truly thankful.

This increase is not the result of good salesmanship on our part—unless you mean that sincere honest effort to produce a valuable service in the interests of all subscribers is the "silent salesman" that really produces the best results.

"You can't keep a good man down"—nor can you hold back a good proposition that is earnest in its endeavor to render a real service of value.

If we were to render YOU a checking proof service that met your own ideas of practical efficiency, wouldn't YOU be willing to commend our work? So will any one of our subscribers.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

Norwegian Newsprint

Prompt shipments *Inquiries solicited*

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street New York City

Telephone Penn. 7443

A fast growing newspaper

THE DAILY HERALD

in a fast growing community—

the Mississippi Gulf Coast

A place in which your business should grow and a newspaper that can help it.

THE DAILY HERALD

BILOXI (Mississippi) GULFPORT

See ABC—4628 net paid; Flat rate (mats) 35c inch

Announcement

of International Importance to Publishers, Advertisers and Advertising Agencies

The two outstanding trade publications in American and British advertising and publishing

EDITOR & PUBLISHER and ADVERTISING WORLD

have decided to join forces and unite their respective strength and influence in editorial and advertising for the better service of future international business.

EDITOR & PUBLISHER is now the sole representative of the ADVERTISING WORLD in the United States, and the ADVERTISING WORLD has become the sole representative of EDITOR & PUBLISHER in Great Britain.

The Association implies no change in the personnel or policy of either journal. This combination of the two leading trade journals in America and Great Britain will mean that the readers of both journals will be afforded the most authoritative and accurate first hand views and news of the leaders in the publishing fields in both countries.

It also affords the national advertisers and advertising agencies a single source of service and information on both sides of the Atlantic otherwise unattained.

EDITOR & PUBLISHER
1115 World Bldg. New York City
Telephones: Beekman 5814-15-16
Cable Address: EDPUB, NEW YORK

ADVERTISING WORLD
14 King St., Covent Garden, W. C. 2
Telephone: Gerrard 7615 London, Eng.
Cable Address: ECOPUBLISH, RAND, LONDON

WHAT'S WHAT IN THE FEATURE FIELD

DURING the week Walter Johnson, writing for the Christy Walsh Syndicate, published in various newspapers a "warning to readers," over his signature.

It read as follows: "Unfortunately I find it necessary to assure the reading public that this is my own personal story. There has been a story appearing in certain newspapers alleging to express my opinions on my life in baseball: The unauthorized story is being published without my permission, without my assistance, in spite of my protests, and contains many statements attributed to me which I never said. Disputes have always been distasteful to me, but I feel my many friends are entitled to know that this is my own story, and accurate, and the other one is not.

(Signed) "WALTER JOHNSON."

The Thompson Feature Syndicate, of New York, has for some time been running, through various newspapers, a Sunday feature, "My Twenty Years on the Mound, by Walter Johnson, as related to Lillian Barker."

There have been some variations of the credit lines in different newspapers, but the essential representation has been that Walter Johnson's baseball story was being told through the medium of Miss Barker, a well-known newspaper writer.

On Tuesday Miss Barker called at EDITOR & PUBLISHER office and declared that Walter Johnson's "warning" was an unfair repudiation of a verbal understanding she had with him to write his story for the syndicate she represents. She declared that Johnson had welcomed her and had said he would be glad to have her show her writing skill on the story he would tell.

She said: "During the World Series games I worked with Walter Johnson's wife, reporting the games in a special and novel way and paid Mrs. Johnson $500 as her share of the profits from this enterprise.

"I called at the Johnson home on several occasions and for many hours talked with Mr. Johnson. He told me his story and I took much of it down in short-hand notes. It was well understood between us that I would write the story for the Thompson Feature Syndicate, exactly as I have been doing. It was his story of his baseball career, as related by me.

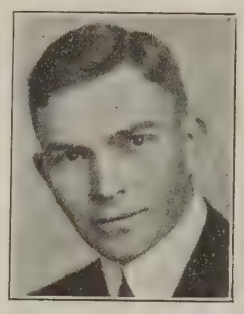
"When the series began to appear in print I had a telegram from Mr. Johnson saying that he wanted my story killed, because he proposed to write the 'same thing.' It then became evident to me that he proposed to sell his story himself, and regarded mine as a competitor. He had full right to syndicate a story, but to order mine out of the way seemed very unfair, particularly as I had his full permission. He had declined to accept my proposal that he share in the proceeds of my story.

"I am greatly embarrassed by his statement that my account is inaccurate. I have a reputation to maintain on that score, for I have interviewed many prominent people and this is the first time my honesty as a reporter has been challenged. It is untrue that my story was unauthorized. It is true that Mr. Johnson protested, but too late to be effective, even if I were disposed to permit anyone to recall an interview in such circumstances."

The Christy Walsh Syndicate notified EDITOR & PUBLISHER that an attorney had been retained to defend the right of Mr. Johnson to tell his own story himself, through that syndicate, but asserted that no suit had been brought to date.

The Duffs are coming back again, the United Feature Syndicate, New York, announced this week. The old comic strip will run under its former title of "The Doings of the Duffs," which it used when, drawn by the late W. R. Allman, it was handled by NEA, Inc., Cleveland. The revival is being staged through the co-operation of Mrs. W. R. Allman, widow of the originator, and W. O. FitzGerald, artist formerly with the *Detroit News*.

Tom W. Gerber, formerly promotion manager of the United Press Associations, has been appointed manager of the United Feature Syndicate, succeeding Norris Huse, who resigned recently, it was announced this week.



TOM W. GERBER

Mr. Gerber joined the United Press in 1915 as manager of the Portland, Ore., bureau. From there he was promoted to western business representative.

Leaving the U. P. later, he established the Arcady Company in Portland, Ore., a printing and advertising concern. A little more than two years ago, he returned to the U. P., and became manager of the Great Lakes Division. Last year he came to New York headquarters as promotion manager.

William E. Yelverton, managing director of Current News Features, Inc., Washington, D. C., announces an arrangement concluded with the Consolidated Press Association, whereby the sales representatives of the latter will handle all features produced by Current News Features, Inc. Services of the two organizations, however, will be in no way related.

When J. Carvey Pusey was in school, he was nicknamed "Pussy." Consequently he used to draw pictures of cats to amuse himself and his classmates. This week, at 23, he made his debut as a comic strip artist in the *New York Sun*, which started publication of his four-column strip, without balloons, called "Cat Tales," picturing the adventures of a cat. His work is being handled by the United Feature Syndicate, New York. At one time Pusey worked for the *Philadelphia Public Ledger*.

Ring Lardner, who writes in slang for newspapers through the Bell Syndicate, Inc., New York, is recovering from illness at the Nassau County Hospital, Mineola, L. I.

W. B. Seabrook has written a series of intimate interviews with Jack Dempsey, which, under the caption "Life of A Champion," will run in 28 daily and Sunday installments. Distribution is being handled by the King Features Syndicate, New York.

Bert Vincent last week joined the staff of NEA, Inc., Cleveland, coming from the *Evansville* (Ind.) *Press*.

Dr. Frank Crane has written a page article on Lincoln for the McClure Newspaper Syndicate, New York, for use on Lincoln's Birthday. It is illustrated by Reyburn Van Buren.

National News Service, Washington, D. C., is now furnishing a weekly News-Feature Clip Sheet devoted to the advancement of American interests in all parts of the world, and especially to the development of an adequate air force." George M. Battey, Jr., is editor and manager.

"Cross Word Funnies" is the latest puzzle innovation offered by McClure Newspaper Syndicate, New York. The puzzles, in which all definitions are humorous, are selected by Judge, comic weekly.

John T. McCutcheon, cartoonist for the Chicago Tribune Newspapers Syndicate, and Mrs. McCutcheon, left Chicago last week for San Francisco to sail on a world tour via the South Sea Islands.

Permanent roads are a good investment —not an expense

—and No Place to Go!

We find ourselves, almost without realizing it, a nation on wheels.

We drive or ride in 16,000,000 motor vehicles.

We pack the paved highways coming in and out of town. We over-run even so-called remote regions. And we are pounding to pieces all but permanent roads.

Next year 4,000,000 new cars will be on the road. Compared to this increase, the mileage of new permanent roads will be insignificant.

We don't want to be a nation on wheels, with no place to go.

The answer is, build more, and where necessary, wider concrete roads—*and start building them now.*

Not in a long time have general conditions been so favorable for carrying on such public works as permanent highway building.

Your highway authorities are ready to carry on their share of this great public work. But they must have your support.

Tell them you are ready to invest in more Concrete Highways, now.

PORTLAND CEMENT ASSOCIATION

111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

ADVERTISING AGENCY AFFAIRS

ANDREW ROSS, for the past six years general sales manager of the rmour Grain Company, became a mem- r of the George L. Dyer Company, ew York advertising agents, effective n. 1. Prior to his connection with the rmour Grain Company, Mr. Ross was les manager of the Kellogg Company, ittle Creek, Mich. He will have his adquarters in New York.

The Mumm-Romer Company, Colum- s, O., advertising agents, changed its me Jan. 1, to the Mumm-Romer-Jay- cx Company, in recognition of the serv- of C. L. Jaycox, vice-president.

Oswald F. Schuette, known for his vitings on business and politics, has ined the Conover-Mooney Company, avertising agents, Chicago, as vice-presi- nt.

Two additions to the staff of the ples Company, Chicago advertising ency, were announced this week. ey are: C. T. Frash, recently with E. W. Nichols Company, as account executive, and W. E. Kopplin, formerly in the advertising department of the Santa Fe, as service manager.

Brooke, Smith & French, Inc., advertising agency, was host in Detroit recently to 20 upper classmen and women who are studying advertising and business administration at the University of Michigan.

Conrad Lang, Jr., senior member of Institutional Advertising Service, Inc., New York, was elected president of the Homestead Civic Association of Woodhaven, L. I., this week.

F. W. Harvey, Jr., for nine years general manager of *Extension Magazine,* has joined the McJunkin Advertising Company, Chicago, as one of its vice-presidents.

Frances Hooper, for several years associated with the Marshall Field & Co. advertising staff, has opened her own agency with offices in the London Guarantee Building, Chicago.

WEEK'S PRESS FLASHES

ODERN fashions are not permanent, but when the North American In- n started in to bob hair it stayed bbed.—*Cleveland Times.*

The Chinese are taking up cross-word zzles. That is where we get even with m for sending us Mah Jong.—*New rk American.*

The mortgage on the home can't be ied by riding around in it.—*Columbia ord.*

The only Egyptian rulers that appear be perfectly satisfactory to Great tain are the mummied ones.—*Tacoma ws-Tribune.*

Americanisms: Scarehead, overhead, llhead.—*Baltimore Sun.*

udging by the number of waiters hur- ng southward there will be the usual ber of palms along the Florida coast season.—*New York American.*

A political fact is as stealthy as a cat. nors are the cat's whiskers.—*Phila- hia Evening Public Ledger.*

We sometimes wonder why the efficiency experts don't go into business for nselves and mop up. — *Columbia ord.*

Prosecution of the "Peanut Trust" is rmised. 'Tis lucky that the Peanut iticians' Trust is immune. Otherwise courts would be indefinitely clogged. *rooklyn Eagle.*

Another problem of this unsettled age whether a mother should be her daugh- guide of her pacemaker.—*Little k Arkansas Gazette.*

The Soviets have advised Trotzky to immediately to a resort in a warm ate. And Trotzky probably knows tly where he is being told he can go. *ew York Evening World.*

All this propaganda about the wave of perity that is coming on indicates the ultimate consumer is soon to get the neck.—*Columbia Record.*

A scientist ventures that some day we live on air. Then watch the "Free signs come down.—*Detroit News.*

Those who broadcast bedtime stories w little about a modern kid's bedtime. *assaic News.*

When the world gets through broadening the minds of the younger generation, how about doing a little something in the matter of their depth?—*Detroit News.*

Scientists say that family quarrels over the dinner table are bad for the digestion. But think how good they must be for the lungs.—*New York Herald Tribune.*

Most flivver wrecks are due to tight nuts.—*Columbia Record.*

PITTSBURGH DISPATCH BANS SCANDAL

New Evening Daily Launched Jan. 1 Pledges Clean News—Has 3,707 Stockholders—Using I.N.S. Service

The *Pittsburgh Daily Dispatch* made its initial appearance Jan. 1, as an eight-page, two-cent, independent, evening daily newspaper, as forecast in last week's EDITOR & PUBLISHER.

Officials of the new newspaper are given as George P. Grise, president-editor; Anne Core Grise, vice-president; Philip Anthes, treasurer; and A. M. Winner, secretary.

The management states the Daily Dispatch has 3,707 stockholders in Pittsburgh and Western Pennsylvania. It is not a member of the Publisher's Association of Pittsburgh.

"The Daily Dispatch has been founded for the purpose of publishing a daily newspaper, which is free, independent, and owes no allegiance to any group, either political or financial," a front page editorial announcement declared.

"The policy of the paper will be 100 per cent American. In short, it will be the people's paper—speaking the voice of the people to the people and for the people.

"We will try to get away from the idea that a newspaper must give the larger part of its space to scandals, divorces, murders, and the wreck and sewage that are dregs in the cup of life.

"The editors of this paper have instructions to write UP to the public, not down; to be frank and fearless in the treatment of editorial matter; to seek for the best and find it; to ferret out the worst and expose it; to sacrifice hairsplitting phases of good, old fashioned truth."

The news report of International News Service is used.

We are pleased to announce the appointment of

Chalmers L. Pancoast

as Vice-President

in Charge of Merchandising

MR. PANCOAST has for 20 years been an outstanding figure in advertising and publishing circles. He entered the advertising business as a copy writer for the Burrell & Fowler Agency of Cleveland; later he was connected with McManus-Kelly of Toledo and Mumm-Romer of Columbus.

Following this agency experience, Mr. Pancoast joined the editorial department of *System Magazine,* and became widely known through his articles on advertising and salesmanship in that and other publications.

Later he was advertising manager of Calumet Baking Powder Company, and from that position went to the *Chicago Tribune.* For 12 years he ably represented that newspaper and its affiliations as Director of Merchandising Service, New England Representative, and Eastern Division Manager of National Advertising. He was later entrusted with the responsibility of laying the advertising foundation of *Liberty Magazine.*

It is hardly necessary to emphasize that Mr. Pancoast's wide and successful experience will be a splendid asset to this agency, and of high value to our present and future clients.

CHARLES C. GREEN ADVERTISING AGENCY

INCORPORATED

450 Fourth Avenue :-: New York City

Philadelphia Branch, Real Estate Trust Building
Havana, Cuba **Montreal, Canada**

DETROIT NEWS WITH 30,604,504 LINES IS 1924 ADVERTISING LEADER

LEADERSHIP in total advertising lineage for 1924 is awarded the *Detroit News* in an advertisement of the *Los Angeles Times* this week. The latter, for the three previous years at the head of the lineage column, this year dropped behind the *Detroit News* and *Chicago Tribune*, but published its annual announcement as completely and brightly as ever.

The Times' "scorecard" shows the lineage leaders of 30 large cities. As reproduced below, it credits to papers publishing both morning and evening editions the edition which carried the largest volume of business. A comparative table follows showing the leaders of 1924 and the amount of business they carried in 1923, either from the Times' table of last year or from EDITOR & PUBLISHER'S tabulation where the Times did not issue a figure:

Newspaper	*1924 Lineage*	*1923 Lineage*
Detroit News	30,604,504	29,067,696
Chicago Tribune	28,181,121	28,041,477
Los Angeles Times	27,893,726	29,520,841
New York Times	26,283,924	24,101,226
Washington Star	25,313,753	23,846,758
Baltimore Sun	24,480,276	23,530,006
Pittsburgh Press	23,469,516	24,273,004
St. Louis Post-Dispatch	23,046,800	22,516,760
Columbus Dispatch	20,827,721	21,242,341
Philadelphia Inquirer	19,590,600	19,586,400*
Cleveland Plain Dealer	18,326,812	19,211,640
Oakland Tribune	17,654,420	16,507,740
Milwaukee Journal	17,630,937	18,354,313
Indianapolis News	17,357,724	17,710,428*
Louisville Times-Courier-Journal	16,900,605	10,599,696
New Orleans Times-Picayune	16,494,736	16,341,282
Dayton News	16,099,412	15,807,232
Birmingham News	15,881,446	15,350,986
Dallas Times-Herald	14,980,954	14,257,801
Toledo Blade	14,964,915	14,330,119
Portland Oregonian	14,451,528	13,782,076
Seattle Times	14,407,806	13,037,108
Minneapolis Tribune	14,356,863	14,764,192
Boston Globe	14,328,068	13,682,102
Cincinnati Times-Star	13,941,165	13,624,373
Buffalo News	13,929,481	13,967,880
Long Beach Press-Telegram	12,291,524	14,778,456
St. Paul Dispatch	11,908,708	13,259,232
Des Moines Register-Tribune-News	11,718,252	12,627,874
Omaha World-Herald	11,700,220	11,998,904

*Figures from EDITOR & PUBLISHER tabulation, Feb. 23, 1924.

Feb. 1 Pulitzer Award Deadline

Newspaper men intending to enter the contest for the Pulitzer Prize Awards in journalism were this week advised that Feb. 1 is the deadline set for submission of stories and nominations. Awards will be announced in June. They will be made by the trustees of Columbia University on the recommendation of the Advisory Board of the School of Journalism.

To Award Harvard Ad Prizes Jan. 26

Winners of prizes for the best advertising copy in 1924, offered by Harvard University, will be announced at a dinner to be held in Boston, Jan. 26, Deane M. Mallott, assistant dean of the University, announced this week.

Gerrity Heads Newswriters Union

Edward Gerrity of the *Scranton* (Pa.) *Times* staff has been elected president of Newswriters' Union in that city. Brychan Powell, also of the Times, has been named financial secretary and treasurer while Clarence Shaw of the Times becomes recording secretary.

NEW P. O. BILL SEEMS DOOMED IN CONGRESS

(*Continued from page* 12)

the measure sponsored by Senator Moses was intended as a substitute.

In attacking the proposed substitute, Senator Medill McCormick, of Illinois, presented a careful analysis of the bill to the Senate Monday in which he stated "it will be observed that the net increase in the first four zones amounts to $2,385,665.91, thus making the daily and weekly newspapers bear practically all the increased rates."

Representative W. W. Griest, veteran member of the Pennsylvania delegation, and chairman of the House Postoffice Committee, was another who expressed strong condemnation of the rewritten Sterling bill, and who predicted it would "never get by the House, if it did get through the Senate."

Senator McCormick's statement to the Senate Monday follows:

"An analysis of the effects of the rates in the Bill as amended shows that increases in the amount of $3,501,477.56 would be gained by the Department from the first- second, third and fourth zones, as against decreases in these zones incident to the quarter cent reduction on reading matter of $406,248.56. The Bill as reported to the Senate provides for no increased postage beyond the fifth zone, but rather for decreases in postage on advertising as well as on reading matter beyond that zone. It can thus be seen that all of the increases are confined to the first four zones in which 99 per cent of the circulation of daily newspapers is confined.

"It is estimated that the large city dailies now send only about 10 per cent of their total circulation through the mails, whereas the smaller dailies send from 25 to 30 per cent of their circulation through the mails. The large city dailies have a wider circulation than the smaller dailies. The small papers' mail circulation is confined almost wholly to the first two zones which are 150 miles in radius from the office of publication. In New York state alone the average haul of the smaller dailies is about 35 miles. With increases in postage provided only in the first four zones, it will thus be seen that the burden will fall almost wholly on the smaller daily newspapers, with no compensating effects from the reduction in postage in the further zones.

"There is appended to this statement a table showing the total increase and decrease on reading and advertising matter under the proposed rates. This table sets forth that the net increase which would be gained from these rates would be $642,678.19. This increase is arrived at by subtracting from the gross increase of $3,501,477.56, the gross reductions incident to the decrease in the rates on advertising in the far zones and the decrease in the rate on purely news matter in all the zones.

"It is the opinion of the publishers of the smaller dailies, however, that they will not be able to stand this increase in postage in the zones where they do business, and that the net effect of the Bill will be to curtail circulation in such a manner that the users of the long hauls will benefit, whereas the users of the nearby zone hauls will be driven out, and the government will suffer a net reduction in revenue without any compensating advantage of a net reduction in expense.

It will be observed that the net increase in the first four zones amounts to $2,385,665.19, thus making the daily and weekly newspapers bear practically all the increased rates.

TOTAL INCREASES AND DECREASES ON READING AND ADVERTISING MATTER

Zone	Increase	Decrease	Net Increase	Net Increase
1-2	$2,686,960.26	$671,740.97	$2,015,220.19	.....
3	.....	240,442.26	.....	$240,442.26
4	814,517.30	203,629.32	610,887.98	.....
5	.....	165,806.30	.....	165,806.30
6	.....	395,947.08	.....	395,947.08
7	.....	189.015.33	.....	189,015.33
8	.....	992,219.01	.....	992,219.01
	$3,501,477.56	$2,858,799.37	$2,626,108.17	$1,983,429.98

Net increase $642,678.19.

HERMAN BERNSTEIN'S "CLOSE-UPS OF EUROPE"

Three Features a Week — Three Beats a Week

First Release: January 12th

"HAS THE OLD WORLD BECOME NEW?"

A Brilliant Analysis of what the People of Europe are Thinking and Doing

Second Release: January 14th

"LORD BALFOUR ON WAR AND PEACE"

An Exclusive Interview with the Master of British Diplomacy, in which He Predicts Another War

Third Release: January 16th

"RAKOVSKY AND THE NEXT WAR"

An Exclusive Interview with the Soviet Ambassador to England, in which He Discusses the Friction Between Trotzky and the Other Soviet Leaders

No Contracts — *Sold on Merit*

Wire and Secure the Coming Beats

FEDERAL FEATURE SYNDICATE

160 Fifth Avenue — New York City

Churches Need Cultivation

Ministers all over the country are interested in display advertising, but in many cases they are unable to sell the idea to the boards which control the church purse.

Advertising managers and publishers can cooperate with the churches by selling directly to business and professional men space which will carry helpful suggestions to all the people of the town, urging them to attend some church.

Many papers have found such assistance has stimulated the use of larger space by individual churches.

Copy for such joint advertising is desirable. One series issued by this department may be obtained from Herbert H. Smith, 723 Witherspoon Building, Philadelphia, Pa. Price for use is 3 cents per week per thousand circulation.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World

383 Madison Ave. — New York City

BEN MELLON IS NOW VANDERBILT'S AGENT

Will Act as Personal Representative of Young Publisher on Pacific Coast While Latter Supervises Florida Interests

Cornelius Vanderbilt, Jr., publisher of Vanderbilt Newspapers Inc., this week announced the appointment of Ben Mellon of New York as his personal representative in San Francisco and Los Angeles.



BEN MELLON

Mr. Mellon will act directly for Mr. Vanderbilt in the conduct of the latter's business on the coast where he publishes the *Los Angeles Daily News* and the *San Francisco Daily Herald*, illustrated tabloid morning papers.

During the next few months young Vanderbilt will spend the greater part of his time in Florida supervising the launching of his third tabloid in Miami. Mr. Mellon left for the Pacific coast this week.

"Mr. Mellon is a thorough newspaper man of wide experience," Mr. Vanderbilt said in announcing the appointment to his staff. "It is his desire to work in hearty cooperation with the men who have helped to make the News and Herald the splendid successes they are today. It is my desire that Mr. Mellon be given the same help and confidence that you have given to me personally in the past."

Mr. Vanderbilt's new executive has had general experience in the editorial, business and circulation departments of newspapers covering a period of 23 years. He began newspaper work on the *Beaver* (Pa.) *Star* in 1903. Later he joined the *Washington* (Pa.) *Record*, and following this ran a news service in the Monongahela Valley. For a number of years he was in charge of the promotion for the *Pittsburgh Press*, and was at various times on the *Pittsburgh Post, Pittsburgh Sun, Seattle Post-Intelligencer*, and *Chicago Record Herald*.

In 1911 he wrote features articles for *Pearson's Magazine*. Entering press service work he acted as New England manager of the International News Service, and was connected with the New York office of the United Press Associations.

From 1919 to February 1924, Mr. Mellon was associate editor of EDITOR & PUBLISHER. It was while interviewing young Vanderbilt for EDITOR & PUBLISHER at the time the latter first entered newspaper work as a reporter for the *New York Herald* that the two became acquainted. They have been close personal friends since.

Regarding his new position Mr. Mellon stated that his appointment does not in any way affect anyone within the Vanderbilt organization.

"Mr. Vanderbilt is convinced by the success of his coast papers that he is right in his belief that the public wants clean newspapers, free of scandal," he said. "He is also convinced that the tabloid is the logical development considering the rapid disappearance of our dailies."

Mr. Mellon is a member of the New York Newspaper Club, and one of its original incorporators.

NO FRILLS ON THIS PROGRAM

"Newspaper Business—Strictly" Theme of Virginia Press Meet

"Newspaper Business—Strictly" is the label which has been attached to the program for the seventh mid-winter meeting of the Virginia Press Association, Charlottesville, Jan. 16-17.

BALTIMORE STUDENTS HEAR NEWSPAPER TALKS



BALTIMORE laws forbid any introduction of commercial interest in the schools. Baltimore newspaper men have something of educational value to talk about. Consequently, the laws were waived, and the three learned gentlemen of the press pictured above (from left to right) Henry Edward Warner, on the *Baltimore Sun*, and author of "Songs of the Craft" for EDITOR & PUBLISHER J. Carroll Mansfield, creator of "High Lights of History," educational comic strip; and Clarence R. Gettier, creator of "Sou to Lou" and "Girlygags," on Jan. 9, banded together for a series of rapid fire appearances before various Baltimore high school assemblies, speaking to about 8,000 pupils.

Mr. Warner took the lecture platform on the subject of "Newspaper Art" while the two comic strip artists worked on their easels on either side of him.

The subjects listed give proof this will be carried out. Addresses scheduled include: Dr. Edwin A. Alderman, University of Virginia, "Jefferson and Free Speech"; James H. Lindsay, editor and publisher, *Charlottesville Progress*, "Women as Linotype Operators," and Richmond Maury, *Richmond Times-Dispatch*, "Farm News."

Midwest Advertisers to Meet

Andrew W. Neally, of the Geyer-Dayton Advertising Agency, Dayton, O., announces the annual convention of the Fifth District, A. A. C. W. will be held in Detroit Jan. 29-30. Neally, as district chairman, has appointed Clinton F. Berry, advertising manager of the Union Trust Company, Detroit, convention chairman.

A. B. C. GROUP TO MEET

Newspaper Advisory Committee Confers in Chicago Jan. 14

First meeting of the Newspaper Division's Advisory Committee of the Audit Bureau of Circulations is scheduled to be held in Chicago, Jan. 14.

The committee was created at the 1924 annual A. B. C. convention in accordance with a resolution passed by all divisions for the purpose of bringing before the Bureau's board of directors any suggestions considered desirable for the welfare of the division or of any individual member.

E. Lansing Ray of the *St. Louis Globe-Democrat* is chairman of the newspaper committee. Other members are: T. R. Williams, *Pittsburgh Press;* Hugh O'Donnell, *New York Times;* Galt Burns, *Washington Star*, and Gardner Cowles, *Des Moines* (Ia.) *Register and Tribune-News*.

first! in OHIO

OVER 20,700,000 LINES in 1924

The Dispatch exceeded the next largest Ohio newspaper by over 2,000,000 lines and all other Columbus newspapers combined by over 3,000,000 lines.

NET PAID CIRCULATION 98,458

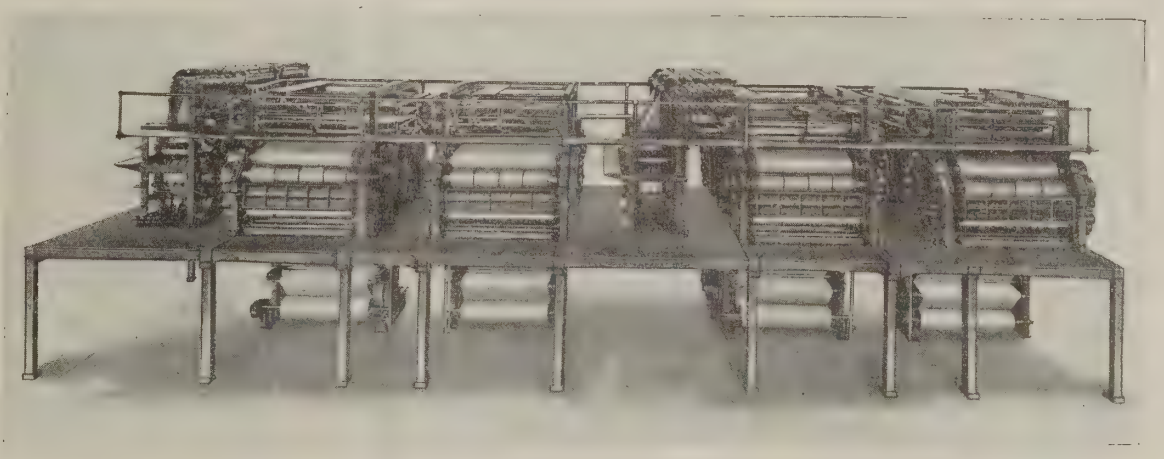
LARGEST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

The SCOTT

"MULTI-UNIT" DOUBLE-OCTUPLE PRESS



The Louisville Herald-Post, Louisville, Kentucky

Has just ordered one of these Scott Double Octuple Newspaper Printing Presses with Heavy Duty Folders for their new building. This press of great capacity will print and fold up to 64 page newspapers at a high rate of speed.

This is the Most Versatile Press Built

capable of operating as separate Quadruples, Sextuples, or Octuples, as desired, delivering all products, inset or in as many sections, as required.

We Also Build "Straight-Unit" Newspaper Presses

SCOTT PRESSES NEVER MISS THE MAIL

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO 1441 Monadnock Block NEW YORK 1457 Broadway, at 42nd Street

WHAT OUR READERS SAY

News Story Correction

To Editor & Publisher: The report in your issue of Jan. 3 of my remarks before the American Association of Teachers of Journalism in Chicago on Dec. 30, attributes to me one statement which I did not make and which is apt to cause confusion.

The quoted paragraph was as follows, attributing to me this statement:

"A correspondent in France is paid $12,000 by his newspaper, considered an excellent wage in the field, to interpret the French people and the French nation to the American populace. Why is it worth more than four times that to the French Government to have him color his reports on occasion."

Your correspondent totally mistook what I said. I was referring to the fact that newspapers often fail to pay men in most responsible positions as correspondents and reporters what the importance of their jobs really calls for. I then stated that there was a certain correspondent of the highest character and unapproachable integrity in France who was paid $12,000 a year by certain American newspapers to interpret the French Government and the French people to the American people, and that if this correspondent were not of such unimpeachable character it would easily be worth the while of the French Government or French interests to pay him four or five times such a salary to color his reports in favor of the French point of view.

My thought was that a man in such a responsible position should be paid a very high salary so as to place him above all possibility of corrupt approach, precisely as men in other highly paid trusteeships are compensated, and that the newspapers ought not merely to depend upon the fidelity to duty of their correspondents, but pay them in accordance with their responsibilities.

Ivy L. Lee.

Enjoyed Williams' Cartoon

To Editor & Publisher:—When I come home each night and find the Editor & Publisher on my table, I lose not time to grab it and read it through. The first time does not satisfy as it only shows up the headlines, but the second and third time gets into the heart of the matter which brings out the more important points. It is surely an educator for every person interested in the trade.

One thing that struck me more forcibly than common was the cartoon by "Jim" Williams in your issue of Dec. 13.

When I was a boy in Boston, Mass., the city of my birth, I used to visit the Boston Museum. It was in the days of the "60's" for we left Boston in 1872 directly after the Boston fire.

As one entered the door of that famous place of amusement, where William Warren and Annie Clark were the leading characters, and where there were thousands of characters, impersonating the past, in wax and other ways on exhibition, the first thing one would notice was a man in a glass case, which represented "Gulliver in Lilliputian Land." He was bound hand and foot with ropes and hundreds of these little men were clambering all over him and shouting their victory in the capture of one who was larger than several hundred of their own kind.

This cartoon is a splendid "modern" representation of the original which I saw in my boyhood days, and as soon as I saw it I said "Gulliver," and if you never read the book I would advise you to get it and read it. The new version, however, is not like the old, for there were paragraphs in it that the people of today would think immoral, but it was then written in plain words and told the facts just as they were.

If you should see "Jim" Williams again, give him my regards.

I must say that that two-piece suit, dress-or edition, just as you might call it, of Dec. 13, was a masterpiece, and you and your force are to be highly congratulated.

Henry Allen Brainerd.
Historian, Nebraska Press Association.

An Aid to Advertising

To Editor & Publisher: I want to congratulate you upon the excellent job you did for the space buying fraternity when you issued your recent Space Buyers' Guide.

We believe this is an annual feature which will be of great value to the advertising fraternity.

Wishing you all success for your publication. Milo Whittaker.
Prudden, King & Prudden.

Correcting Tacoma Wage Award

To Editor & Publisher: Possibly not worth while but the writer doesn't like typographical errors, etc., referring to Spokane dispatch, "Tacoma Dispute ended by Arbitration," in your issue of Dec. 20.

1. Old scale day $7.40, night $7.90, not $7.

2. Demand of Union was $8.75 (not $7.50) day and night $9.75, not $9.50, and therefore per week, 42 hours, $52.50, day and $58.50 night.

3. Los Angeles 45 hours, not 40.

The wage established per hour same as old scale, $1.05 7/10 day and night, $1.12 8/10, greater by 2 cents than Los Angeles scale.

The purchasing power of the dollar figured in the solution quoting Irving Fisher. The demand was based on increased cost of living, May 1924, over May 1922. Union failed to prove the contention.

John A. Rea,
Arbitrator.

"Herewith Check"

To Editor & Publisher: Herewith check in payment of my subscription for the coming year.

I do not know of any bill that I pay with the same sense of value received—and plus—as this too small yearly subscription to indispensable Editor & Publisher. B. N. Garstin.
New York Evening Post.

Concerning "Xmas"

December 24, 1924

To Editor & Publisher: In your issue of Dec. 20 you quote Mr. M. E. Foster, editor of the *Houston Chronicle,* as saying that the use of "Xmas" for Christmas is "inexcusable and borders on the sacreligious," and that his newspaper "urges its advertisers to use a little more respect for the word that ought to mean so much to us."

Perhaps it may interest other publishers to know that the *Christian Science Monitor* does not labor with advertisers as to whether they shall or shall not use the word in question. It just doesn't print "Xmas" in its columns.

Norman S. Rose, Advertising Mgr.,
Christian Science Monitor.

Call for "Xmas" Ban Heeded

To Editor & Publisher:—Editor & Publisher for Nov. 29, 1924, carried an article by John H. A. Kelly and an editorial appealing to the newspapers to bar the contraction "Xmas" from all reading and advertising columns.

In a bulletin issued twice a month by this Bureau, containing material for the use of editors of Y. M. C. A. periodicals, reference was made to this appeal, as you will note by the attached copy.

We have since received word from a number of Y. M. C. A. editors endorsing the plan to use the word "Christmas" in full so that none of its significance shall be lost.

The editor of the monthly paper published by the Albany Central Y. M. C. A. writes, "Your bulletin arrived just i time for us to correct our proof. W certainly approve."

From the Chicago Association come this word, "We intend to follow M Kelly's suggestion here."

Detroit.—"We are heartily in favor o eliminating the contraction 'Xmas' fro the American vocabulary."

Fort Wayne, Ind.—"We certainl agree. You may be interested to kno that two years ago an editorial appeare in our 'Live Y'er' touching on this ver thought."

Scranton.—'We agree that 'Xmas' i too important to abbreviate."

Kirtalnd A. Wilson,
Bureau of Information, Y. M. C. A.

Former Wisconsin Publisher Dead

Thomas B. Reid, 81, editor and publisher of the *Appleton* (Wis.) *Post* fron 1865 to 1920 died Jan. 1, at Phoenix Ariz. Mr. Reid was United States Consul to Portugal from 1877 to 1881 and for nine years, 1898 to 1907 was United States Marshal.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,703

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

Los Angeles
EVENING HERALD
Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

New Haven Register
is New Haven's Dominant Paper
Circulation over 42,171 Average
Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

All Louisiana and MISSISSIPPI Listens In For
RADIO NEWS in the NEW ORLEANS **STATES**
The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles
New Orleans States

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

In New Orleans its
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Unexcelled as a Food Medium.
4 to 6 food pages every Thursday.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

WRITERS SHOULD AVOID TELEGRAPHER COMPLEX

Gilbert Gabriel, New York Telegram and Evening Mail, Claims "Benevolent Marble Heart" Needed by Newspaper Men

Gilbert Gabriel, dramatic critic, of the *New York Telegram and Evening Mail,* and novelist, this week suggested that newspaper men should avoid what might be called "the telegrapher complex," if they want to become successful writers.



GILBERT GABRIEL

"Newspaper work is the best training in the world for a novelist—yes," he said. "But the newspaper man must avoid the usual, external treatment of news, which should be the exclusive copyright of telegraphers.

"They should rather cultivate a benevolent marble heart, and, looking at the world from the outsider's lofty point of view, still be kind and human to its creatures.

"Consider the old telegrapher," he continued. "He winces not, nor does he weep. With impassive face, his casual hand clicks off the news of a suicide, a murder, an earthquake in Japan, a typhoon, a railroad or ship disaster.

"What is he but a waste basket, into which the crudities and inanities of life are poured?

"Does he care?

"Certainly not. His greatest concern is to keep his stub of a pipe lighted.

"And too often, the newspaper men who supply him with copy become afflicted with the 'telegrapher complex.'

"After all, to use William McFee's phrase, the only attitude that can thrive in this world is that of a benevolent marble heart. A decent newspaper man has or gets this attitude.

"Then, while looking at the world from a complete outsider's point of view, he will also have sympathy. He will not be content with external news, he will go in for psychology and the deeper subtleties, and will become a successful writer."

Mr. Gabriel has been in newspaper work since graduating from Williams College in 1912, being most of the time on the *New York Sun,* where he was reporter, music critic and book reviewer. He is author of a novel published this year called "The Brownstone Front," and also of "Jimminy" and "The Seven Branch Candle Stick."

Daily Issues Annual Book

The *Frederick* (Md.) *News-Post* has issued its annual year book containing facts about the city, county and state, as well as much miscellaneous information.

FORESHADOWED EVENTS

Jan. 13—Sphinx Club Dinner, Waldorf-Astoria Hotel, New York.

Jan. 13—Advertising Club of New York, luncheon to Sir Esme Howard.

Jan. 14-15—National Conference on Distribution, Washington, D. C.

Jan. 15—Nevada Press Assn. annual meeting, Lovelock, Nev.

Jan. 16-17—American Society of Newspaper Editors, annual meeting, Washington, D. C.

Jan. 16-17—North Dakota Press Assn., winter meeting, Valley City, N. D.

Jan. 16-17—Virginia Press Assn., mid-year meeting, Charlottesville, Va.

Jan. 16-17—Northeast Nebraska Editorial Assn., meeting, West Point, Neb.

Jan. 21—Arizona Newspaper Publishers Assn., Tucson, Ariz.

Jan. 22-23—Indiana Republican Editorial Assn., mid-year meeting, Indianapolis, Ind.

Jan. 23-24—Colorado Editorial Assn., meeting, Denver.

Jan. 24—Alabama Press Assn., southern section, mid-year meeting, Montgomery, Ala.

TWO WIRE PRINTER FIRMS MERGED

Morkrum and Kleinschmidt Companies Consolidate in Chicago Jan. 2, Ending Long Patent Litigation—New Stock Issued

Long patent litigation between the Morkrum Company of Chicago and the Kleinschmidt Electric Company of Long Island, N. Y., manufacturers of telegraphic typewriting machines used by news services, was ended by consolidation of the companies, Jan. 2, in Chicago.

The new corporation known as the Morkrum-Kleinschmidt Company will issue $1,500,000 in preferred stock and 10,000 shares of no par value common stock. None of the stock will be offered for sale. Headquarters are now in Chicago.

The merging of the two companies is the latest development in the long progress of a romantic feature of the electrical age—the operating of typewriting machines by telegraph.

Radio typewriting has been done, but this step still is in the experimental stage.

The Long Island plant of the Kleinschmidt concern will continue operation until the Morkrum plant can be expanded. The present Morkrum plant occupies about 40,000 square feet of space and is expected to be virtually doubled by the consolidated organization.

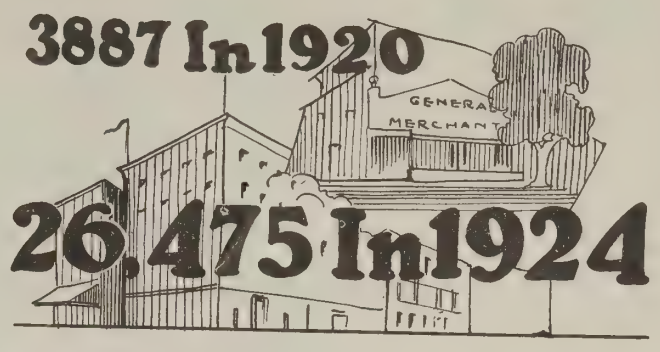
The officers of the new corporation are Sterling Morton, president, who has been head of the Morkrum Company; Edward Kleinschmidt and Howard L. Krum, vice-presidents; Daniel Peterkin, Chicago, treasurer, and William Kleinschmidt, secretary.

Schenectady Daily to Build

The Schenectady Union Publishing Company, publishers of the *Schenectady Union-Star,* this week purchased a site for a new building. Construction work will start in the near future. New equipment, including a Hoe sextuple press will be installed.

Editorial Staff Dinner

Sixty members of the editorial staff of the *Buffalo Evening News* held a gridiron dinner Jan. 3. Guests included Edward H. Butler, proprietor, and all department heads of the newspaper.



El Dorado, Ark.

A sleepy South Arkansas hamlet in 1920—A live, fast growing city four years later. The sensational growth of El Dorado has commanded the attention of hundreds of national advertisers.

El Dorado, in 1924, launched three important projects, paving, sewers and schools. The former has been completed. Fifteen miles of interlocking concrete streets extend into the residential sections of the city.

A $500,000 sewerage system is now nearing completion.

The new El Dorado High School, which represents an investment of $337,000 in educational facilities, is now under construction.

At the close of 1924, public utilities report gains in service connections from 5 to 16 per cent over 1923.

More than $800,000 was spent during the past year in the construction of fine homes.

The banks of this city, at the close of this year, showed a gain of $2,000,000 in deposits.

El Dorado Daily News

The merchandising and service department offers full co-operation to national advertisers.

The El Dorado Daily News is published every day excepting Mondays. It carries a full leased Associated Press wire, full N. E. A. service, with numerous feature pages through the week. The News is a member of the Audit Bureau of Circulations. It is the only morning publication between Little Rock, Ark., and Shreveport, La., and dominates the field, carrying six times the national advertising of any other newspaper in the territory.

The S. C. Beckwith Special Agency
National Representative

PLUMBERS USING DAILIES TO COMBAT "I FORGOT MY TOOLS" JOKE

But That Effort is Only a Phase of a Large Cooperative Movement to Increase Business Through Newspaper Advertising

By HAMMOND EDWARD FRANKLIN

THE plumbing dealer has been considered for many years a poor prospect as a steady newspaper advertiser.

The average plumber has known little or nothing about advertising in any form, and cared less. He has been too busy in other directions to give the subject much thought. When he has advertised, he has looked for too quick results and has not had particularly constructive copy to use.

Today the plumbing dealer is emerging from the dark ages of doing business and in many cities becoming a better merchandiser, which means he is much more ready to become a steady, more skillful advertiser than at any previous time, provided he can be encouraged to go ahead by the local newspaper.

Slightly over four years ago the manufacturers and wholesalers of the plumbing and heating industry sponsored and financed a co-operative non-profit organization, the National Trade Extension Bureau, located in The Mercantile Bank Building, Evansville, Ind., for the purpose of making the plumbing and heating contractor a better business man.

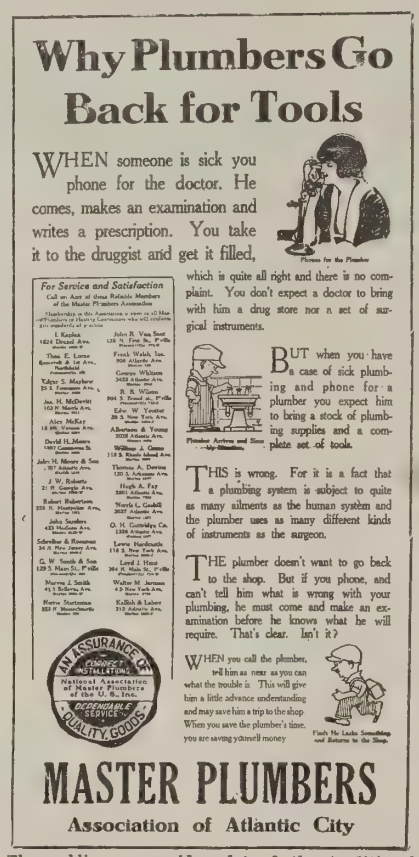
The bureau has extended its service greatly. It has done much to standardize catalogs, give personal help to dealers through an active field department, stimulate interest in the problem of where apprentices are coming from and their training, show dealers how to keep books and figure costs, furnish sales helps and advertising ideas, aid in store planning, provide window display material, study the statistics of the industry, and many more things besides. It issues a monthly bulletin to some 35,000 dealers. Its text books on financing, systematizing and managing the office, accounting, estimating and contracting, compiling and using a mailing list and similar matters have been of great help to new and old dealers.

Copy ideas appropriate to the season for use by local dealers are furnished monthly. Mats of the advertising may be obtained at cost or less by the newspaper or the dealer. Any reader of EDITOR & PUBLISHER may obtain details from Howard E. Jones, director of the bureau's sales help service.

The bureau has worked out a chart of fixed charges or operating costs. It estimates that for advertising and donations, the dealer should be spending money for advertising thus:

Volume of Business Per Year	Advertising and Donations
$7,500	$110
10,000	150
15,000	225
20,000	285
25,000	325
35,000	375
50,000	450
75,000	600
100,000	750
150,000	900
200,000	1,050
250,000	1,200

If all dealers in the country were investing even this modest percentage in newspaper space, the newspapers would



The public can avoid a lot of the traditional woes of plumbing repairs by its own thought and effort, declare the Atlantic City masters in paid newspaper space.

be enriched by many hundreds of thousands of dollars a year in the aggregate and the public would have an entirely new conception of the plumbing and heating dealer, the services he renders society and his place in the community.

"For four years now the sales-help service of this bureau has been pounding away on the subject of newspaper advertising, and we are commencing to produce results," Mr. Jones commented. "For some unaccountable reason, we have not awakened intelligent co-operation on the part of the newspapers to the extent that our efforts, offers and purposes would justify. Out of a personal experience in the newspaper field, combined with the experience of the last four years, I am wondering somewhat if there are not too many newspaper advertising departments which value the legs of a 'copy-chaser' more than the brains of a real promotion man.

"All of this advertising we are encouraging is done on a local advertising basis. We neither seek nor desire compensation from the newspaper nor from the client in the matter."

If the monthly service does not fill a particular problem, the bureau prepares localized copy. It will get up a complete schedule if necessary, the space to be paid for by the local dealer.

Many cities have Master Plumbers' or Heating Contractors' Associations, which, with assistance in copy from the bureau, have launched year-'round co-operative newspaper advertising campaigns. Cities where co-operative campaigns were published last year included:

Birmingham, Ala.; Sacramento, Cal.; Denver, Col.; Wilmington, Del.; Savannah, Ga.; Peoria, Ill.; Quincy, Ill.; Rock Island, Ill.; Bloomington, Ind.; Evansville, Ind.; Ft. Dodge, Ia.; Kalamazoo, Mich.; Lewiston, Me.; Lowell, Mass.; St. Paul, Minn.; Winona, Minn.; Lincoln, Neb.; Atlantic City, N. J.; Montclair, N. J.; North Wildwood, N. J.; Newburgh, N. Y.; Binghamton, N. Y.; Syracuse, N. Y.; Asheville, N. C.; Durham, N. C.; Greensboro, N. C.; Columbus, O.; Zanesville, O.; Portland, Ore.; Erie, Pa.; Hazleton, Pa.; Lancaster, Pa.; Pittsburgh, Pa.; Reading, Pa.; Scranton, Pa., Memphis, Tenn.; Galveston, Tex.; Houston, Tex.; Richmond, Va.; Milwaukee, Wis.; El Paso, Tex., and Oklahoma City, Okla.

In cities where there is an association, action often can be obtained through the secretary of the local organization. If there is no association, the idea can be sold to the dealers by the newspaper solicitor, armed with necessary proofs.

A better opinion of these trades and the men engaged in them is one purpose of the copy. Much can be done in co-operative advertising which the individual dealer cannot afford. A permanent committee or individual to handle the advertising is suggested.

Instead of talking specific products, the copy is devoted largely to advertising the use or service of the commodities furnished by this trade. A seal and guarantee form a part of much of the copy.

The bureau is of the opinion that listing names of members financing the local campaign wastes space, and that it is better to devote the space so taken up to constructive copy. Members are expected to do some advertising of their own to supplement the co-operative campaign.

During 1925 the bureau will push the idea of "Ask 'em to buy," which has been effective in automobile accessories.

The age-old joke about the plumber who always goes back for his tools is one of the misconceptions which the plumbing and heating dealers are countering through advertising, as illustrated by the accompanying reproduction of a half-page advertisement in the *Atlantic City* (N. J.) *Evening Union,* headed "Why Plumbers Go Back For Tools."

You Know It's

The Beacon Journal

In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

LEADERSHIP

Continuous preference on the part of advertisers proves the responsiveness and explains the leadership of the

NEW YORK EVENING JOURNAL

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President. Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City. Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

The **Plain Dealer**

has the

Largest Circulation of Any Cleveland Daily Newspaper

205,569

J. B. Woodward, 110 E. 42d St., New York. Woodward & Kelly, Security Bldg., Chicago

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

OLD TIMERS RENEW CUB DAYS AT NEWSPAPER CLUB



"OLD TIMERS' NIGHT" at the New York Newspaper Club Dec. 0 brought together many former star re-orters of early New York newspaper ays. Above are shown several of the riginal Amen Corner members (from left to right) Ben B. Odell, former Governor of New York; Lafayette Gleason, William R. Wilcox, William Leary, Harold Anderson, Willis Holley, Luther B. Little and George F. Spinney. Not included in the picture, but much in evidence at the celebration was Robert E. Livingston, of the Consolidated Gas and Electric Company, formerly of the old New York Herald, and still an associate member of the Newspaper Club, well known by New York newspaper men.

ASKS BILLBOARD TAX

Delaware Official Wants State Control and Levy of 10c. Per Square Foot

C. D. Buck, chief engineer of the Dela-ware State Highway Department, in his eport for the year 1924, recommends hat the Legislature enact a law that will nable the department to control the erec-ion of billboards along the public roads, nd also to collect a tax of 10 cents per quare foot on every board within 200 eet of a public road.

In his comment in support of the ecommendation Mr. Buck points out that t is the public road that makes the board aluable and not the private property on which it is erected, therefore, if there is o be any revenue at least part of it be-ongs to the public, which owns the roads.

He said also that if the department were given regulatory power it could pre-ent the erection of boards at points where they obstruct intersecting roads.

Central N. Y. Publishers Meeting

Stronger organization, and the need of field secretary are to be discussed at he annual convention of the Central New ork Press Association, being held at yracuse University, Syracuse, N. Y., an. 10. Hugh Parker, president, has rged all members to attend. John W. Baker, editor of the *Ithaca* (N. Y.) *ournal-News*, and president of the New ork State Press Association, will speak n the value of a paid field secretary, nd T. H. Townsend, assistant editor of he *Dairymen's League News*, on "Or-anization."

SERGENT PROMOTED

Becomes Business Manager of the Louisville Herald and Post

Paul O. Sergent, circulation manager of the *Louisville Herald and Post* has been made business manager of the two newspapers. The appointment follows a reorganization coincident with the purchase by James B. Brown of the interest in the publications held by Richard G. Knott and Mrs. R. W. Knott, announced last week.



PAUL O. SERGENT

Mr. Sergent began newspaper work on the *Grand Rapids Press*, becoming circulation manager. He left the newspaper business to serve in the aviation corps during the war, and after the war became circulation manager of the *Baltimore News and American*. He left to become circulation manager of the *N. Y. Herald*.

Following the sale and consolidation of the Herald with the *Tribune*, Mr. Sergent joined the Louisville papers.

Tennessee Would Ban Billboards

A bill, which would eliminate and prevent erection of advertising signboards on the State road system, is to be presented to the Tennessee Legislature.

America might enjoy happiness and prosperity if it could ban jingo and make the gin go.—*Norfolk-Virginian-Pilot.*



200% Increase In Circulation

In October, 1923, when J. D. Chamberlain, editor of the Marietta (O.) Register, bought the complete ASSOCIATED EDITORS' SERVICE, the Register had a circulation of 1500.

On December 31, 1924, when the contract was renewed, the circulation had increased to nearly 4500.

* * *

Associated Editors service consists of 15 high-grade features, released daily, semi-weekly and weekly.

Write Mr. Chamberlain for his opinion of the service. Wire or write us for samples.

ASSOCIATED EDITORS, INC.
440 S. Dearborn St., Chicago

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle



Imperial
in the
Black Diamond Region

WILKES-BARRE amidst the coal fields of Pennsylvania helps supply American industries and American homes with fuel for power and heat.

Its 73,000 citizens look to *The Evening News, Wilkes-Barre Record* and *Sunday Independent* to keep them informed on local, national and international events.

The publishers of these three dependable newspapers all saw fit to depend upon the Imperial Plus Plan for taking care of their metal. Their decision was based upon a desire to get the highest efficiency and the most years of service from their metal.

Resolve to Use the Plus Plan in 1925

Such a resolution carried out combines with it increased metal efficiency, dependability and economy as shown in added years of metal service. May we send you the plan now?

Imperial
METAL
Linotype—Monotype—Intertype—
Stereotype
Elrod—Ludlow—Linograph—Thompson
Imperial Type Metal Co.
New York—Philadelphia—Cleveland—Detroit





LOUISVILLE HERALD-POST'S NEW $500,000 HOME



(*By Telegraph to* EDITOR & PUBLISHER)

LOUISVILLE, Ky., Jan. 6.—Plans for the new half million dollar home of the *Louisville Herald-Post* have been changed somewhat since first announcement of purchase of a large building on Fifth street for housing the plant. It was found that in spite of the large size of the building, it will not be possible to get all operating departments on the floor.

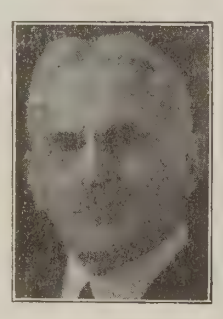
Another story will be added at once, work to start next week. It is planned to have the plant in operation by late spring. The basement will be used for ink and paper storage. In the rear the eight new Scott presses will be fed, although they will be operated on the first floor. The two companies now have 31 Linotype machines. These, with the stereotype equipment, etc., which will be moved into one plant. A photographing and engraving department will be just off the stereotype room, which will be adjacent to the composing room.

The business and advertising departments will be on the first floor forward of the composing rooms, while the present balcony in the building will be widened, leaving a well, and will be used by the circulation and mailing departments. At the rear a full third floor, new throughout, will be used by the editorial department, library, morgue, etc. Joseph & Joseph are the architects.

MERRIAM RE-ELECTED

Mount Vernon Publisher Again Heads Westchester County Publishers

F. A. Merriam, publisher of the *Mount Vernon* (N. Y.) *Argus* and the *New Rochelle* (N. Y.) *Standard-Star*, was unanimously re-elected president of the Westchester County Publishers Association at a meeting held this week.



F. A. MERRIAM

The association's constitution was amended to make newspaper publishers in adjoining counties eligible for membership.

Other officers re-elected were: vice president, Wallace O'Dell, of the *Tarrytown News;* secretary-treasurer, Thomas Blain, of the *Portchester Item.*

LINOGRAPH INVENTOR DIES

Hans Peterson Perfected 12-Magazine Type Setting Machine

Hans Petersen, 52, inventor of the Linograph typesetting machine, vice-president and general manager of the Linograph Company, of Davenport, Ia., died at 6:15 o'clock the morning of Dec. 25, after several months' illness in his home in Davenport. Mr. Peterson was noted in this country and abroad as an inventor, his biggest accomplishment being the development 12 years ago of the Linograph. He has finished several improvements to the finished machine and two years ago worked out a 12-magazine typesetting machine.

His inventions in this field have been the foundation of one of Davenport's most important industries. His brothers, P. O. Petersen and J. C. Petersen, were associated with him in the firm.

Mr. Petersen was born in Denmark March 4, 1872 and came to this country, when a child, with his parents. The family went to Minnesota and after a few years moved to Minneapolis, where he had resided until 12 years ago when he came to this city and launched his manufacturing company.

JACKSON'S ESTATE TO WIDOW

Son and Grandson Given $1,000 Each —Property Valued Near Million

C. S. Jackson, publisher of the *Portland Oregonian Journal,* who died Dec. 27, bequeathed nearly his entire estate to his widow, Mrs. Maria C. Jackson. The will, dated Dec. 29, 1920, left $1,000 to his son, Philip L. Jackson, who has been the active head of the Journal since his father's health broke down several years ago, and $1,000 to his grandson, C. J. Jackson, Jr.

Miss Julia Hobday, a niece, named with Mrs. Jackson and Philip L. Jackson, as joint executors of the estate is to receive $5,000 for her services. The entire residue of the estate goes to the widow unconditionally. The will does not place any value on the estate. The only official value is contained in an inventory and appraisement filed in Court June 13, 1923, which placed the value at $982,581.80.

The larger holdings of the estate were listed, approximately, as follows: Liberty Bonds, $80,000; United States Treasury Certificates, $27,200; Journal Building Company, $150 000; Journal Publishing Company, $531,000; the home property at 610 Salmon street, $10,000.

AMERICAN NEWS CO. MOVES

Largest Periodical Distributing Firm Occupies New Quarters

The American News Company, Inc., moved Jan. 5, from Park Place, New York, to its new home at 181 Varick street. Since its organization in 1864, the company has grown to be one of the largest periodical and book distributing agencies in the world.

More than 50,000 dealers throughout the United States, Canada, and foreign countries are served by the American News Company, which is said to do a business of between $60,000,000 and $80,000,00 annually. John Hamilton is the only one of the seven founders still alive.

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
October circulation (net paid)
Daily Circulation.....137,824
Sunday Circulation.....197,347
Member A. B. C.

The Market--Kansas
The state that raised the biggest crops in 1924—154,253,000 bushels of wheat and 137,241,000 bushels of corn, plus other big grain yields.
The state where the cash gain on wheat and corn alone is $160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.
The Medium --- Daily Capital
The only Kansas newspaper that covers the entire state.
It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka trade territory. Circulation 36,000. Member A. B. C.
Topeka Daily Capital
Topeka, Kansas
Arthur Capper, Publisher
Marco Morrow, Asst. Pub.

San Francisco Chronicle
M. H. de Young
Leading Newspaper of the Pacific Coast
"Blankets" Northern and Central California
A clientele that can and does buy everything
National Advertising Representatives
Williams, Lawrence & Cresmer Co.
225 Fifth Ave. NEW YORK
360 N. Michigan Ave. CHICAGO

first!
—in circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia and GROWING!

2000 ATTEND DINNER TO JOSEPH BANNON

Hearst Pays Tribute to His New York Circulation Manager in Telegram Read at Astor Banquet, January 4

He is a worker who possesses energy, riative, and persistence, the three quali- that make success."

his was the tribute from William dolph Hearst, paid Joseph D. Ban-, president of the Newspaper and il Deliverers' Union of New York, circulaton director of the New York irst publications, when he was guest honor at a banquet at the Hotel Astor, w York, Jan. 4. More than 2,000 nds attended.

he message from Mr. Hearst, who t San Simeon, Cal., was read by Ar- Brisbane.

he toastmaster was E. T. O'Lough- rand among those who spoke, in addi- to Mr. Bannon, were Mr. Brisbane, is Wiley, business manager of the *w York Times,* Peter J. Brady, James Holland, Edward Bader, and Bernarr fadden, publisher of the *New York ning Graphic.*

thers at the guest table were H. M. erts, business manager of the *New k American,* Howard Davis, business ager of the *New York Herald Tri-*, Mayor Frank Hague of Jersey , Gene Fowler, day managing editor, William A. Thayer, night managing r of the *New York American.*

s a fellow gets on, if he has lived as we of the newspaper game must he realizes that when it is all said done, the finest gifts of this life are ds," Mr. Bannon said.

nong those who were unable to at- and sent messages of regret were k A. Munsey, publisher of the *New Sun, New York Telegram-Mail,* magazines, and Bradford Merrill, ral manager of the Hearst news- rs.

AD TIPS

liam Henry Baker, Guardian Building, and. Now handling account of The , Friedlander & Martin Company, Toledo, facturers of "Redfern-Lucile" coats and

H. Cochrance Company, 30 North Dear- street, Chicago. Sending out copy on the hin Chemical Company of Chicago.

ins-Kirk, Inc., 752 North Michigan ave- Chicago. Preparing a list of papers in James S. Kirk Company will be used.

chy Company, 9 Murray street, New Placing orders with newspapers in s sections for Allen S. Olmsted, "Al- Foot-Ease," Le Roy, N. Y.

iam F. Dobbs Agency, Danbury, Conn. secured the account of the Kerr Chemical ny, flax seed emulsion, Danbury, Conn.

.. Denne & Company, Ltd., Reford Building, Toronto, Ont., Canada. Now handling accounts of Williard's Chocolates Limited, Toronto, and E. & S. Currie, Limited, Toronto, manufacturer of men's dress accessories.

Donovan & Armstrong, 1211 Chestnut street, Philadelphia. Reported to be making up list for Topkis Bros. Company, underwear, Wilmington, Del.

Gundlach Advertising Agency, Wrigley Building, 400 North Michigan avenue. Sending out a new campaign on Chase Candy Company to a group of papers in Kansas and Missouri.

William Irving Hamilton, 267 5th avenue, New York. Reported will place account of Wm. H. Bacheller Co., Inc., "C. C. A." cigar, Worcester, Mass.

Hanff-Metzger, 95 Madison avenue, New York. Placing orders with some Ohio and Pennsylvania newspapers for the Cameo Record Corp. phonograph records, New York.

S. D. Hofheimer, Land Title Building, Philadelphia. Reported will shortly make up a newspaper list for the Mifflin Chemical Corp. alkohol, Philadelphia.

Charles W. Hoyt Company, 116 West 32nd street, New York. Has secured the accounts of the American Hard Rubber Company, radio panels and "Ace" combs, New York; Chas. Gulden, mustard, New York, and the Sanitas Company, Inc., Brooklyn, manufacturers of "Stim" a hair and scalp treatment and "Pineglow" shampoo.

H. W. Kastor & Sons, Lytton Building, Chicago. Renewing some newspaper contracts for the Williamson Candy Company "Oh Henry" candy, Chicago.

H. W. Kastor & Sons, Arcade Building, New York. Now handling account of the Congress Cigar Company, "La Palina" cigar, Philadelphia.

Kling Gibson Company, 220 South State street, Chicago. Placing copy to a large number of eastern papers on Edna Wallace Hopper.

H. E. Lesan Advertising Agency, 440 4th avenue, New York. Making some contracts for the Guaranty Trust Company, New York.

Lord and Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. Placing copy in Western newspapers on the California Prune and Apricot Growers.

Lord & Thomas, 247 Park avenue, New York. Reported to be placing account of Fulls & Hatch Company, Hatchway Men's undercloth- ing, Albany, N. Y.

MacManus, Inc., 82 Hancock avenue, East Detroit, Mich. Renewing newspaper contracts for the Maxwell Motor Sales Corp., Detroit.

John F. Murray Advertising Agency, 598 Madison avenue, New York. Making 5000-line contracts with newspapers in various sections for R. L. Watkins Company, mulsified cocoanut oil shampoo, New York.

Harry Porter Company, 15 West 44th street, New York. Placing schedules with newspapers for Thos. Leeming & Company "Baume Bengue," New York.

Arthur Rosenberg Company, 110 West 34th street, New York. Has secured the account of the Preferred Radio Products Corp., New York.

Frank Seaman, Inc., 470 4th avenue, New York. Placing account of the Gillette Safety Razor Company, Boston.

J. Walter Thompson Company, 410 No. Michigan avenue, Chicago. Making contracts with newspapers in various sections for the Hoosier Mfg. Company, "Hoosier Kitchen Cabinets," New Castle, Ind.

Waters Advertising Agency, 37 West 39th street, New York. Now handling accounts of the Kuckro Chemical Company, Westminster Engravo Company, the Safety Transit Bus Company and Dazian's, Incorporated.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Placing copy in eastern papers on the Ingersoll Redipoint Company.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Cartoons

ALT MUNSON'S "TIME TO CRAB"
Appearing in Brooklyn Eagle
ature Syndicate, 110 W. 40th St., N. Y.

Editorials

IMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

WORLD'S FAMOUS AUTHORS
lled selection, serials, novelettes, shorts. for Authors, 33 W. 42d St., New York.

"STORIES"
Lewis Wilson Appleton, Jr.
44 Margaret St., Philadelphia, Pa.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

FOR SMALLER PAPERS
A new and snappy weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Sport Cartoon

"BUDDIE SHEEL'S" DAILY COMMENT ON the Sport World. Featured by Brooklyn Times Tri Feature Syndicate, 110 W. 40th St., N. Y.

IOWA

A Factory State of World-wide Interest

Iowa is the leading agricultural commonwealth of the United States. It is so well known in this particular, that the fact that it is also a great manufacturing state is not fully realized. Manufacturing and industrial enterprises have grown by leaps and bounds.

Iowa has many factories that sell their products throughout the world. These factories are not centered in a few cities, but are scattered broadcast over the state. This type of industry proves Iowa to be a true factory state, drawing upon the whole world for raw material and converting it into merchandise for world markets.

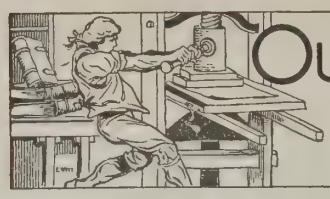
The most important industries serve agricultural interests — meat packing, cereal preparations and dairy products.

Over three-quarter of a billion dollars' worth of products are sold annually by the 5700 Iowa factories. This means that from 80,000 to 85,000 factory workers draw wages exceeding $100,000,000 annually.

This factory and agricultural market offers an attractive field to all national advertisers.

	Circulation	Rate for 5,000 lines
*Burlington Gazette .....(E)	10,164	.04
*Cedar Rapids Gazette .....(E)	21,481	.07
*Davenport Democrat & Leader.....(E)	14,564	.06
*Davenport Democrat & Leader.....(S)	17,895	.06
†Davenport Times .....(E)	24,676	.07
*Iowa City Press-Citizen.....(E)	6,387	.035
*Mason City Globe Gazette .....(E)	12,622	.04
*Muscatine Journal .....(E)	7,762	.035
*Ottumwa Courier .....(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

* A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

DURING a trip through the Shenandoah Valley last spring William F. Bigelow, editor of *Good Housekeeping* remarked to me after we had attended several social functions, "I wish you would keep quiet about my being editor of *Good Housekeeping*. The minute you mention that fact the women begin to say nice things about my magazine. What I want to get from this trip is not praise, but criticism."

Practical editors invite criticism; so do teachers of journalism. Consequently, I am inclined to believe that John W. Cunliffe, director of the Pulitzer School at Columbia, is not very much excited over "The School of Journalism—A Myth" which Frank McCabe contributes to the December issue of the *Columbia Varsity* —the illustrated literary magazine of Columbia University.

The editorial subhead under the title is as follows:

Mr. McCabe, a member of the staff of the New York World and a former student in the School of Journalism, has based this criticism of the "Reporter Factory" entirely upon facts and he carefully explains the faults of the weakest of Columbia's Graduate Schools.

As a former student of the Pulitzer School, Mr. McCabe has a perfect right to be as critical of the instruction as he chooses. Of his own experiences he doubtless can speak with authority. But when he attempts to set forth the opinion of an experienced newspaper man toward technical instruction in journalism one may, it seems to me, question his assertions.

The Director of the Pulitzer School at Columbia needs no assistance from me in the matter of a defense of the curriculum; but because this indictment by Mr. McCabe, while referring to the Pulitzer school in particular includes other schools in general, I want to take up several points which he raises in his article. One of his greatest indictments of the Pulitzer School of Journalism in the twelfth year of its existence is the strictness which the Director insists upon in the matter of attendance at recitations. By way of contrast the School of Law is mentioned. Before a man may be admitted to the bar examinations the School of Law at which he has been in attendance must issue by a state statute a certificate of good and regular attendance. Therefore, it is obvious that if any Law School is careless in its matter of attendance it is not being just to the state which grants the school a charter.

I am not bringing any criticism against the Columbia School of Law by this assertion for I know nothing of its attendance requirements, but I do insist that this indictment of the Pulitzer School in the matter of attendance is not well taken.

Immediately following this indictment of the Pulitzer School on the matter of attendance Mr. McCabe says:

Recently, we had a long talk with a former instructor in the school who now holds a high position on a well-known magazine. He admitted that "there was something wrong" but tried to blame it on the size of the classes.

The only former instructor in the Pulitzer School who justifies the description just given is Robert E. MacAlarney, now managing editor of the *Ladies' Home Journal*. Recently Mr. MacAlarney, in reviewing "The Best News Stories of 1923" in one of the magazines, called attention to the large number of news stories furnished that volume by former students of the Pulitzer School. Some of us regret that Mr. MacAlarney did not list the stories furnished by former students in other schools of journalism. But that is another story—as Kipling would say.

A little farther along in the article Mr. McCabe asserts that "the old prejudice against a school to train newspaper men still exists." Mr. McCabe has a perfect right to his own opinion, but a detailed survey recently made on this matter does not support his assertion.

To Mr. McCabe the Pulitzer School of Journalism may be "merely an academic playground" but other students, as I have found out through inquiry at the Newspaper Club hold a different opinion consequently, the matter at best is open to some debate.

In speaking of the work of one of the instructors at the Pulitzer School Mr. McCabe says:

But his course is entirely foam and is a mere dissertation on the romance of metropolitan journalism.

Other students speak very highly of this particular course—a fact which raises honest doubts as to the truthfulness of Mr. McCabe's assertion.

Another indictment of the Pulitzer School of Journalism, as Mr. McCabe sees it, may be found in the following paragraphs of his article:

The courses in modern European drama and modern European fiction and poetry are entirely out of place in a school of journalism. These are typical of the academic and non-professional air about the entire school. As courses for the enhancement of the students' interest in English literature, they supply little to what many of the students acquired in college.

They are much below the intellectual standards set by the English departments in Columbia College or in the graduate school. A short jaunt through an Encyclopedia article would cover the course.

Whether courses in modern European drama and modern European fiction are out of place in the curriculum of a school of journalism is again open to debate. A city editor of a New York paper with whom I once discussed this matter thought that the curriculum should have just such a course for the sake of a cultural background and a comparison of standards. Certainly the opinion of a city editor is not to be lightly regarded, with all due respect to Mr. McCabe.

Of the work of the Pulitzer School in general Mr. McCabe comments as follows:

The School of Journalism has never justified the great experiment of its founder. It probably would not be fair to say that the school has entirely disproved J. P.'s contentions. It certainly has supplied little to support his ideas.

But before one can reach a logical deduction about a matter of this kind, it would be worthwhile to have the opinion of Ralph Pulitzer and the other newspaper men who are on the advisory board of the Pulitzer School of Journalism.

Any comment about "The School of Journalism—A Myth" by Mr. McCabe would be most unfair if it did not frankly admit that some of this criticism is doubtless true—true not only for the Pulitzer School but for all other universities offering technical instruction in journalism. Of the sincerity of his belief there can be no question. His article will set many teachers of journalism thinking about contents of courses. His indictments, where just, will doubtless bring about reforms in methods of instruction.

The teaching of journalism is still in its cradle days. It needs, and should welcome, honest and sincere criticism, just as Mr. Bigelow wanted criticism of his magazine rather than words of praise.

But too much must not be expected of schools of journalism. Schools of medicine do not turn out doctors; their graduates have to serve an apprenticeship as internes in hospitals. Schools of law do not turn out lawyers; their graduates must have additional training on the practical side through clerkships in law offices. The same conditions obtain for schools of journalism.

TO DON C. SEITZ

(On Reading "The Life and Letters of Joseph Pulitzer")

"AM I the last survivor? To me your volume seems
A wonderland of memories, fantastical as dreams.
The old years pass before me. Again I know the truth;
That Romance ruled our council board, who quaffed the wine of youth.

Who had a vision made it real—Behold a new crusade!
The master-mind that guided us pushed forward unafraid.
A wrong that should be righted, a tyrant swept away—
Ah, those are epic tales you tell in your impressive way.

Let me, who knew the spirit of that Round Table where
The Press, in shining armor, went forth to do and dare,
Freed from its ancient shackles, chivalric, earnest, bold,
Give thanks that I have lived to read the story you have told!

—Edward S. Van Zile.

Governor Pushing State Advertising

Ralph O. Brewster, Governor o Maine and a director of the State o Maine Publicity Bureau has evolved a plan whereby towns and cities of the state assess themselves 1 per cent of their valuation, as allowed by the legislature the money to be used in advertising. The sum would total about $750,000. The Bureau is already spending $35,000 yearly

Advertising Equipment Company Form

The Rotary Advertising Company o Worcester, Mass., which will buy, sell and deal in machinery of every nature for advertising, has been incorporated by Winthrop C. Hosford and Joseph Ducker of Worcester, and Fletcher S. Brown Leicester. Mr. Hosford is president.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

foster on auction bridge

Fads come and go but bridge remains the favorite game, and R. F. FOSTER the most popular authority on it.

Mr. Foster has written a splendid new series on the fine points of auction, illustrated with actual hands. Fascinating and highly instructive.

Weekly release beginning January 25.

Readers' Syndicate, Inc.
799 Broadway New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

YOU MUST TELL THE BUSINESS MEN OF YOUR TOWN ABOUT
BUSINESS
If you don't it will
COST YOU MONEY

John T. Flynn's Daily Business Reviews deal with fundamental business conditions of vital interest to every business man. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 W. 39th St., New York City

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

1925 will be a Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

WHAT THEY ARE SAYING

WORLD CONDITIONS AND THE PRESS

"THE world, my friends, is sick; sick unto death. What the people need, if democracy is to continue, is a power to control the people, and a power which the people cannot control. The larger part of the press has done a wonderful work in constructive effort, in the holding up of ideals and advancement. But there has been also a gutter press, a yellow press at times, which gives the people what they want. Where are we to find the proper power?"—Dr. George H. Derry, Professor of Economics, Union University.

* * *

NEWSPAPERS BEST MEDIA

"MORE than 75 per cent of the advertising appropriations of The Paraffine Companies, Inc., will go into the newspapers in 1925 because newspapers have proven beyond a doubt their value in bringing about sales. Where one of our largest weekly magazines might boast a circulation of 1000 in a certain territory, a local newspaper will have a circulation of 100,000. The newspaper carries the timely appeal. The do-it-now idea prevails, and the public is accustomed to read advertisements today and buy tomorrow. The newspaper is the only media retail stores have been able to use profitably."—Emil Brisacher, in address before Sales Staff Convention, The Paraffine Companies, Inc., San Francisco.

* * *

ADVERTISING OF THE FUTURE

"THE future holds a great deal of subjective advertising as contrasted with the overwhelming majority of objective advertising of the present day. Objective advertising brings to the reader's mind everything that the man writing has to say, nothing is left to the imagination. Subjective advertising is difficult—very little used at this time. It plants a seed in the reader's mind by symbolism, and then causes the reader to draw on his imagination. Advertising of the future will be in the universal language—color. Color is a direct appeal to the emotions. Nothing can arouse the ideas that color can."—J. Horace Pickett, Advertising Director, Royal Feed & Milling Company.

* * *

CIRCULATOR HITS BASEBALL NEWS

"OUR editors and publishers devote great amounts of space and spend vast sums of money every year for baseball news because the circulation managers demand it—many circulation managers believe they would lose half of their circulation if their paper did not devote one or more pages to baseball. I believe they are wrong. I believe that a very small percentage of readers are interested in baseball or care if you publish only box scores or not. I really do not believe the space is worth the space given it. Of course there are plenty of baseball fans who never get enough baseball news, but they are very much in the minority. Every time baseball is less help in selling papers—the exceptions are the towns which have had winning teams—but in the towns that have teams which stay in third place or lower, the sales due to baseball news amount to practically nothing."—E. C. White, President, Texas Circulation Managers' Association, and Circulation Manager, *Houston Chronicle.*

* * *

"WASTE" IN ADVERTISING

"SOMETIMES an advertiser will raise the question of waste and will tell you that there is too much waste in newspaper circulation. Newspaper rates are so low that the advertiser does not pay for any waste. After all, what does waste amount to if it brings profitable results? Suppose I lose my watch. The first thing I naturally do is to put a lost and found ad in each local newspaper. Say I am buying with that ad 500,000 circulation. I am telling 500,000 people I have lost my watch. Yet there is only one person in the whole city I am interested in finding. That is the person who found the watch. I am perfectly willing to waste 499,000 readers if I can find one man who will bring my watch back. My advertisement has paid."—Thomas H. Moore, Associate Director, Bureau of Advertising, A. N. P. A.

N.Y. DAILY NEWS FORMS SERVICE BUREAU

Christmas Suggestion Printed in Editor & Publisher, an Inspiration for Expansion, Ida Nier, Director, Says

What its directors hope soon to develop along the lines outlined in the "Christmas Suggestion" printed in EDITOR & PUBLISHER, Dec. 20,—a "People's Service Exchange" is now in operation on the *New York Daily News* as the Daily News's Reader Information Service.

The service was started in a small way last November, following a plan which has been in operation on the *Chicago Tribune* 10 years.

The EDITOR & PUBLISHER suggestion, however, according to Miss Ida Jane Nier, formerly of the Rockefeller Foundation, in charge, was inspiration for expansion which will eventually take care of a great deal of welfare work not contemplated before.

Although as yet unadvertised in its own paper, the Daily News Reader Information Service is now receiving an average of 20 requests for information a day, Miss Nier said.

As an example that such a bureau is needed and welcomed by the public, the following letter received by the Daily News recently speaks for itself:

"My father, who has been a citizen of the United States for 16 years died last month, leaving my mother a sick woman without any means of support. Could you tell me if there is such a thing as a 'Widow's Pension'?"

The letter was signed by the widow's schoolgirl daughter.

"The Peoples' Service Exchange", as suggested by EDITOR & PUBLISHER was outlined as follows:

"Its business is not to give opinion or even advice to anyone. Its business is to clear to established public or private institutions, or qualified individuals, all questions referred to the newspaper by the public. A woman who telephones that a dying neighbor is helpless and friendless is told to call a local visiting nurse organization or a hospital. She did not know of their existence, else she would not have called. A woman troubled in spirit, is sent to the right person for comfort and assistance. Your telephone number or your office represents to any distressed or perplexed person a dependable source of information and guidance.

"In small offices a member of the regular staff might very well function. In the largest offices a single person might be able to handle the service. The equipment would be a well-selected list of directories, local, state and national.

"A vital element, essential to the welfare of the idea, is that the confidences of the public must be held inviolate. Wonderful stories would come to the paper, but the concern of the bureau would not be to make news copy. A valuable column might be run on exchange activities."

INDIANA

IS AN EDUCATIONAL CRITERION

INDIANA, as a state, lays great stress on the education of its future citizens. These same people are yearly being converted into a thoughtful, critical, discerning, buying public—well worth winning to the merits of your product.

There are 712,772 persons between the ages of 5 and 18 years in Indiana, of whom 566,288 are enrolled in Public Schools. It costs the state, annually, $75.50 for the education of each pupil, whereas the average for the entire United States is but $47.50. This shows that not only are the Hoosiers as well educated as the people of any other state in the Union, but are far better equipped to take their places among the country's educated masses than the population of most states.

Here is a group of persons comprised of just the type whom you are seeking. They are able, not only to receive your message, but once having received it—will remember it and profit by it.

These leading daily newspapers listed here are well worthy of the high type of intelligent persons they reach and will do their utmost to co-operate with you in all respects.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,106	.025
*Evansville Courier and Journal	(M) 27,839 / (E) 11,230	39,069	.09
*Evansville Courier and Journal	(S)	32,840	.08
*Fort Wayne Journal-Gazette	(M)	31,502	.07
*Fort Wayne Journal-Gazette	(S)	34,520	.07
*Fort Wayne News-Sentinel	(E)	41,938	.09
*Gary Evening Post-Tribune	(E)	14,196	.055
Hammond Times	(E)	15,436	.05
*Huntington Press	(M&S)	3,797	.025
*Indianapolis News	(E)	128,400	.25
*Lafayette Journal & Courier	(M) 7,605 / (E) 12,900	20,505	.06
†††La Porte Herald-Argus	(E)	6,000	.025
*Newcastle Courier	(E)	6,000	.025
*South Bend News-Times	(M) 10,138 / (E) 12,902	23,040	.06
*South Bend News-Times	(S)	21,293	.06
†South Bend Tribune	(S) 19,388 (E)	20,627	.06
*Terre Haute Tribune	(E&S)	22,830	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

CHRISTMAS LINEAGE TRIPLED BY IDEA

"Pages of Treasure" Campaign in Which Gift Notes Were a Part of Regular Classified in Telegram-Mail

By Gilbert N. Gunderson

Classified Advertising Manager, New York Telegram and Evening Mail

IF ever an accounting is made of the amount of money and the value of effort expended each year by newspapers for Christmas classified campaigns, the result will be an amazing total—a staggering total when it is compared with the expenditures for classified promotion work during the rest of the year.

It is this condition, experienced in varying degrees which prompted us to make this year's campaign a constructive effort, not only to get more Christmas ads, but also to carry some of our holiday advertisers over into 1925 as regular users of classified space.

How to do this was a problem; and starting early in the fall of 1924 we wrestled with it in an effort to overcome it in a satisfactory manner. Our first decision was not to run a separate Christmas Gift Suggestion List. Past experience has shown us that such a list does not bring good results to either advertisers or ourselves; and the reasons for it are not hard to find.

For one thing, a suggestion list that is headed "Gifts for Him", "Gifts for Her", and so on, automatically means that a prospective shopper has to search through columns of small ads that are perhaps listed alphabetically, but not classified in any definite manner. But probably the more serious drawback of the Christmas suggestion list is that it is purely a holiday classification, to go out of existence on Christmas Eve, and take with it all of the merchandise ads which are exclusively for holiday goods.

After much thought along this line it was decided to run the Christmas ads in the regular classifications, and to clothe the classified pages with a Christmas spirit—one of adventure and romance if possible. So the name "The Pages of Treasure" came into being, and was applied to the entire classified section.

The campaign started off on Nov. 24 with teaser ads running for three days to arouse interest in the "Pages of Treasure." Four column ads were used, as well as two small two column ads used as additional teasers during the first three days. On Nov. 28 the actual publicity started with an announcement identifying the "Pages of Treasure" as the classified pages; a small front page box was started featuring an actual classified ad: and holly bordered streamers were run across the tops of the classified pages all during the campaign. In addition several full page ads were run whenever the space for them was available in the paper.

Of course, prospective advertisers were not neglected. We have a mailing list of several thousand names which we believe is as nearly perfect as it is possible to get any list; it was made up from the current telephone book, and carefully checked against Dun's to eliminate credit risks. To these prospects—nearly all merchants—were sent three mailing pieces; one broadside, and two illustrated letters, enlarging upon the productiveness of Telegram-Mail classified ads, and upon the Christmas campaign. At the same time our salesmen, telephone solicitors and agents were given full information about the campaign, and supplied in advance with all available proofs of ads which were to be used. They knew, therefore, just what the campaign would be like, and what it was designed to accomplish, and so were in a position to solicit Christmas ads more intelligently.

In the final analysis though, the campaign's effectiveness is measured by results alone. A comparison of 1924 Christmas lineage with that of 1923 shows as increase from 10,450 lines in 1923 to 27,416 lines in 1924—a gain of 162 per cent, and proves that the ideas behind the campaign were sound. Besides, we have a nice crop of additional classified prospects to go after during 1925 for their regular business.

"NEWS TWIST" FORESEEN FOR AUTO ADVERTISING

(*Continued from page 7*)

worth-while expenditure of money.

Paige will get its percentage of the big schedule which also includes the Jewett—this schedule is flexible now, allowing for expansion.

Lincoln will go into magazines exclusively.

Marmon is reported to have $900,000 to spend for copy, nearly half of it in newspapers.

Auburn is coming back on a larger scale this year. Velie has decided the campaigns in 1924 merit repeating.

Wills Sainte-Claire will spend more money to tell about its new six, and the Sterling Knight is entering the new season ready to be counted as a real advertiser, if not one of the big ones.

Tire schedules last year got a bump due to uncertainty. But the companies made money on their tires, if some of the other rubber lines were not so profitable.

United States Tires have a schedule ready to start for a good period. Goodyear has another. Goodrich will be in the picture, and Akron will be represented also by Firestone and Miller more largely than in 1924. The General has been talking newspaper copy for a few years, and may get a start. Mason built up a good record for sales through its copy last season running consistently, and it will continue. Kelly-Springfield will be in the limelight, too. Michelin has set January as the time to lay out its plans for 1925.

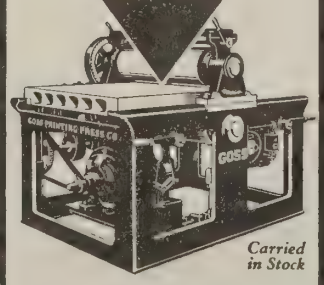
Trucks will not be featured as in the old days, but there should be more this year than for some time past. White and Pierce Arrow were steady. Mack is expected to do something; also Autocar. The new Federal Knight; the Stewart and the Republic will be among newspaper buyers.

Accessories will turn more gradually to newspapers from now on. Some of the makers are going in for radio manufacture, feeling their way along, and while this advertising will be out of the automobile lineage, it will add to the newspaper grand total.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

GOSS
STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Newark, O. Advocate
Newark, Ohio
We refer you to them for their opinion



MAIN OFFICE
Fisher Bldg.
343 S. Dearborn St.
CHICAGO

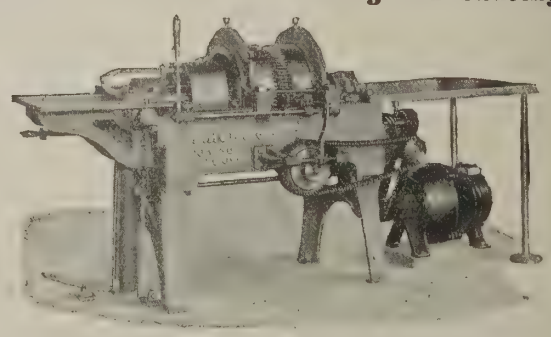
EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK

For Sale.
Goss curved stereo, casting box, for press cylinders 15 in. diameter, length of page 23 3/16 in. Good condition. Our No. 622. Baker Sales Co., 200 Fifth avenue, New York. (Many other machines for sale, "used, but good." Let us know your wants.)

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five to six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., *Inc.* 504-520 Grand Street, New York City
7 South Dearborn Street, Chicago, Ill.
also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

10c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

5c per word per insertion, cash with order, for advertisements under any other classification.

15c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Printing Equipment Engineer.
Electrical Engineer, eighteen years in the field. Experience covers electrical and mechanical supervision over steam power plants, air compressors, boilers and steam generating equipment, with eight years devoted exclusively to newspaper engineering, design, layout of plants and equipment, presses, conveying machinery and automatic control switchboards of all types at manufacture, on metropolitan newspapers. Will consider engagement as Electrical, Mechanical or Efficiency Supt. or Engineer, with responsible charge of all electrical and mechanical equipment on newspapers from 40,000 to 500,000 daily circulation. Salary must be commensurate with responsibilities and possibly location. Correspondence solicited. Address, C 97, "Engineer," care Editor & Publisher.

Advertising Man.
Experienced solicitor and trained copy writer now employed as Advertising Manager on small daily desires permanent position with bigger opportunity. A-No. 1 references as to character, ability, etc. Address, "Producer," Box C-612, Editor & Publisher.

Advertising Manager.
Display, Classified. Seventeen years in newspaper field. Recently representing papers with combined circulation of over 600,000 circulation. Energetic, progressive, with excellent record. Age 36, married. Desires connection with established newspaper or magazine. Available immediately. Confidential correspondence solicited. Box C-616, Editor & Publisher.

Advertising Manager.
A man who now holds position as Advertising Manager on daily in city of 30,000 is looking for a location, although he does not have to leave his present position. A young man, married, with a newspaper training dating back of years. For personal reasons, knows that a different location would be the best thing for him. Address C-600, Editor & Publisher.

Advertising Manager.
Display, Classified. Over twelve years' experience in newspaper field. Local and National agency experience. Recently Classified Manager New York paper. Thoroughly versed in basic principles of selling to the public through display and Classified media. An executive and organizer; progressive, energetic, with excellent record. Desires connection with established newspaper or magazine, in city of over 50,000 population. C-611, Editor & Publisher.

Advertising Manager
of proven ability and with a sound knowledge of the newspaper business, has an interesting proposition to submit to a publisher, who believes that the advertising revenue of his paper can be greatly increased, and who desires to place the entire responsibility for his advertising department in capable and trustworthy hands. Prefer a city of 35,000 to 60,000, with pleasant living conditions and good schools. For complete details, address C-598, Editor & Publisher.

LEARN

the value of

CLASSIFIED ADVERTISING

in

EDITOR & PUBLISHER

You'll find it a profitable lesson

Situations Wanted

Advertising Salesman.
Do you need a man that can build your advertising volume? That can really sell advertising, instead of just "chasing copy"? Well trained in all angles of advertising selling. Still young and energetic. Arthur Hallam, Norman, Okla.

Artist
in big city desires change to smaller place. Experienced in all art, including cartoons. C-609, Editor & Publisher.

Circulation Manager
desires change of location. One who thoroughly knows the business. Have good position now. Capable of producing results. Will explain reasons for change to interested publisher. C-608, Editor & Publisher.

Circulation Manager.
15 years' experience on morning, evening, Sunday and combination papers; thoroughly familiar with all branches of circulation work. At liberty now; go anywhere. Address Box C-602, Editor & Publisher.

Circulation Manager,
experienced on morning, evening and Sunday papers. Up-to-date knowledge in various promotion methods A.B.C., etc. Capable of handling any size paper, will go anywhere, but would prefer midwest or western states. Box C-617, Editor & Publisher.

Circulation Manager.
Widely experienced; knows every angle of the newspaper game. He is primarily interested in a real opportunity, where ability and success will be rewarded. He knows how to create and build circulation. If you are in need of a hard worker with good sound judgment, answer this ad. Box C-606, Editor & Publisher.

Circulation Manager or Assistant.
Age 29, single, twelve years' experience on one of Middle West's largest afternoon dailies. I wish to make change after January 1, 1925. Best of references. Box C-587 Editor & Publisher.

Classified Manager.
Young married man, four years' successful experience as Assistant Classified Manager on large mid-western daily. Available, with reasonable notice, after January first. Satisfactory references. Address Box C-591, Editor & Publisher.

Classified Advertising Manager.
Twelve years' experience, with an excellent record. Since 1920 with one of New York's most successful classified mediums. Previous experience in smaller cities. Believes in building classified business conservatively but soundly only after careful analysis. Thoroughly familiar with Basil L. Smith Systems; 30 years of age. Wishes for personal and family reasons to locate permanently in some metropolitan city of over 100,000 population. Will go anywhere for any good, permanent proposition. Available after January 15. Address Box C-589, Editor & Publisher.

Classified Advertising Manager
available immediately. This applicant is thoroughly versed in the fundamentals of classified advertising, and can teach them to street salesmen, telephone salesladies and counter assistants. Has held present position as classified manager of The Dayton, Ohio, News for 4 years. Prior to that time was connected with his Dayton opposition, for 2 years, in a like situation. The 4-year accomplishment of publishing more individual ads and lines of classified than all his local contemporaries combined is his greatest guarantee to some publisher wishing aggressive selling tactics in his classified organization. Can give additional references to his work as indications of his ability to produce results. Address replies to Joseph H. Kelly, 1303 Riverside Drive, Dayton, Ohio.

Desk Man.
on daily. Sports, telegraph or general, or manager-editor weekly. G. E. Firstbrook, 540 Gregory street, Bridgeport, Conn.

Editor.
Young, married, wants desk in town under 100,000, afternoon. Knows make-up, heads, telegraph. Employed metropolis, available Feb. 1. Not afraid overtime. Salary? Box C-604, Editor & Publisher.

Editor.
Young lady with college training and experience, at present employed editing and making-up 35-page publication, desires similar position with chance for advancement. Must be in Chicago. C-584 Editor & Publisher.

Editorial.
Telegraph or news editor, copyreader, ten years' experience, including largest dailies, university graduate, desires position. C-556, Editor & Publisher.

Editorial Assistant.
College graduate, 40, copy and proofreader, rewrite, research and translations, editorial and feature writer. 15 years' newspaper and syndicate experience. C-605, Editor & Publisher.

Situations Wanted

Mechanical Superintendent.
Executive of exceptional ability and personality would consider change from present position; 45 years old; experience gained with largest newspapers in the East; $150 weekly to start. For personal interview, address C-590, care Editor & Publisher.

National Advertising Manager.
Some publisher of a good newspaper, preferably within 500 miles of New York is interested in a man with my experience. Early training with Buffalo Express, where I worked my way up to Business Manager. Ten years directing sales and advertising for H-O Company. Now in agency work. Would like to associate with paper that can produce results for advertised merchandise. Will organize or take full charge of department. References and complete details of my record in sales and advertising work on request. C. F. Alward, care of Editor & Publisher.

Newspaper and Advertising Man.
University trained, experienced reporter, feature writer and editorial assistant; linguist; expert in research, translating, investigating; some knowledge of advertising, seeks connection. References. C-601, Editor & Publisher.

Reporter—Reviewer.
With intelligent grasp of drama and theatre, desires larger field. Other assignments accepted. C-599, Editor & Publisher.

HELP WANTED

A Sunday Editor.
is wanted in an attractive Southern city. He must be a good writer, have discriminative literary sense, be able to select features wisely, handle copy, and make up a paper. No one who has not had successful experience need apply. The position requires originality, industry and character. C-603, Editor & Publisher.

Circulation Man.
A young man who wants to grow with the livest suburban weekly newspaper in the New York City metropolitan district. Should be able to drive a light truck, know how to organize boys and have some constructive ideas. Salary to start $30; more if he's the right man. This is a splendid opportunity for a young man—one who isn't afraid of hard work, because for the time being he will be practically the circulation department. Address Box C-574, Editor & Publisher.

Circulation Man.
Experienced, to take charge of city circulation of leading evening paper in a town west of Mississippi River, having a population of about a hundred thousand, an excellent opportunity to get a foothold. Give all details such as qualifications and salary expected, in first letter. Address C-614, Editor & Publisher.

Circulation Manager.
Two ambitious circulation managers; must be over thirty years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience, with references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York.

City Editor-Reporter.
All around newspaper experience, able to get local news and write it attractively and intelligently; direct and train young reporters; handle telephone news reports and make-up on morning paper. In fact, take full charge news end. Box C-582 Editor & Publisher.

Correspondents.
Wanted throughout the country by Jewish Daily Bulletin (printed in English), 621 Broadway, Room 900, New York City.

Mechanical Superintendent,
with several years' experience large morning newspaper. Address Box C-615, Editor & Publisher.

Syndicate Salesman Wanted
who will handle easy-selling features as sideline or commission only. Box C-613, Editor & Publisher.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

BUSINESS MANAGER WANTED for Eastern daily in city of over 35,000. Successful experience in charge of office, advertising and circulation required. Must be familiar with newspaper accounting system. Starting salary around $3,500. State details fully:—age, education, positions held and results produced.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

ACCOUNTANTS

Auditors.
with many years' experience auditing metropolitan daily and evening papers, desire further connections on contract anywhere in the States or Canada. Modern newspaper accounting systems installed. Fees reasonable. C-610, Editor & Publisher.

BUSINESS OPPORTUNITIES

$12,000 Cash Buys Control.
best semi-weekly Los Angeles County. 8-10 pages issue. Will gross around $50,000 1925. Fastest growing city 10,000 Southern California. C-607, Editor & Publisher.

A New Feature Service.
That is, in interest and cost to members, the best break since the world flight of the Army Air Service. Will prove to be a circulation getter. Will fit every paper, from the County Seat, Weekly, to the Metropolitan Daily. Will last from three to five years and the interest on the last day will surpass the first. Uniform release dates; full protection for members. No cost to you until you have had service thirty days. You can terminate contract after sixty days, at your option. Service will start in Spring. Investigate now. Full particulars upon receipt of your query, on your own letterhead. Address Raiser, P. O. Box No. 75. Sta. "W" New York City.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, January 15, 1925, at eleven o'clock at the general offices of the Company, Pulitzer Building, suite 1115, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,
JAMES W. BROWN, President.
FENTON DOWLING, Secretary.
New York, Dec. 26, 1924.

INTERNATIONAL PAPER COMPANY.
New York, December 31, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company, payable January 15th, 1925, to preferred stockholders of record at the close of business January 8th, 1925. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Publishers

who place Help Wanted ads in the Classified Section of Editor & Publisher, always get competent men for their staffs. If you have a position open, send your ad in NOW and fill the vacancy quickly and economically.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



ADVERTISING managers of newspapers will find the general outline of the automobile advertising outlook for 1925 on page 7, of this issue.

Following the National Automobile Show held this week in New York, local shows will be held in all parts of the country.

Start now to plan your drive for increased space.

A FEATURE story under the heading of "The Family Tree of Our Retail Business Institutions" giving the histories of the prominent business houses in your city, and running in conjunction with it special advertisements from the old established houses, would meet with a wide appeal to the business men and also create public interest.—C. E. PELLISSIER, Boston, Mass.

What is the best way for women to keep beautiful in mid-winter, when weather conditions are so bad and there is so much soot and dirt in the air? Get interviews with local beauty parlor owners on this topic. Then with the story run the ads of beauty parlors.—FRANK H. WILLIAMS, Santa Ana, Cal.

If you have enough merchants, land agents, dry cleaners and others, you can run a co-operative page headed, "Above High Rents—Below High Prices." This will appeal to many advertisers who do not advertise much.—DONALD O. ROSS, *Washington,* (Ia.) *Democrat.*

January Sales! But did you ever hear of a January sale of FOOD? The largest grocery store in your city can cash in big on a January food sale, featuring canned goods supplies for the rest of winter, fruit and dessert suggestions, and even specially filled baskets will prove quick sellers in such a sale. Why not give this suggestion to your grocer, and go after him hard for big newspaper space?—R. JOHN GIBLER, St. Louis, Mo.

Whenever one Indiana newspaper takes a photograph of some prominent group of persons, it makes an extra print of the picture, has it neatly framed and presents it to the group, a small line on the bottom of the frame reading: "Presented by the *Times*." The plan appeals to the subjects who like to preserve a photograph, and at the same time, constantly advertises the newspaper to everyone who looks at the picture.—B. A. T.

The *San Diego* (Cal.) *Sun* for Dec. 31 carried a full page bearing a banner across the top, reading "1925—RESOLVE—1925," under which, boxed, were a set of good resolutions relative to automobile driving, with a plea for consideration of the safety of others. The remainder of the page was filled with advertisements of dealers handling headlights, non-skid tires, horns, stop signals, windshield wipers, bumpers, brakes, steering gear and other parts of automobiles. The page also carried a pledge by the San Diego Auto Trades Association to do all in their power to lower the appalling record of automobile deaths and injuries and to preach the doctrine that safe driving is a matter of safe equipment.—ALLEN H. WRIGHT, San Diego, Cal.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

LARGE newspapers could print an interesting running feature on the city's or state's hall of fame, short or long articles on famous men of your city or state who have won fame in the world of art, literature, low finance and industry. This would make a good Sunday feature if you publish a Sunday edition.—G. Smedal, Jr., Minneapolis.

Nearly the whole front page of the society section of a *Milwaukee* (Wis.) *Sunday Journal* was taken up with photographs of young sons of Milwaukee families, with the explanation that it was no more than fair that occasionally the boys should have the center of the stage. The departure from the usual layout of debutants, beauties and semi-beauties made an interesting feature. Try it for a change if not as an occasional stunt.—A. C. Regli, Eau Claire, Wis.

"Do You Remember When" is the title the *Pittsburg* (Kans.) *Morning Sun* has been using on a reminiscent paragraph set in a star box on the front page for several weeks. The items deal with such homely topics as Jim Smith's livery stable that 25 years ago stood where the court house now stands; who drove the first motor car in Pittsburg 20 years ago; the night the old opera house collapsed 30 years ago, etc., etc. The Old Timers like it and help out by suggesting old time events.—Alfred C. Runyan, Pittsburg, Kans.

There are many familiar corners and neighborhoods in every city. What became of the "gang" that used to spend much of their time there? How many of them have become successful citizens or even famous? The *Louisville Post* is running a series of articles on this subject which is proving very interesting.—L. G. S., Cleveland.

"Why publish murder stories so often? Would it not be better if you should te the good things of life?"

A woman asked the question over th telephone. We told of the phone call a story and printed the "Good Thing out of the news events of the day star ing with number one. Each day we pu lish several. We have now reache No. 58. We get many calls and lette of thanks. It's a hit.—E. W. Jorgenso *Portland News.*

Your average newspaper reader knov very little about the methods of gathe ing news. The most general fallacy that the duties of every reporter consi of roaming the streets in search of matt to fill the paper. Why not give him a insight into the profession by starting feature on "The Story Behind th Story?" He would be surprised to lea that the college elopment story originate in the marriage license bureau, or th the police reporter dug up the counte feiters' tale from a loose word spoken a magistrate's hearing. He probab never knew there were police reporte or routine men, "leg" men, investigator and re-write reporters. How was it po sible to have an edition announcing th murder trial verdict on the streets eig minutes after the jury's return? Th story behind the story is often as inte esting as the news itself.—H. M. Hoffor Providence, R. I.



Zip and Dash

This figure is from one of next week's daily sports cartoons by

FEG MURRAY

2 cols. Monday through Friday. 4 cols. Saturdays.

Feg Murray saves space!

And pleases readers!!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 NASSAU ST., NEW YORK, N. Y.

Frank H. Simonds

is

Sailing for Europe

on

January 17

To Make a Survey of Political and Economic Conditions

One Sunday Article of 2,500 Words and One or Two Shorter Ones During the Week

Some Territory is Still Open

WIRE

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

Radio news is apt to be mechanical and lengthy. "Listening In" has the personal touch and is a perspective of all that is interesting and important.

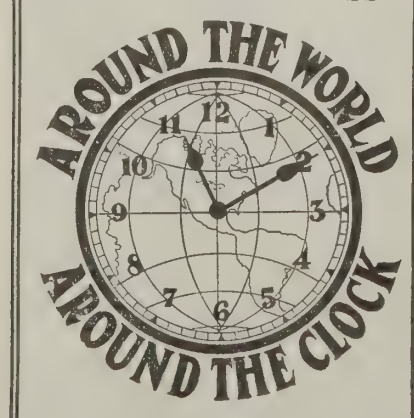
"Listening In on the United States"

***by* Robert D. Heinl**

Insurance Building,

Washington, D. C.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS

World Building New York

Get the very best

DAILY CROSS-WORD PUZZLE

Not just a feature—

Not just a problem—

But the best seller on the market

TODAY!

KING FEATURES SYNDICATE, Inc.

241 West 58th Street

New York City

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Magazine Feature Pages.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

Thomas W. **Briggs Company**

Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

Plan Continuous Advertising in PENNSYLVANIA NEWSPAPERS

THE only way in which to sell your product in Pennsylvania is to bring your message directly home. Generalizing through scattered circulation will not stimulate the interest necessary to create sales.

Concentration in Newspaper Space Will Bring Sure Results

Such concentration in the columns of the newspapers listed in this announcement, will place your message before the eyes of over 5,000,000 people. This represents a tremendous purchasing power worthy of your utmost efforts.

The newspapers listed below, besides furnishing you with an unparalleled advertising medium, maintain excellent service departments which are anxious to cooperate with your sales force, in the matter of bringing your distribution to its highest possible point of efficiency.

Follow your advertising campaign closely and see for yourself that it pays to advertise in Pennsylvania.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	29,446	.10	.10
*Allentown Call .....(S)	19,425	.10	.10
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†Bloomsburg Press .....(M)	7,189	.029	.029
†Carbondale Leader .....(E)	5,664	.025	.025
*Chester Times .....(E)	15,507	.055	.055
†Coatesville Record .....(E)	6,529	.035	.03
*Connellsville Courier .....(E)	6,212	.02	.02
*Easton Express .....(E)	21,439	.07	.07
Easton Free Press .....(E)	12,711	.05	.05
*Erie Times .....(E)	26,258	.08	.08
*Harrisburg Telegraph .....(E)	40,487	.095	.095
*Oil City Derrick .....(M)	6,375	.035	.035
*Pottsville Republican and Morning Paper .....(E&M)	16,284	.08	.07
*Scranton Times .....(E)	41,414	.12	.11
*Sharon Herald .....(E)	6,568	.0285	.0285
*Sunbury Daily Item .....(E)	4,564	.025	.021
*Warren Times-Mirror .....(E&M)	7,579	.036	.036
†Washington Observer and Reporter .....(M&E)	17,358	.06	.06
†West Chester Local News.....(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader ....(E)	23,775	.08	.05
*Williamsport Sun .....(E)	19,766	.07	.07
†York Dispatch .....(E)	18,527	.05	.05
†York Gazette and Daily.....(M)	17,604	.05	.05

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

EVIDENCE OF LEADERSHIP

The Sun published 13,268,308 lines of advertising in 1924. This represents a gain of more than two and a half million lines in Total Space.

National Advertisers in 1924 preferred The Sun to any other New York Evening Newspaper, and used 3,018,102 lines—a gain of almost six hundred and fifty thousand lines over the year 1923.

In 1924 The Sun published 1,402,838 lines of Radio advertising—a far greater lineage than any other New York newspaper.

The advertising lineage in The New York Sun continues its upward swing.

The reader and advertising confidence which The Sun enjoys has made it an outstanding factor in successful advertising campaigns in the New York Market.

A very rigid censorship on advertising is maintained by The Sun.

The Sun

280 BROADWAY NEW YORK

JOURNALISM LIBRARY
Not to be taken from this room

THIS ISSUE—CHICAGO'S CIRCULATION SYSTEM.

EDITOR & PUBLISHER

1884 *The Newspaper Advocate* 1925

SUITE 1115 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 38 | NEW YORK, FEBRUARY 14, 1925 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

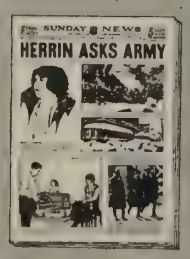
WE can't keep back the good news any longer



The circulation of the SUNDAY NEWS *now exceeds*

1,000,000

copies net paid



THE NEWS

New York's Picture Newspaper

25 PARK PLACE, NEW YORK 7 S. Dearborn St., Chicago

Increase Your Sales in New York State

It should be the aim of every National Advertiser to continually try to increase sales in New York State because

New York State is the most populous state.
New York State is the wealthiest state.

Here in New York State can be found more people than in any other like area on this continent. According to the 1925 estimate, there are at the present time, 11,105,625 people residing within the boundaries of New York State. Whereas, these people come of various races, move in different walks of life, and have incomes of great variety—they have one common trait—

New York State people read their daily newspapers

With a wealth estimated at $37,035,262,000, New York State affords a market, not only desirous of buying the merchandise you have to sell, but also able to do so. The people that read the daily newspapers that carry your advertising, will buy your product—since it bears the mark of approval of their newspaper.

The dailies listed below are the cheapest, surest and wisest way in which to get your message before the eyes of all the people of this Empire State.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News ....(E)	21,982	.08	.08
*Albany Knickerbocker Press ....(M)	33,239	.10	.10
*Albany Knickerbocker Press ....(S)	53,649	.14	.14
*Amsterdam Recorder-Democrat ....(E)	7,502	.04	.04
Auburn Citizen ....(E)	6,429	.04	.035
*Batavia Daily News ....(E)	3,737	.04	.04
*Binghamton Press ....(E)	32,006	.09	.09
*Brooklyn Daily Eagle ....(E)	67,646	.22	.22
*Brooklyn Daily Eagle ....(S)	77,339	.23	.22
*Buffalo Courier and Enquirer....(M&E)	78,058	.18	.18
*Buffalo Courier ....(S)	118,603	.25	.22
†Buffalo Evening News ....(E)	125,618	.25	.25
*Buffalo Evening Times ....(E)	99,645	.21	.21
*Buffalo Sunday Times ....(S)	105,977	.21	.21
*Buffalo Express ....(M)	51,288	.14	.12
*Buffalo Express ....(S)	53,362	.18	.14
*Corning Evening Leader ....(E)	3,613	.055	.05
*Elmira Star-Gazette Advertiser....(E&M)	33,102	.11	.11
*Geneva Daily Times ....(E)	5,004	.04	.04
*Gloversville Leader Republican....(E)	6,852	.035	.035
*Ithaca Journal-News ....(E)	7,411	.04	.04
*Jamestown Morning Post....(M)	11,112	.04	.035
*Middletown Times-Press ....(E)	6,714	.03	.03
*Mount Vernon Daily Argus....(E)	9,293	.05	.05
*Newburgh Daily News ....(E)	11,591	.05	.05
*New Rochelle Standard-Star ....(E)	7,741	.04	.04
*The Sun, New York ....(E)	253,763	.60	.56
†New York Times ....(M)	352,190	.75	.735
†New York Times ....(S)	569,623	.90	.882
*New York Herald-Tribune ....(M)	270,159	.594	.576
*New York Herald-Tribune ....(S)	316,585	.6435	.624
†New York World ....(M)	378,807	.595	.58
†New York World ....(S)	558,779	.595	.58
†New York Evening World ....(E)	314,489	.595	.58
*Niagara Falls Gazette ....(E)	18,103	.06	.06
*Port Chester Item ....(E)	4,359	.03	.03
*Poughkeepsie Star and Enterprise....(E)	12,110	.05	.05
*Rochester Times-Union ....(E)	64,727	.20	.18
*Syracuse Journal ....(E)	42,103	.14	.14
*Troy Record ....(M&E)	22,621	.06	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

THE BEST STORY

Another New York World Achievement

16 Noteworthy Short Stories *by* Famous Authors

Editors of leading American magazines were recently invited each to select the story he liked best published in his magazine during the past year.

A committee of newspaper editors from various cities supervised this new method of selection of best short stories.

Arrangements have just been made to release these stories beginning April 19th to leading American newspapers through the New York World and the Metropolitan Newspaper Service.

Read the List of Authors

Michael Arlen
F. R. Buckley
A. M. Chisholm
Irvin S. Cobb
Richard Connell
Samuel A. Derieux
Meigs O. Frost
Zona Gale
Ellen Glasgow
Inez Haynes Irwin
W. Somerset Maugham
Samuel Merwin
Honore Willsie Morrow
Elsie Singmaster
Lisa Ysaye Tarleau
Ida A. R. Wylie

$25,000 worth of the Best Recent Stories by the Best Authors made available for newspapers at reasonable prices—Supplied to *one paper only* in each city.

Note—Each paper using them authorized to announce this new selection as made by it, "in conjunction with the New York World."

To obtain an option on these stories in your territory wire or write at once to

F. B. KNAPP,
Manager World Syndicate
Room 1111, 63 Park Row, New York

Maximilian Elser, Jr., *Manager*
Metropolitan Newspaper Service
150 Nassau St., New York

The Prudent Saver is Always the Best Customer



"In Philadelphia nearly everybody reads The Bulletin"

LIFE INSURANCE is one of the closest guides to the general prosperity of any city. For the first eleven months of the year 1924, Philadelphia led every other city in the United States with an increase of thirteen per cent. in business written as compared with the same period in 1923.

The Bulletin goes into practically all of the 412,000 separate homes of the city and 100,000 more outside of the city limits.

Philadelphia is a huge market of nearly three million people—third largest in America—instantly available through one newspaper, at one cost.

With over half a million copies daily The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, FEBRUARY 14, 1925 No. 38

Advertising Which Betrays Confidence Condemned By Retail Merchants

Delegates to National Retail Dry Goods Association Urged to Support Better Business Bureaus—Waste in Distribution Traced to False Copy—Radio Advertising Declared Impracticable

"TRUTH in Advertising," with the call to merchants of the nation to upport local Better Business Bureaus an aid to better selling was empha- zed this week at the 14th annual con- ntion of the National Retail Dry Goods ssociation in New York.

From all sections of the United States d Canada, owners and executives of ore than 2,000 prosperous stores had thered.

These delegates do an annual business between two and three billion dollars.

They spend $40,000,000 a year in ad- rtising.

And to make the convention slogan, "etter Selling" a reality, speakers urged em to use better advertising in the wspapers of their different cities.

Waste in distribution, and the con- ference called recently by Secretary oover in Washington, came under dis- cision at general and departmental ses- sns.

At these discussions it was declared at waste could not be laid to the door o quantity advertising. Rather more e must be given to quality.

Prior to the convention, fifteen months d been spent in compiling a set of ndards of practice for retail advertis- t. These standards will be adopted this ek. Truthful advertising is insisted n.

Advertising and all business among n is based on only one thing—Con- nce," was the way Louis E. Kir- n of William Filene's Sons, Boston, ss., expressed the truth in advertising iment.

Any action that tends to weaken con- nce among men and between customer dealer, injures all business and creates te by increasing the cost of doing ness.

The 42 Better Business organizations ting in this country today are per- the biggest single factor we know day for the good of the retail trade. movement deserves your immediate careful investigation and your hearty ort.

You need a Better Business Commis- in your city for your own local and to provide another cog in the hine' that is doing the national work.

You need it because it will help in most important work that business to do today—that is to reduce the of distribution.

ere is my suggestion: First—to sure as far as humanly possible our advertising is worthy of belief; d—to convince people of this so they will read it, believe it and nd to it.

hat we say cuts no figure. What eader thinks and believes is all im- nt.

ith publicity expense in our larger , running from 2 per cent to 5 per and even more on every dollar's of goods sold, it is our duty as



good merchants and good citizens to do what we can and do it quickly to reduce this important part in the high cost of distribution.

"The advertiser who thinks he can deceive the public, only deceives himself, and injures the prestige and interferes with the rights of every other advertiser."

Mr. Kirstein told what the Boston Better Business Bureau had accomplished.

"The commission," he said, "representing us if you please, but also representing our competitors and the public too, is telling us what we shall say in our advertising. Irksome? Not at all.

"No ruling is made by the Commission until all have been consulted. Frequent meetings are held by the manager with the advertising men of Boston stores. A merchandising board made up of local store experts advises the commission on all technical points. A similar group does the same work in the financial field. Every once in a while the leading merchants in a special field, such as furniture or jewelry are called together for a powwow on the condition in that field and consultation on new or improved rulings.

"And so now, thanks to the Boston Better Business Commission, in Boston:

"We call things by their right names. Hudson Seal is dyed muskrat.

"Flannelette is cotton, and flannel must be all wool—and so must velour and cashmere.

"Artificial silk is rayon, and linene is not confused with linen.

"Mahogany must be solid mahogany, or we call it 'mahogany veneer' or 'mahogany combined with other woods.

"Silk stockings with lisle tops must be so described, and so-called 'fashioned' hosiery must not be confused with 'Full fashioned.'

"Former prices may be quoted on reduced goods, but only when those goods have actually been sold in that store at that price, and even then any previous reductions must be mentioned also.

"Lots of merchandise cannot be grouped and referred to as 'formerly up to' a certain price, unless at least a reasonable portion of the lot once bore the specified price."

"Furthermore, the Boston Commission with the help of the stores and the newspapers, is carrying on valuable educational work. From time to time interesting and informative bulletins are issued and printed in the newspapers.

"I urge you to go home and:

"1. Form a committee from members of this organization in your city to act as a working body to give this work your moral and financial support.

"2. Assist in forming another mercantile committee not represented in this organization to give their moral and financial support to this work, thus forming a united backing of the retail dealers in your community favoring honest advertising and merchandising.

"3. The dominant policy of this united cooperation should be based on the policy of good business ethics rather than to avoid violations of the law. This is extremely important, as necessarily laws must interpret legally, and unless backed up by a policy of good business ethics, are difficult to enforce, and advertising and selling will suffer accordingly.

"And note this, in closing: These Commissioners are called BETTER Business Commissions, not POORER Business Commissions. They help you to raise the standard of your store so that your employees can respect you, the store and themselves. They make it possible for you and your employees to interpret your policies honestly to the public. They are organized to make business better by increasing the confidence the public should have in your advertising, your store and yourself."

At the conclusion of Mr. Kirstein's address, Herbert J. Tily, acting convention president, paid tribute in a short speech to the Better Business Bureau movement.

The need of better quality in department store advertising in newspaper columns, was also made the subject of an address delivered by Raymond B. Kline, merchandise councilor of R. H. Macy & Co., New York.

"A store cannot afford a large number of ineffective advertisements," he declared.

"I wish to offer the following 'Golden Text,' which I believe most merchandise men would like advertising writers to remember.

"The text is: Facts based on real knowledge of the desirable qualities of merchandise, simply and sincerely presented, result in more sales than any conceivable story based on smattering knowledge, or on casual contact for a few minutes with the article advertised.

"The merchandise manager's slant on advertising is that the job of making people want what the store has to sell, and finding the way to make them want it, is the first duty of the advertising office.

"Finding a way to make people want something that they did not know they wanted is becoming increasingly important. The ingenuity of manufacturers during the past decade has produced volume and variety of merchandise that is often far ahead of the known needs of the consumer. We must now advertise not only to supply the actual needs, but to create a consciousness of the need for the article we have to sell. In this kind of advertising intimate knowledge of both the merchandise and the habits of the prospective customers is essential.

"Advertising is not hurt by being set up in well chosen type and well proportuation, but it is not helped by it, if the facts concerning the merchandise are not presented convincingly.

"Advertising is not hurt by good language, correct grammar, and proper punctuation, but it is helped by it, if the facts concerning the merchandise are not presented convincingly.

"Advertising is not hurt by a good illustration. But what is a good illustration? The merchandise manager's slant is that a good illustration is a picture that tells part of the story that cannot be quickly told in words. Looked at from this angle, many illustrations are simply a waste of space.

"Therefore, in summing up I recommend: Present the facts that will make the customer want your merchandise, and present them simply and effectively, without any involved phrases. A very noted public speaker in advising a young man, once told him that if he always spoke in words of one syllable, even the best educated people in the room could not misunderstand him.

"Keep uppermost in the mind of every one on the advertising staff the fact that the measure of success of the advertising department is its ability to move merchandise."

In addition to the "truth in advertising

(*Continued on page* 30)

SACRAMENTO BEE AND STAR MERGED

McClatchy Family Buys Latter from Scripps-Howard Group Leaving Bee Alone in Afternoon Field

(*By Telegraph to* EDITOR & PUBLISHER)

SACRAMENTO, Cal., Feb. 9.—Merger of the *Sacramento* (Cal.) *Star,* Scripps-Howard paper, with the *Sacramento Bee,* published by the James McClatchy Publishing Company, Inc., was effected last Saturday. The Bee is now the only afternoon newspaper in Sacramento.



CHAS. K. MCCLATCHY

The merger takes the Star from the field and adds to the Bee the United Press, N. E. A., and other features of the Star, room for which is to be found in the Bee enlargement in every department. The Bee will now furnish its readers with a full daily page of comics, three leased wire services, four-page colored comic on Saturday, pink sport section on Saturday, daily woman's page and feature page. Sixteen columns daily and eight pages Saturday will be the added space.

The acquisition of the Star by the McClatchy family follows by one year the purchase by the same interests of the *Fresno Herald,* which cleared in like manner the afternoon field in that section of California for the *Fresno Bee,* established in 1922 by the McClatchy family.

At the time of the merger, the Bee's circulation was 42,037. The Star subscription list was approximately 10,000.

The field covered by the Bee embraces 25 Northern California counties as well as Western Nevada and Southern Oregon.

Announcement of the merger was carried on the front page of the Bee last Saturday in a signed story by Charles K. McClatchy and a similar announcement in the Star of the same day.

The consolidation is the result negotiations carried on between Car[l] McClatchy, representing the Bee, [and] Roy W. Howard of the Scripps-Howard Newspapers. The Bee acquired both plant and circulation in the merger and placed Star subscribers on the list of the Bee for the current month at the paid-up subscription rate of the Star. Beginning March 1, the subscription rate of the Bee will rise from 75 to 85 cents per month.

The average size of the Bee henceforth will be 24 pages daily and 48 on Saturday, and make it the only paper north of San Francisco with a three wire leased service.

The move of The James McClatchy Publishing Company, Inc., in giving Northern California a metropolitan paper and dominance in the afternoon field in Sacramento, is the outgrowth of 68 years of newspaper life for the Bee.

The Sacramento Bee was established in 1857 by James McClatchy and has been published continuously since that time by members of the McClatchy family. At present the Sacramento Bee and Fresno Bee are owned and published by Charles K. McClatchy, editor of the Sacramento Bee, Ella K. McClatchy, his wife, and Carlos K. McClatchy, his son. Carlos McClatchy is editor of the Fresno Bee.

As a follow up to the merger of the papers the Bee published a four page pink supplement on Monday introducing the new features and reciting the news services available to readers of the paper.

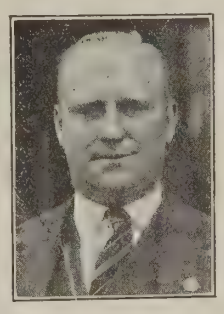
Since the establishment of the Fresno Bee in October, 1922, that paper has grown to a circulation of 23,453 under the editorship of Carlos McClatchy.

It is about as hard for a rich man to enter heaven as it is for a poor man to remain on earth.—*News Orleans Times-Picayune.*

ALBANY NEWS GETS CENTURY OLD TRADITIONS BY JOURNAL MERGER

Latter Founded in 1830 While Former Was Launched in 1922 —20 Newspapers Represented in Press Company's Consolidations

ONE of the true adventures in American journalism reached an interesting climax when the Press Company of Albany, N. Y., publishing the *Knickerbocker Press* (morning and Sunday), and the *Albany News,* established Oct. 10, 1922, purchased the *Albany Evening Journal,* founded by Thurlow Weed in 1830, as briefly announced in EDITOR & PUBLISHER last week.



LYNN J. ARNOLD

The Journal, with its circula-



Connors is advertising manager of all the Press Company publications, which are represented in the foreign field by the John M. Branham Company. William Barnes, former Republican leader of New York state, who has published and edited the Journal since 1889, retires from the newspaper business in Albany.

The merger was engineered by Palmer, DeWitt & Palmer, of New York.

Twenty newspapers published in Albany since the colonial period, and reaching back to the *Gazette* of 1771, are now represented in The Press Company's consolidated publications. Among these, the *Albany Argus,* established 1813, as a ranking Democratic party organ, and the Journal, are of especial political significance. The history of Albany newspaperdom, which is one of the pioneer markers in the development of American journalism, indicates as shown in The Press Company's consolidations, the passing of the political journal to make room for the independence of thought keyed by the Knickerbocker Press, parent of The Press Company's publications.

Behind the merger of the Journal with the Albany Evening News is a story of industrial and transportational expansion written in millions of dollars in the Capitol district in the last few years. The New York Central railroad, with its West Shore, mainline, and Boston and Albany systems, converging at Albany, has just completed the preparation of a terminal with 20,000 cars capacity and the building of a new bridge across the Hudson at Castleton, near Albany, at a cost of $25,000,000. The Delaware & Hudson railroad, which has its headquarters at Albany, is preparing for an expansion in connection with the establishment of the seaport projected by the federal government, to begin next year. The Boston & Maine railroad, with its New England tap lines converging to the Capitol district, also figures largely in the development, and great impetus has been given the district transporation expansion by the Van Sweringen merger of the Nickel Plate roads, affecting the seven railroads converging in the area.

Many important industries and housing projects are also under way. The Evening News has been conspicuous as a leader of progress in the industrial and commercial fields. After making a thorough inventory of the mineral resources of the Capitol district in 1922 and 1923, the Evening News last summer surveyed the hydro-electric power development situation in New [illegible] the

[illegible] was graduated from Weed's political school direct to the *New York Tribune,* later to become a member of the famed political firm, "Seward, Weed and Greeley." During the Mason-Slidell crisis of the Civil War, Weed was Lincoln's personal representative in England.

NEW GREENSBORO RECORD HOME

North Carolina Daily Now Printing from $200,000 Plant

The *Greensboro* (N. C.) *Daily Record* last week moved into its new, modern three-story home on Greene street. Two new linotype machines were installed in addition to other new composing room equipment.

The press and mailing rooms are located on the rear of the first floor, while the business office and circulation departments occupy the front. The accounting department is on the second floor. The editorial department and the composing room are on the third floor.

The land, building and new equipment represent an outlay of more than $200,000. Edney Ridge is business manager of the paper, which recently celebrated its 33rd birthday.

Georgia Editors Plan New York Trip

Members of the Georgia Press Association are coming to New York by special boat arriving April 28, the executive committee announced this week. They will make the Waldorf-Astoria Hotel their headquarters. The New York trip will follow the association's mid-winter convention, schedued for Savannah, April 25.

GALVINS BUY TWO FLORIDA PAPERS

Ohio Publishers Take Over For Lauderdale Daily Sentinel and the Weekly Herald—Will Make Extensive Improvements

(*By Telegraph to* EDITOR & PUBLISHER)

FORT LAUDERDALE, Fla., Feb. 9—Pu[r]chase of the *Fort Lauderdale Dai[ly] Sentinel* from Col. George G. Mathew[s] and the *Week[ly] Herald* fro[m] John D. She[r]win by L. [S.] Galvin, publish[er] of the *Lim[a]* (O.) *Daily a[nd] Sunday New[s]* and W. J. Ga[l]vin, publish[er] *Wilmingto[n]* (O.) *Dail[y] News-Journ[al]* has been a[n]nounced. T[he] Galvin brothe[rs] immediate[ly] closed a deal f[or] the erection of a two-story building, a prominent downtown corner to hou[se] the plant of the two papers. An e[n]tirely new mechanical plant will be installed in the new building including a 16-page Goss press and five linotypes.



W. J. GALVIN

Mr. Sherwin remains as vice-president of the new company, but is as yet undecided whether he will enter other business. Fort Lauderdale has shown a rapid growth in the past year, virtu[ally] doubling its population, which led to [the] purchase by the Galvins. It is situ[ated] midway between Palm Beach and Mi[ami].



L. S. GALVIN

The Galvins own four newspapers [in] Ohio. W. J. Galvin the past week s[old] his considerable holdings in the *L[ima] Morning Star.* They are sons of W. Galvin, who for 54 years edited *Jamestown* (O.) *Greene County Jour[nal]* his death occurring last September. [The] started on their father's paper as b[oys] later rounding out their experience [on] numerous metropolitan dailies. W. Galvin was for several years publi[sher] of *The Horse Journal,* turf publicati[on].

Plans for the improvement of the [Sen]tinel are extensive, Associated P[ress] leased wire having been applied for. [The] editorial, business and mechanical [de]partments are being strengthened. Barry, formerly of the *Miami He[rald]* has been named managing editor. F. Mizner, former assistant advertising m[an]ager, *Lima News,* becomes business [and] advertising manager.

Providence Journal Company Ele[cts]

The Providence (R. I.) Jou[rnal] Company, at its annual mee[ting] Feb. 4, elected the following d[i]tors: Stephen O. Metcalf, Henry Sharpe, Harry P. Cross, G. Pierce calf, William L. Hodgeman, Richa[rd] Aldrich, and Eugene A. Kingman. directors then elected the following cers: President, Stephen O. Met[calf] vice-president, Henry D. Sharpe; s[ec]tary-treasurer, Robert W. Warren; eral manager, Allison Stone.

New Arizona Daily

George W. Lynn, who for the past has been running a weekly newspa[per] Yuma, Ariz., has changed his pap[er] an afternoon daily, the *Yuma Ev[ening] Herald.* Lynn is a former Texas paper man, having worked on *Houston Post, El Paso Herald,* and the *Douglas* (Ariz.) *International.*

N. Y. PRESS HITS CENSORSHIP AND POSTAL RISE

Three Groups Hold Annual Meetings in Syracuse — Publishers Will Name Executive Secretary — Work of Printing School Approved—Abbot and Seitz Discuss Sensationalism in Newspapers

By ARTHUR T. ROBB

ACCOMPLISHMENTS of the three New York publishers' meetings at yracuse last week—the Associated Dailies, the New York State Publishers Association, and the New York State Press Association—can be summarized thus:



Frank E. Gannett

Associated Dailies

Passage of a resolution declaring unnecessary pending state legislation looking toward censorship of books d other publications.

Discussion in executive session of individual administration practices. (Reorted in Editor & Publisher Feb. 7.)

Election of Henri M. Hall, *Jamestown ournal,* as president, with the probability at the next meeting will be held in July Jamestown.

New York State Publishers Association

Decision to employ an executive secrery to assist members in negotiation of bor wage scales, and in other matters.

Approval of the operation of the Emre State School of Printing.

Disapproval of the pending censorship gislation, and of a bill purporting to cognize as daily newspapers eligible for blication of legal advertising, law journls of small circulation in various cities.

Approval of the publication of an inligent digest of the laws passed at is legislative ssion.



H. M. Hall

Authorizing te president to c-operate with t: postal comrttee of the merican Newsper Publishers ssociation to tain equitable stal legislation.

Approving formulation of plans f campaign to vertise New rk State.

Re-election of ank E. Gannett, *Rochester Times-Union,* for his fifth successive term as sident, and of all other officers.

Entertainment at the best-attended anual banquet in the association's history brilliant addresses of Willis J. Abbot, *Christian Science Monitor,* and Don C. Stz, *New York World.*

New York State Press Association

Appropriation of funds to employ a ld and executive secretary on a full-tie basis.

Declaring unalterable opposition to the nciple of censorship.

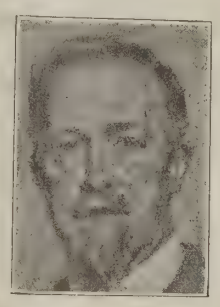
Re-election of John W. Baker, *Ithaca (N. Y.) Journal-News,* as president.

Labor was the topic of most general nrest at the full-day session of the New York State Publishers Association on Friday. This group, which met about if strong, includes the business and edtorial chiefs of the larger up-state city lies, as distinguished from the country lies and weeklies, which form the te Press Association. The Associated lies, limited to one newspaper in each it stresses the confidential discussion fshop problems, with frank statements ired by the absence of competitors m the meeting-room.

The mantle of executive session was drawn when the question of labor scales arose. Advice on the New York City situation and general counsel on proper procedure in negotiations with union representatives was given by Lester L. Jones, executive representative of the Publishers Association of New York City. J. B. Pinkham, who has been assisting the publishers of several up-state cities in such negotiations, outlined in detail the difficulties faced and the manner of their meeting. Several publishers argued the need of common knowledge and interchange of information between New York State cities in wage scale matters and after a lengthy discussion, the president was empowered to appoint a committee of two to act with him in employment of a permanent representative to assist members in labor affairs and in other matter as his help is required. It is expected that funds will be available from the assessment for the Empire State School of Printing to defray the expenses of the new office. No incumbent has yet been selected.



Don C. Seitz



Willis J. Abbot

The report on the school of printing, rendered by Director Ross W. Kellogg, indicated that the Ithaca institution has balanced its budget and now has a surplus. This happy state came about largely through contributions of $4,040 from the American Newspaper Publishers Association and $3,220 from the Publishers Association of New York City.

Statement of the school's finances for the ten months ending Jan. 1, 1925, showed that the operation of the school cost $21,278.17, of which students paid in tuition and earned in commercial printing $7,194.96, assessments on association members making up the operating deficit of $14,093.11.

Eighty-one graduates have been sent forth in the past three years, Mr. Kellogg reported, and 14 men have left after a short course, making a total "alumni" list of 95. Thirty-four men were graduated during 1924. Of the 24 who have been out of the school two years or more, seven are members of the typographical union. Practically all are employed at the trade, despite the depression in the job printing industry.

"The school continues to run at a little more than half capacity," Mr. Kellogg reported. "We are prepared to train 60 young men and women annually. During 1924 we graduated 34. Positions for our graduates have been increasingly difficult to find during the year. When I made my annual report in July, I said that I cannot conscientiously recommend our course to a young man if I do not feel certain that he can secure a position when he is prepared. The $600 which the course costs the student is a large sum to him and he often has to borrow the amount. I am convinced that the easy condition of the labor market during 1924 is but temporary, due to a great extent to depression in the commercial printing industry. There is a steadily decreasing supply of labor, due to the fact that the apprenticeship system is almost a thing of the past. The school training plan is the only substitute."

Mr. Kellogg's report was approved and the association's thanks were tendered to him, the A. N. P. A., and the New York City publishers for their assistance.

Jerome D. Barnum, *Syracuse Post-Standard,* as chairman of the A. N. P. A. postal committee, informed the association on the efforts at Washington to obtain postal legislation at Washington which will enable newspapers to continue using the mails. His argument, which has been published fully in the Washington reports of the past sixty days in this paper, was that newspapers should not be charged in any cost-finding report, with the expenses of post office activities authorized by Congress as service to the general public, that newspapers performed for themselves most of the services for which they were charged in the discredited cost report presented to Congress in December, and that the experience of the past seven years in postal rate legislation had demonstrated that the public would not pay the bill.

Mr. Barnum's request that the association authorize its president to render necessary co-operation to the A. N. P. A. committee was granted.

Radio received brief attention. President Gannett reported that the station conducted joinly by the Times-Union and the Democrat & Chronicle in Rochester had proven to be a great expense and a producer of no benefit, tangible or otherwise, in his opinion. W. O. Dapping, *Auburn Citizen* and *Advertiser-Journal,* a radio enthusiast, saw little chance of profitably linking radio and the press. He believed that the radio could serve the farmer with news of markets, crop, stock, and commodity, which broke too late for evening editions.

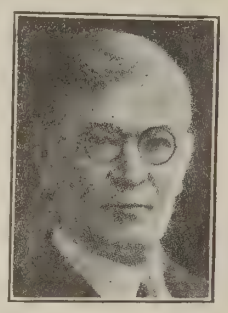
E. H. O'Hara, publisher of the *Syracuse Herald,* related how the Herald had been cited by the Associated Press for broadcasting news. The newspaper was cleared of all blame and the Associated Press directors had a new problem, when it was found that the broadcasting had not been done by the Herald or with its knowledge, but by some unknown reader, who read several columns before a microphone from a copy bought on the street.

E. C. Van Loan, *Hudson Star,* sounded the only note of menace, when he stated that his own experience and conversation with publishers of similar newspapers, led him to believe that the Victor Talking Machine Company had decided to reduce its advertising in small-city dailies in order to pay the expense of its fortnightly broadcasting program from New York City. Publishers from larger cities declared that they had not heard of the new Victor policy.

Wallace Odell, *Tarrytown News,* suggested that the publishers might consider selling their space through one representative in the national advertising field, placing the representative on a compensation basis which would save them considerable money. He quoted statistics to show that members of the association were receiving well over $3,500,000 in national advertising annually, and paying out commissions to special representatives well in excess of $500,000.

The suggestion evoked little response, but it did arouse discussion of a campaign to advertise New York State to its own citizens and to the rest of the country, with the latter receiving first choice. No program was adopted.

Over his vehement protest, President Gannett was continued in office by unanimous adoption of the nominating committee's report. The Association, now five years old, has never had any other leader, and the committee wished to honor the incumbent by giving him five full terms. Other officers, all re-elected, are: Vice-presidents, E. H. Butler, *Buffalo News;* Lynn J. Arnold, *Albany Knickerbocker Press and Evening News;* Charles H. Congdon, *Watertown Times,* secretary; and Gardiner Kline, *Amsterdam Recorder & Democrat,* treasurer.



J. W. Baker

The annual dinner Friday evening was held under the auspices of all three associations, with Mr. Gannett as toastmaster. The tables in the low-ceiled tearoom of the Hotel Syracuse were surrounded by 103 members and guests when Willis J. Abbot and Don C. Seitz were introduced as the speakers. Mr. Abbot with the ease that comes from long practice made his oft-repeated plea that the press cease to stress the news of crime and unhappiness and to emphasize constructive news. Business considerations will eventually force such a change if it is not made voluntarily, he declared.

Mr. Seitz "agreed with Mr. Abbot almost wholly as to facts, not at all as to conclusions" and for the next hour painted an unflattering picture of the present-day newspaper. The audience, possibly feeling that his confession was good for their souls, called for more when Mr. Seitz offered to desist at the half-hour and applauded him vigorously at the conclusion.

"I am trying to protest against the present practice of capitalizing evil," Mr. Abbot said. "Newspapers now make a systematic effort to gather and exploit the abnormal, rather than the cheerful and good things. The paper which I edit headlines cheerfulness, and we have to gather our own news, because the correspondents of other daily newspapers never think to pick up the news of the finer side of life."



J. W. Shaw

Characterizing Finley Peter Dunne as "one of the finest newspaper men I ever knew," Mr. Abbot quoted his Mr. Dooley and Mr. Hennessy on the newspapers. Distress filled the paper that Mr. Dooley was reading to Hennessy and Dooley complained. "Well," said Mr. Hennessy, "the papers have to print what happens."

"No," rejoined Dooley, "They have to print what's different."

"When the coast-to-coast air mail was instituted," Mr. Abbot went on, "the *New York World* with characteristic enterprise, had sent to it a San Francisco newspaper—the first paper to be sent across the continent and read 3,000 miles away from its publication point within 48 hours. The World reproduced the front page, and the headlines that the resources of the air mail gave to New York readers concerned bandits holding up a store, a posse seeking a murderer in the hills, showgirls seeking redress from a swindler, and assault and battery in a prominent family.

"Newspapers must more and more try to develop constructive news and to do away with extreme sensationalism. I

foresee the passing of the streamer headline and the reform of typography as well as editorial treatment.

"The advertising columns of the newspapers, which a few years ago could not have been read aloud before decent people, were cleaned up by the advertisers rather than by the publishers or the editorial rooms. Advertisers objected to having their copy cheek by jowl with loathsome advertisements of medicines. American newspapers in the character and typography of their advertising columns now challenge comparison with any in the world, but we have not allowed the news columns to share in the typographical reform.

"Any head less than three columns wide is now modest. Sensationalism has become like the taste for alcohol or drugs. It grows by what it feeds on, and the time is coming when the sensationalism of newspapers will not fill the demands of readers taught to expect it."

Mr. Abbot said that the Christian Science Monitor was the most expensively edited newspaper in the world. It has its own staff in offices of important foreign capitals, with 30 people in London. It is debarred from syndication of its news or from buying syndicated news, because it has been found impossible to operate successfully a paper of the Monitor's appeal even in a local field so large as Boston. It has to seek national circulation and its news and editorial content must be original and not to be found elsewhere.

"But there is pleasure," he said, "in thinking that what you give people to read helps, not hurts them."

He referred to the statement of Senator Copeland, then Health Commissioner of New York City, that the newspapers' treatment of the 1918 influenza epidemic had been responsible for more cases of illness than any of the other conditions that physicians had to combat. He also illustrated his point—that news of crime foments crime—by citing the report of the commission which invesigated a crime wave in Cleveland some years ago. This held that the crime wave disappeared when the baseball season opened and the newspapers' attention was taken away from law-breakers and their deeds, Mr. Abbot said.

"Christian Science embraces many intelligent and well-to-do people," Mr. Seitz remarked, after disagreeing with Mr. Abbot's findings, "and that Mr. Abbot avoided the common is a tribute to his journalism rather than his faith. In their eagerness to reach the common herd, the press has become more common than the herd. The newspaper is no longer an institution. It is a commercialized convenience.

"The pioneers established newspapers not to make money, but because they had something to say and they were always opposed by the great phalanx which regards intelligence as a crime.

"And, while we are on pioneers, I want to say a word for the quacks that Mr. Abbot dismissed so contemptuously—the pill man, the beautifier, the clairvoyant. These quacks alone supported for many years the effort on the part of men to be heard, and they didn't make us destroy a million acres of forests a year to print double trucks for department stores.

"I see no reaction coming. We are no longer regarded as combatants, we are not Don Quixotes. We're just in the newspaper business, and as I see all you people in front of me, I'm convinced that prosperity has even overcome the abolition of passes on the New York Central Railroad.

"We are shutting out from any advancement in journalism the young men in every town, by wholesale purchase of syndicated matter that appeals to the rudimentary.

"We bar out the lotteries—another act of virtue—but we print the stock quotations and we don't get 50 cents for them.

"We invent nothing to satisfy our readers, we hunt nothing, and in our desire to catch a few readers in Woodchuck Hollow, we go to press before anything happens. We aren't printing crime, we aren't printing anything but guesses and Mutt and Jeff, interlarded with press agent stuff made by men getting 10 times the salary of the average reporter.

"Some time ago, I counted in the daily calendar, 53 events taking place in New York that evening. Ten years ago a city editor would have been fired for neglecting any of them. The next morning I looked through two papers and found not a line concerning any of the happenings.

"Whether the audience will stand for facts or not, I don't know. They're listening to radio now, paid for at $10 a minute. The newspapers print the daily radio programs for nothing, with the names of the people who are paying to be included in the broadcasting, but I don't believe that the people are paying any attention to what they hear by the radio. All the radio nuts I know twist the dials and say 'that's Chicago,' or 'now we're getting the Coast' but none of them can tell you what they are hearing.

"We've given the bicycle and the automobile pages of puffs for the advertising they bought at low rates and now we are putting the radio business over for the trust without a cent of compensation. We print columns of radio stuff that nine readers out of ten won't read and can't understand if they would. We print radio sections for a few radio lunatics and hound the little storekeepers for radio advertising.

"Think what you want about the voluntary censorship that the press underwent during the war. I hold that it was most disastrous. The newspapers have not yet recovered from their 'ami-imbecility' of taking what was handed to them and asking no questions."

Following is the list of those attending the Syracuse meetings:

Frank E. Gannett, Rochester Times-Union; Don C. Seitz, New York World; Willis S. Abbott, Christian Science Monitor (Boston); John W. Baker, Ithaca Journal-News; Lester L. Jones, New York City Publishers' Association; J. B. Pinkham, Syracuse, N. Y.; Ross Kellogg, Ithaca, N. Y.; J. D. Barnum, Post-Standard; Gardiner Kline, Amsterdam Recorder; J. E. Willoughby, Amsterdam Recorder; Thomas J. Blain, Port Chester Daily Item; F. C. Bickers, Fredonia Censer; E. M. Perkins, Leroy Gazette-News; W. B. Sanders, Nunda News; Wallace Odell, Tarrytown News; P. B. Ingraham, Ingraham-Powers, Inc.; R. M. Van Wagenen, Niagara Falls Gazette; N. F. Maddever, Niagara Falls Gazette; F. E. Brundage, Union Sun & Journal, Lockport; Emory C. Van Loan, Hudson Daily Star; Floyd J. Rich, Carthage Republican-Tribune; P. L. Bajus, Syracuse Telegram; R. W. Disque, Post-Standard; T. A. MacEluee, Intertype Corporation; W. H. Coleman, Intertype Corporation; B. R. Lipe, Intertype Corporation; T. P. Hanse, Interlaken Review; W. E. Bassler, Middleburgh News; F. E. Blezarde, Revenna News-Herald; Elmer E. Conrath, Cuba Patriot; R. E. Peirson, Belmont Dispatch; F. A. Crumb, Alfred Sun; J. H. Backus, Andover News; E. M. Waterbury, Oswego Times; W. O. Dapping, Auburn Citizen; Lithgow Osborne, Auburn Citizen; E. Thales Emmons, Geneva Times; P. H. Wertz, Watertown Standard; A. W. Howland, Howland & Howland; A. B. Parker, Watertown Standard; James Clapham, Comptroller's Office; A. W. Hoffman, Kingston Freeman; E. S. White, Walton Reporter; William T. Powell, Cooperstown Farmer Journal; Walter C. Stone, Camden Advance Journal; Byron G. Seamans, Pulaski Democrat; Harry G. Stutz, Ithaca Journal-News; Frank A. Taber, Jr., Syracuse Herald; David S. Cock, New York State College of Agriculture, Ithaca; Fay C. Parsons, Cortland Democrat; Fred P. Hall, Jr., Jamestown Journal; Henri M. Hall, Jamestown Journal; Frank L. Rogers, Gloversville Leader-Republican; Edw. H. Mills, Gloversville Leader-Republican; Edward L. Allen, Jamestown Morning Post; B. C. Barnard, Rome Sentinel; A. R. Kessinger, Rome Sentinel; P. L. Clark, Norwich Sun; E. H. Clark, Cortland Standard; J. W. Shaw, New York Press Association, Elmira; M. V. Atwood, Utica Observer-Dispatch; Prentiss Bailey, Utica Observer-Dispatch; Frederick P. Hall, Jamestown Journal; G. S. Griswold, Batavia News; Fred D. Salmon, Port Jervis Union-Gazette; Horace P. Bull, Post Standard; Rudolph W. Chamberlain, Auburn Advertiser-Journal; Victor J. Callanan, Auburn Advertiser-Journal; G. B. Williams, Geneva Times; C. R. Bailey, New York City; Louis D. Burrill, Syracuse Journal; M. J. Picou, Syracuse Journal; Willard C. Wheeler, Tully Times; Charles H. Betts and Thomas L. Betts, Lyon Republican; Arthur D. Hecox, Knickerbocker Press and Albany Evening News; David B. Plum, Troy Record; Edward H. O'Hara, Syracuse Herald; Mary E. Jenkins, Syracuse Herald; Thomas H. Power, Syracuse Herald; William J. Cobey, Alexandria Bay Thousand Islands Sun; L. C. Sutton, Massena Observer; Daniel D. Frisbie, Schoharie Republican; Oliver G. Buisch, Hornell Tribune-Times; Garry A. Willard, Boonville Herald; Elias Vair, Waterloo News; P. A. Blossom, Brockport Republic; W. P. Small, Herkimer Telegram; M. O. Menaige, Ludlow Typograph Company; D. F. Wilber, Oneonta Star; H. W. See, Oneonta Star; C. H. Bowdish, Oneonta Star; F. M. H. Jackson, Oneonta Star; A. W. Bademann, Western Newspaper Union, Buffalo; S. M. C. Browne, Western Newspaper Union, Pittsburgh; Arthur T. Robb, Jr., Editor & Publisher; William V. Jones, Utica Daily Press; C. F. McCohill, Rochester Journal American; M. M. Lord, Syracuse Telegram American; C. M. Kendall, Watertown Daily Times; John O. Simmons, Department of Journalism, Syracuse University; Burrows Matthews, Buffalo Express.

The New York Members of the Associated Press met following the joint banquet Friday night to discuss up-State news service and further perfection of the wire service generally. Superintendent Edward McKernon, of the Eastern Division of the Associated Press, addressed the members. The same arrangement with regard to policy in connection with daylight saving time will hold this summer the same as last summer.

Officers of the association were re-elected as follows: president, Gardner Kline, *Amsterdam Recorder;* secretary, Russel Hathaway, A. P. Albany Correspondent.

W. W. CHAPIN REENTERS FIELD

Former Coast Publisher Buys Sacramento Union

(*By Telegraph to* Editor & Publisher)

Sacramento, Feb. 12.—The *Sacramento* (Cal.) *Union* has been purchased by W. W. Chapin, former part owner of the *Seattle Post-Intelligencer*. The purchase took place last Saturday and was announced in the Sunday morning edition of the Union. Those making the sale were James D. Meredith, publisher, and B. E. Bradley, editor. Bradley will remain as managing editor.

Although Mr. Chapin is best known to newspaper men through his connection with the Post-Intelligencer, he has also owned and published the *San Francisco* Call, and the *Oakland* (Cal.) *Enquirer*. At one time he owned a part interest in the *Chicago Record-Herald*.

In January, 1916, he attracted attention by purchasing the *Newark* (N. J.) *Morning Eagle and Evening Star* at an auction sale, and almost immediately re-selling them to N. C. Wright and H. S. Thalheimer, then publishers of the *Toledo* (O.) *Blade*, and H. G. Halsted, vice-president of Paul Block, Inc. A year later he purchased the *Oakland Enquirer*, which he published until the merger of the Enquirer with the *Oakland Post* in 1922.

Mr. Chapin is about 48 years old, and lived originally in Philadelphia.

Transcript Building Hit by Fire

The building occupied by the *Boston* (Mass.) *Transcript* was damaged to the extent of $100,000 by fire last Sunday evening. The damage to the Transcript itself was not serious enough to cripple the paper and Monday editions were printed as usual.

Daily Sponsors Women's Athletics

Five thousand girls and women participated in an indoor athletic meet, held under the auspices of the *Baltimore Evening Sun*, in the Fifth Regiment Armory, Baltimore, last Saturday.

COST FINDING CHIEF INLAND PRESS TOPIC

Report of Special Committee to Be Heard at Annual Meeting Feb. 17-18 in Chicago—Many Prominent Speakers

Cost finding and account keeping o daily newspapers will be the most impor tant topic to come before the Inland Daily Press Association at its annual meetin Tuesday and Wednesday of next week a the Morrison Hotel, Chicago.

The entire session Wednesday morning will be devoted to the consideration o the cost-finding system as devised by th Association. The report of a specia committee on the subject, of which E. H Harris, of Richmond, Ind., is chairman will be read. There will also be ad dresses by accountants and members o the Inland Press, who have given specia attention to the subject. A survey an summary of the business of the Inlan newspapers covering 1924 is in prepara tion and will be presented in connectio with the cost-finding report.

The meeting will be called to orde Tuesday morning by President George D Lindsay, of the *Marion* (Ind.) *Chronicle* The first business will be election of nev members, after which Wil V. Tufford, o Clinton, Ia., secretary, will present hi report. Chester W. Adams, of the *Vin cennes* (Ind.) *Commercial*, will speak o composing-room equipment, followed b Lucile Brian Gilmore, Chicago repre sentative of Editor & Publisher, wh will talk on "Some Observations o Newspaper Publishers' Associations."

At the noon luncheon Monday, Dr Ernest D. Burton, president of the Uni versity of Chicago, will speak on "Th Relation of the Press to Education."

In relation to cost finding C. F. Kar staedt of the *Beloit* (Wis.) *News* wi speak on "What Real Accounting Mean to a Publisher"; H. W. Henry, Chicag staff manager, Ernst & Ernst, Accoun tants, on "Uniform Accounting Method and Comparatives," and F. H. Bird, d rector of department of research, Unite Typothetæ, on "Research Work on Co Finding."

The Wednesday luncheon will be ad dressed by Robert C. Crowe, State's A torney, Chicago. His subject is "News paper Attitude Toward Crime."

In the afternoon reports of special com mittees and election of officers will follo two talks on "Newspaper Ethics" ar "Free Publicity," by William Souther Jr., of the *Independence Examiner* ar C. E. Broughton of the *Sheboygan Pres* respectively.

The meeting will close with a roun table discussion of "The Good of th Order."

STATE PRESS ASSOCIATION INCREASES FIELD SECRETARY'S BUDGET

MEMBERS of the New York State Press Association at their annual meeting in Syracuse, Friday and Saturday, Feb. 6 and 7, considered the office of field secretary has been functioning satisfactorily for the two year period that it has been tried, except that Jay Shaw, who holds the position, has been hampered by lack of funds to carry on the office efficiently.

A much more extensive program was outlined for 1925, which carries with it a budget of $7,100. When it was found that only about one-third of this sum had been pledged, the members present came to the rescue and brought the pledges up to $5,725. Practically every member followed the exhortation and example of Fay Parsons of the *Cortland Democrat* in paying 50 per cent in addition to the assessed amount already levied, with the result that it was voted to carry on the full activities of the association through the office of the field secretary.

The office of the field secretary in Albany reported a vast amount of constructive work accomplished during the past two years. But it was brought out th the field secretary himself had gone considerable sacrifice to carry on the wor with insufficient funds. Now the office expected to function with greater ea and without the secretary himself havin to spend time trying to raise pledges support the office.

It was voted the remainder of th money needed was to be raised in any wa the executive committee sees fit. It expected that more members will join th association because of the more expansiv program outlined, and that those wh have not paid their pledges will do so, order that emergency pledges may not found necessary.

One of the first projects is to have th newspaper interests adequately repre sented at the hearing on the clean boo bill at Albany, February 17.

Officers elected were: president, Jo W. Baker; vice president, Elmer E. Co rath, *Cuba Patriot;* secretary, J. Shaw; treasurer, Elias Vair, *Waterl News.*

"MERE AUTOMAT PAPERS DOOMED"—MURDOCK

Mammoth "News Factories" Turning Out "Canned" Products Must Yield to Dailies Which Put Performance Before Profit and Service Above Self-Seeking, Kansas Publisher Declares

By PHILIP SCHUYLER

A NEWSPAPER Darwin this week defined his idea of the "only fit daily" and offered proof its kind alone would survive the evolution towards big consolidations, which, he said, seem destined to follow the present wordy deluge of reading matter.

Marcellus M. Murdock, publisher of the *Wichita* (Kan.) *Eagle*, was the man the writer chose to play this Darwinian role.

Mr. Murdock publishes a daily newspaper which has made Kansas history, as well as profit. Founded in 1872 by Mr. Murdock's father, M. M. Murdock, the Eagle has survived countless evolutionary hardships to reach its present prosperity. It started with high ideals and never wavered.

"The only fit newspaper, to my mind," Mr. Murdock declared, "is one which puts—

"Performance above profits.

"Service above self-seeking.

"Ultimate good of the morrow above the expediency of today."

Native of the state where golden wheat lies with the splendor of sunset on the prairies, Mr. Murdock has become, as who would not, a contemplative philosopher of idealism, as well as a practical business man. His conversation sparkles with the gold of dream stuff. And, at the same time, he has proof at hand to show that idealism pays.

"There are too many mere automat newspapers. The trade is becoming cluttered up with them," he began, warning those in the craft that there must be a "reawakening of ideals" if they would survive this day of "mammoth news factories."

"Too many fail to remember that a newspaper is not just a vending machine, distributing news, advertising circulars, and canned editorials, wrapped in a package.

"Whatever amount of money it is possible to make, a newspaper is not justified in being a sort of automat, serving ham and egg newsprint sandwiches.

"The 'almighty dollar' has blinded many newspaper publishers from the real object of their profession.

"It is resulting in the deluge of cheap reading matter this age is producing. And the great mammoth news factories are crushing out the automat type of newspaper, which is too small to wage war against them.

"The newspaper, however, which is operated on the principle that it is not just a collar button factory, but a live, breathing organism, founded in character, actuated by a soul, that will build for the future—such a newspaper will find itself preserved against any amount of aggregate wealth."

I asked Mr. Murdock frankly for some instances where the Eagle had put such ideals to work.

"The very foundation of the Eagle by my father was his all-absorbing ambition to build a city," he replied. "Contiguous to the city that was to be was a promising rich and productive territory, a trade area, of a hundred miles and more in every direction.

"The Eagle has never lost sight of its obligation to this district. It has year after year multiplied its circulation as population has filled in the interstices and today is serving daily 58,000 families and on Sunday 70,000. That is performance.

"If immediate profits had been the governing factor, a newspaper published in a city of 100,000 population would have never have allowed to develop such a huge circulation. Because this means an overload considering the merchandise revenues and available advertising income produced by a city of that size, only partly offset by the fact that the Eagle's subscription price is $7.50 a year and its national advertising patronage runs into the millions of lines annually. Had today's profits rather than service and ultimate



Marcellus M. Murdock

returns dictated the policy, the Eagle today would be a newspaper with its 20,000 circulation within the city of Wichita and not more than twenty or twenty-five thousand on the outside, a total of forty or forty-five thousand circulation.

"An example of less pretentious proportions is found in the paper's attitude when it comes to the choice between loss of advertising lineage and the welfare of its citizens. Some time ago, the Eagle came to the conclusion that Wichita was not receiving adequate transportation facilities from the local street railway company.

"The publisher of the Eagle took the matter up personally with the representatives of the street railway company and urged improvement in the service and equipment. There was no desire to make of the situation just one of those specious newspaper campaigns. Promises were made, but no substantial relief given.

"The Eagle then started a campaign with the sole motive of the public good, and for more than a year hammered away at the proposition. It promoted buses and gave its support to the first embryonic jitney lines. It tried by gentle suggestions and by rough philippics to get the street railway company to see that new methods of transportation would be the thing of tomorrow. But the profits of today were controlling the policy of the street railway company.

"However, the campaign has had definite results.

"Of course, our campaign is not solely responsible, but this and other factors, including a change of ownership in the street railway company, has resulted in that company improving its rail service, establishing several bus lines and taking over and operating others already existing.

"Here is the moral of the story. The street railway company was an old and steady advertising patron of the paper. When the Eagle started its campaign, the street railway company withdrew its advertising and the paper lost thousands of inches of advertising.

"The Eagle certainly in this campaign was putting service above self-seeking, performance before profit.

"There have been similar instances to this in cases of the water company, the gas company and other business advertising patrons. There have been money sacrifices, but results have not always been so definite and measurable.

"Editorially the policy has been made manifest year after year. The Eagle has stood unwaveringly for progressive measures, locally and nationally.

"When it has found an ulcer in its local body politic, it has gone after it and kept after it until it was cleaned up, despite the protests of any part of the citizenship and charges that the fair name of the city was being besmirched and the city unfavorably advertised.

"The ultimate good was certainly paramount to the evil of the day, mistaken for temporary benefit.

"Nationally it has stood for those measures, even unto constitutional amendments, which it believed to be for the good of the nation's whole citizenship. Whatever sacrifice was involved on being on the losing side at times, if there is any loss, that even of prestige, it bore without flinching. It always counted the ultimate good more to be desired and sought than the expedient profit of the present."

Mr. Murdock started newspaper work actively in 1902, when he was 22 years of age. Previously he had been given a peep at the business at the age of 14 years. Then he was turned loose and told to write up a local skating party.

He came back to the office, and included in the story he produced the highly entertaining information that the "skaters were warned not to skate over the *wholes*." It was printed as written, and Mr. Murdock has been spending the rest of his life living down this first attempt.

His older brother, Victor Murdock, took charge of the editorial side of the paper, while Marcellus entered the business office.

At first, Mr. Murdock recalls, his most important task was taking the Eagle's cash to the bank daily.

"But I surrounded myself with good men," he said, "and have learned a great deal more since, I hope."

Today Mr. Murdock is not completely satisfied with his newspaper's success. He has an ideal towards which he has been constantly aiming in his 22 years of newspaper work.

"I believe," he said, "that a newspaper should make sufficient revenue to do the following things in this order:

"1. Perpetuate itself, and keep itself in the lead in its community and trade territory.

"2. To generously compensate the real brain and muscles of the institution—its employes.

"3. To turn a fair rate of interest for the capital used—say, six or eight per cent."

NEWS FROM GENEVA SLIGHTED

Large Volume Available But Not Used Is Complaint

Many newspapers are not using news from Geneva, is the complaint of the current *League of Nations Herald*, although, the publication adds, there is at present a much larger volume of League news than at any previous time, and the interest is steadily growing.

"The news is increasingly thin and inadequate as distance from the Atlantic seaboard increases, the mountain states being least adequately supplied," the publication states.

"From material now at hand, any daily paper can remedy this situation. Whether or not it will do so depends largely on its readers. The press on the whole gives the people what it believes they want.

"In the early days of the League neither American news agencies nor American newspapers considered it worth while to keep representatives at the seat of the League.

"About two years ago, however, the Associated Press and the United Press established permanent offices there. The *New York Times* and *New York World* have lately sent permanent representatives. Several correspondents are there reporting for individual papers or groups of papers."

New York Publisher Marries

Judge Edwin Stewart Underhill, Sr., and Miss Mary A. Allen of Bath, N. Y., were married in that city on Feb. 4, leaving at once for New Orleans and California. Judge Underhill is publisher of the *Corning* (N. Y.) *Evening Ledger* and is associate publisher of the *Bath* (N. Y.) *Steuben Advocate*. He is a former president of the New York State Editorial Association. Mrs. Underhill formerly was a member of the editorial staff of the Advocate.

Milwaukee Journal Broadcasting

The *Milwaukee Journal* has joined with Marquette University, Milwaukee, in erecting a 500-watt radio station, known as WHAD, "Marquette-Milwaukee Journal Station." The Rev. Father John B. Kremer, S. J., head of the department of physics, Marquette University, is director of the new station, and Herbert F. Wareing, chief operator.

Toledo Blade Runs Big Section

The *Toledo Blade* printed a 32-page "Willys-Overland Automobile Section" Feb. 2. Copy was assembled under direction of W. Edward Myers, advertising manager. The *Blade* of Jan. 31 carried a 28-page section devoted to the automotive interests.

Six Papers Install Ludlow Equipment

Six newspapers, the *Philadelphia Gazette*, *Ottawa Free Traders Journal*, *Bridgeton* (N. J.) *Evening News*, *Sheboygan* (Wis.) *Press*, *Woodland* (Cal.) *Democrat*, and *Cottage Grove* (Ore.) *Sentinel*, recently installed Ludlow Typograph equipment, the Ludlow firm announced this week.

"EDITORS SHOULD SEARCH FOR DECENT AND BEAUTIFUL"—JOE CHAPPLE

Famous Feature Writer and Editor Believes Journalist's Privilege Is to Seek the Noble in Man—People and Travel His Hobbies

THE reputation of hobnobbing with kings and queens, princes and premiers, of being "the pet of statesmen and politicians," of having made many successful authors, and of having himself reached a high place as a successful author and editor, is enough to turn almost any man's head. But Joe Mitchell Chapple, Boston newspaper man and magazine editor, who might rightfully boast of such renown, is fortunately praise-proof.

"Joe," as he is known to thousands throughout the world, might have accumulated a fortune during his lifetime of literary activity, but he has always preferred friendship to fortune. His habits have not changed since the days when, still a lad, he set up a weekly newspaper in the Middle West and published the gossip of the village on an old hand press that printed so badly that his subscribers would often come to the office and make him read the blurred items.

When he is at his "attic" in Boston he sits at the same old pine table that he used many years ago when, together with his brothers, he began the publishing of the *National Magazine*, with which he has been connected ever since as editor. Surrounded by the same plain walls that witnessed his early struggles to put the periodical on firm footing he dictates and writes, reads and corrects more copy, probably, than any other single person. Here, also, he meets the constant stream of friends who come to see him when they know he is in town.

Nor have any of those whose early days he helped to make more pleasant sledding forgotten him. His home-made table which serves in lieu of the magazine editor's customary mahogany desk is always covered with letters of gratitude from famous authors, editors, statesmen, and other lights of the professions. Joe cherishes them as "leaves of gratitude in a book of friendship and good will."

Since his early years, Joe Chapple has been an exponent of the new journalism. As "the boy editor" he determined that mere muckraking was not the province of the newspaper man and that the editor has no prerogative to set himself up as a supreme judge of mankind. There is enough of the good in this sordid world, he believes, to make even a printer and publisher optimistic in old age.

"It is the province and privilege of the reporter, the editor, and the author to search, as I have been searching since my first experience as a writer, for the decent and beautiful—for all that is good and noble in man," he declares.

Joe has never forgotten his early days as editor of *The National*. He often reminds his old friends of the time in which he and his brother Will alternated in the use of the single pair of reversible cuffs they owned between them. George Barr McCutcheon still reminds the editor of the fact that the latter bought his first story. Although the author received but ten dollars for it, to McCutcheon it was a Godsend, and to Joe Chapple it meant another week of starvation rations. Zona Gale and Ellis Parker Butler and Rex Beach are on the list of those who received encouragement for their first literary endeavors from Chapple. Jack London, also, had some of his first works accepted by the editor of *The National*.

Joe Chapple's hobbies are people and travel. He never rests. Just back from a world tour during which he did much traveling in Bagdad, Iraq, Syria and the Holy Land, and in the midst of the preparation of a series of 14 articles on his trip for the *New York World* and the *Boston Globe*, he recently left his work to embark upon a lecture tour of the country on behalf of the Near East Relief.

When, about a month ago, Joe Chapple broadcast on behalf of the drive from the Waldorf-Astoria in New York, his plain pine table, during the next week, was buried under an avalanche of letters from his audience. So stirring was his speech because of its characteristic earnestness that many mothers living on farms wrote him letters in which they enclosed contributions of one dollar. One declared she could afford no more, as her husband was very poor, and she herself had not had a new dress for several years. But she wanted to do her bit and pinned the dollar, to save which had probably required weeks of skimping, to her letter which she sent on to the editor. And Joe Chapple, with his usual kindliness, accepted her contribution, and presented her with a year's subscription to the *National Magazine*.



JOE MITCHELL CHAPPLE

The extent of his friendship with thousands who have never seen him can be realized from the fact that nearly one-half of the letters he received as a result of his first broadcasting experience were written by men and women who knew him through his "Heart Throbs" and "Heart Songs," two books of his, over a million copies of which are now in circulation and which continue best sellers after 20 years upon the market.

How Joe Chapple manages to do the many things in which he is engaged is a marvel to newspaper men. Besides editing and writing a large part of the contents of *The National Magazine*, he also writes a daily column, a continuing and up-to-the-minute biographic encyclopedia of the famous folk of the day which is a feature of a large number of daily newspapers. He has already published more than a dozen books, of which "The Life and Times of Warren Harding" is the latest. He has lately inaugurated a biographic cross-word puzzle service.

On the wing, as he is most of the time, Joe Chapple is as elusive as the proverbial will-o'-the-wisp. He maintains offices which are known to everybody who knows him as "Attics," in Boston at his printing and publishing plant, and in New York at the Waldorf-Astoria.

Leith With Hollands Magazine

S. E. Leith, for many years Eastern manager of the Associated Farm Papers, has resigned to take the special representation in the East of *Holland's Magazine* of Dallas, Tex.

CROSS WORDS CAPTURE BRITAIN

Virtually All Dailies Printing Them—Premier Baldwin Comments

By Herbert C. Ridout
(*London Editor*, Editor & Publisher)

Cross word puzzles are repeating in England the craze they reached in the United States. There is no newspaper that does not print one or more each day. Prizes are rarely given for solutions, but everybody is talking of or working on cross word puzzles.

At the Press Club recently, where the Prime Minister, Mr. Stanley Baldwin, was principal guest, the cross word puzzle came under review in humorous fashion.

Mr. Baldwin referred to the fact that journalists had many points in common with himself; neither of them had any regular hours for meals, neither were subject to the eight hours law, and both could be fired out and put on the street at a moment's notice without compensation and without pension.

"There is another great Lord," he continued. "I as Prime Minister, and you as journalists, are engaged in the common work of trying to elevate the people of this country, and you are doing it today through that marvelous medium, the cross-word puzzle. There is now hardly a man, woman or child in this country who is not familiar with the name of Eli. The fact that Asa was King of Judah can be concealed now from none. I should think 90 per cent of the people believe that there was but one Roman Emperor and that his name was Nero. They have learned that there is one mysterious bird in a far country of three letters, and one snake of three letters."

MARITIME SERVICE RESUMED

Canadian Press Wires Reopened With Publishers Paying Entire Cost

Resumption of the leased wire service of the Canadian Press was effected by the daily newspapers of the maritime provinces, Feb. 8. This service was discontinued about a year ago, following the cancellation of the Canadian Government subsidy.

The dailies at that time decided that without the subsidy the cost of the service was too great, owing to the long and unremunerative distance from Montreal.

However, it has been decided that limited service has been unsatisfactory, hence the renewal of the leased wire service, with the dailies bearing the entire financial burden.

The final meeting of representatives of the maritime provinces dailies to discuss the problem was held at Moncton, N. B. In attendance were: G. Fred Pearson, managing director of the *Halifax Chronicle and Evening Echo;* A. W. Robb, secretary-treasurer, *Halifax Herald and Evening Mail;* A. R. Coffin, editor, *Truro News;* E. L. Coleman, business manager, *Sydney Record;* H. P. Duchemin, manager, *Sydney Post;* H. P. Robinson, a director, and A. J. West, managing editor, *St. John Telegraph-Journal and Evening Times-Star*.

The Canadian Press was represented by J. F. B. Livesay of Toronto, general manager, and A. D. Merkel, of Halifax, maritime provinces superintendent.

Southwest Sports Writers Organize

Sport writers of Texas, Oklahoma and Louisiana have organized the Sport Writers' Association of the Southwest, and have elected the following officers: Jere R. Hayes, *Dallas Times-Herald*, president; Spike Cooper, *Beaumont Enterprise*, vice-president; Horace S. McCoy, *Dallas Journal*, secretary; George W. White, *Dallas Dispatch*, treasurer. Ned Record of the *Fort Worth Star-Telegram* and S. E. Davis, *Fort Worth Press*, were named as a committee on by-laws. There were 28 charter members.

CLEVELAND PUBLISHERS BAN RADIOCASTING

Times, Press, Plain Dealer and News Decide to Cease Broadcasting Efforts and Leave Field to Professional Entertainers

Newspaper publishers of Cleveland, on Saturday, Feb. 7, entered into an agreement to cease broadcasting any programs in their respective fields and attend strictly to the business of publishing newspapers hereafter, leaving the radio entertainment field to those more properly fitted to take care of it.

This means that the Cleveland publishers have taken up the broadcasting problem and have settled it in their own way definitely and finally, and that while they will continue to publish in detail radio programs and news and lend every assistance to their readers in obtaining high grade entertainment they will not sponsor further programs from the three powerful stations located in Cleveland—WTAM, WEAR and WHK.

Dearth of good local talent is one reason the publishers will no longer send out programs. With the advent of the Victor company into the broadcasting field in New York, sending out really high class programs from the world's greatest artists, the Cleveland publishers agreed that it was time for them to step aside and leave the business of entertaining the public on the radio to professional entertainers.

Another thing taken into consideration, they said, was the fact that too much broadcasting by promiscuous companies, concerns and individuals is having a tendency to commercialize programs to too great an extent.

For years the Cleveland papers have used the radio for broadcasting purposes. The *Cleveland Plain Dealer* has been sending out regular programs over Station WTAM. The *Cleveland Press* has sought high and low for talent to furnish its regular entertainment programs of Station WHK, and the *Cleveland News* has gone to great lengths to get suitable entertainment for its programs broadcast over old Station WJAX, recently renamed Station WEAR when the Goodyear Tire & Rubber Company took it over.

For the last year or more, the *Cleveland Times* has been supplying every week day a news service to WEAR and others.

The Cleveland publishers considered carefully the fact that big Chicago, Detroit, Pittsburgh and other newspapers are, if anything, amplifying their radio efforts. In the end it was decided that the Cleveland situation was purely local, and that they would take the necessary steps to retire definitely from the broadcasting business.

Iowa Daily in New Home

The *Cedar Rapids* (Ia.) *Evening Gazette*, after 35 years in its building at the east end of the First avenue bridge, is now installed in its new three-story $80,000 home on Third avenue and Fifth street. The business office occupies the first floor. Private offices of the paper's executives are there also. The mailing room is in the rear. News and editorial departments are on the second floor with the composing room in the rear. Automatic tube systems connect all department. A new Duplex press and new stereotyping equipment was installed. A New Home edition is to be published soon.

New Legal Rate Bill Drawn

A revised legal publication rate bill perfected by the Texas Press Association and Daily Newspapers, is ready for introduction in the Texas Legislature. The measure provides for a flat rate in all publications of 10,000 circulation and less of two cents per word for the first and one cent per word for subsequent insertions; and for more than 10,000 circulation, the commercial rate for all official advertising.

EDITOR WOULD CUT CRIME NEWS TO MINIMUM

Saginaw News Courier Chief Says Most Crimes and Divorces Have Same News Value as a Dull Speech By a Fourth-Rate Authority—Wants No Maudlin Heroics

By A. R. TREANOR
EDITOR AND MANAGER, SAGINAW NEWS COURIER

VERY recently at the annual meeting of the American Society of Newspaper Editors, an inspiring and purposeful exposition of contrasting views regarding crime news was contributed by two leading journalists. Willis J. Abbott of the *Christian Science Monitor* detailed a policy of no crime news and Herbert Bayard Swope of the *New York World* vigorously justified the policy of that leading metropolitan journal in stressing criminal affairs.

One speaker intimated crime news should be suppressed because it is news of crime; the other argued that it should be printed because it was "crime" news. With the one, the fact that an incident or event centered in the performance of a crime rendered it unfit for publication; by the second speaker it was this fact that made it outstanding news.

Some editors and publishers believe both speakers presented extreme views; that both schools of thought and decision err because of a lack of editorial and mental flexibility, and further, that they do not only misread the elements of news because of preconceived notions but commit public offenses against good taste and private offenses against good journalistic ethics because they fail to apply a standard of news values to criminal events.

As long as there are humans there will be crime, and as long as newspapers exist, crime news will be published. Possibly "crime news" needs a brief definition. It is, when strictly applied, a large term but in the sense provocative of so much earnest and endless discussion narrows to homicides and sex cases. In so far as crime news touches upon misfeasance or malfeasance in public office, in industrial affairs, community upheavals or labor differences the issue of unnecessary and unjustified publicity is but seldom raised. But when column after column of conjecture, gossip and insidious suggestion is printed about the murder of a Broadway butterfly or an unknown ward-healer or an equal lineage is used to detail to the "nth" degree, the questionable love affairs of a police court intimate or fourth-rate actress the question of the determination of news values arises even before that of propriety, justice or good policy.

Every newspaper man is familiar with the argument that the press is a mirror of humanity, that it reports what individuals do, and that so long as human frailties break out in the commission of hideous murders and bankrupt the marital ties there is nothing to do but print them. It is well to remember that human nature does much else than to err; that unusual acts of kindness may be discovered daily by any intelligent reporter who will bother to look into the affairs of his own neighborhood. But there seems to be no great metropolitan advocate of a policy to search for and find this type of news.

The press must print news and hence there is some merit in the argument that crime news cannot and should not be ignored. But this does not warrant a policy of printing crime news by the wholesale and other news in small retail quantities.

There is a newspaper yardstick that should be applied to crime news in a degree similar to that to which it is used on all other news. A crime involving unimportant people is in no sense unlike a dull speech delivered by a near-authority. There is some news in the fact of the speech and the presence of the speaker, but if his message is ordinary the newspaper columns give him little mention. Likewise, a divorce proceeding coming from a stunted environment where respect and recognition of common morals and human rights are little understood, has none of the news value of a family difference involving citizens of established place in the community and of recognition in their profession or personal walks of life. Yet many large papers carry divorce news regularly on their first page regardless of the personnel of the affairs.



Crime news will always be published.

* * *

Should be written in briefest form, true to best news standards.

* * *

Eliminate disgusting, spicy, sordid details.

* * *

Suggestive innuendo is barred.

* * *

The news of the first crime in history was well told in 29 words.

—A. R. TREANOR.

That the best of precedents may be cited in support of a suggested policy of viewing crime news from the point of minimum rather than maximum publicity can be illustrated by one reference. The first and best known chronicles of all time, a document that in our present methods and standards would probably have been issued under the name of the Eden News, carries in fifty chapters the Story of the Creation. In it is given the report of the first murder, a story of unparalleled importance, and it is fully covered in twenty-nine words. The report is brief and complete and shuns the collateral facts and attending detail. It simply tells the story, almost in one line, certainly in one paragraph, and in one brief story.

Here is found the policy of crime news reduced to a minimum and yet so completely covered that there never has been room for doubt as to its accuracy.

Most crimes are similar in character. Most divorces have similar premises. It would almost be possible to keep standing a news story, subject to corrections only as to names, dates and places, on the average divorce story which gets a lead position and a glaring headline. With murders a distinct likeness is found, as witness the latest epidemic of killings of the veneered slum of New York's indecent and affluent society of apartment house mistresses. More words of telegraph were carried about the details of these two unfortunate women of doubtful if not negligible moral fiber than were given to any single news event in a like period.

The taste of the average reader of the average daily does not demand these sensational and detailed stories, although it does become used to them. This taste in time becomes perverted but it may be saved for better and more valued news information if this is given them.

What then is the duty of the newspaper? Is it to report crime news simply because it is "crime" news or is it to suppress this news because it is news of "crime"? Many newspaper editors are agreed that there is a safe middle-ground policy which neither ignores facts nor exaggerates conditions of daily life. To them the ethical attitude is one of judgment and accurate appraisal. Give to items of crime a seasoned search for actual news worth. Take into consideration the character of the crime, the personality of it, the environment, influence and its influences. Disregard mock heroics or a tendency to the sensational. Above all, do not accept the fallacy that because it is crime news it is big news.

To establish such a policy, crime news must be rated at a minimum news value. To grow to a lead story it should possess these other elements briefly alluded to and by ranking highly by this standard of measurement it is removed from the general classification.

Admitting the divorce court is an equally vulnerable source of news sensationalism, can the fact be overlooked that the lengthy stories about divorces find their incentive in some easily established and quite unworthy facts? Often divorce news is the "easiest" news to get. It requires no skilled reporting or intelligent understanding of the problems of the day. The "dirty linen" is brought to court and there waved before the motley and morbid throng. It is further agitated by lawyers of questionable ideals and of ethics far beyond either question or doubt and out of the slightest incident an ugly yarn for the curious minded is easily manufactured. And because the parties so easily and sensationally discussed by the flamboyant press are already in court quarreling over their own affairs, there seems to be no legal or private right guarding, controlling or limiting the nature of the stories printed. It is so easy and so safe to impute to the parties concerned acts, deeds and thoughts which even in their most inane moments of domestic infelicity were undoubtedly beyond their scope.

Newspapers generally, and especially outside of the metropolitan districts, seem to agree that there is something wrong with the existing method of sensing, evaluating and establishing news of crime and divorce.

What policy then should prevail if this error is to be corrected? I am sure this summary of constructive suggestions is one to which a large share of the press in a majority of the cities of America will and can agree to and that with many it is already an established code of their editorial ethics. To summarize:

Crime news should be reported at a minimum. Only when new and unusual circumstances surround the crimes in which important people are either the victims or intimately concerned or involved should this policy be laid aside. Then only the facts, free from inference, innuendo, gossip, trash, inspired sensational and uncorroborated detail should be printed. In all cases under this policy crime news rates in the paper of the day in just such proportion as the facts warrant. There is no pandering to public debauchery or maudlin heroics about the misdeeds of the worthless few.

Divorces, like crime, are so common that they are no longer news per se. Their frequency is probably greater than any other social offense civilly regulated that can be mentioned. Likewise, the circumstances generally attending their settlement are so tainted by personal shame and injury that the element of news most aroused is always the same.

Consequently, in the treatment of divorce news a standard can easily be applied. Primarily, public interest is satisfied by the briefest recital of the facts of the decree. Unless the parties involved mean more than a dizzy, blond adventuress or a high-powered, loose-moraled broker type, brevity should at all times be the rule, and personally I am willing to believe that in the great average of divorce cases of this character there is so little news value that other items of greater importance might easily displace them in the assortment of the day's doings. When the unusual exists and the divorce courts sit in hearings of men and women of repute farther than their own block or the neighborhood gossiping circles, it might be well then to use the much-discussed editorial yardstick for actual news value.

But the starting point on all news of this character should be what is termed the minimum, which in the briefest possible space tells the essential and actual facts. With this foundation no additional stories should be added unless there is an overpowering reason based on the importance of the correlated facts, and even then the rule should be brevity and simplicity, with disgusting sensational details and spicy, sordid, suggestive innuendo absolutely barred from the story.

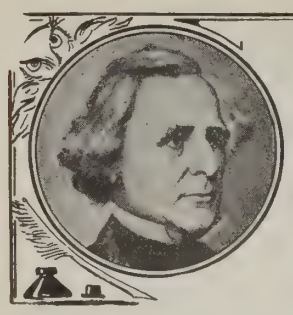
This view makes no direct reference to the great questions of public policy, public welfare and public gain for the reason that we believe all of these are faithfully served if the policy outlined is adopted.

Tourist Ads Paid in Minnesota

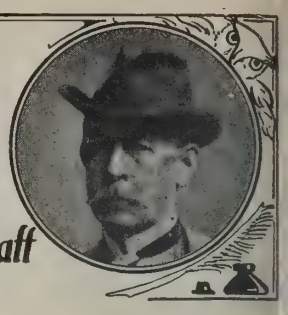
Splendid results were obtained by the Ten Thousand Lakes Association of Minnesota, in a campaign to increase tourist trade by newspaper advertising in 1924, H. C. Hotaling, secretary, announced in his annual report made public this week. Mr. Hotaling is also secretary of the National Editorial Association. Tourist business in 1924 exceeded $40,000,000, the report showed. Minnesota editors co-operated in the drive.

FORESHADOWED EVENTS

Feb. 16-17-18—Seventh District, Associated Advertising Clubs of the World, meeting, Wichita, Kan.
Feb. 16—New Jersey Press Assn., mid-winter meeting, Stacy-Trent Hotel, Trenton, N. J.
Feb. 17-21—Inland Daily Press Assn., annual convention, Chicago, Ill.
Feb. 17-21—Journalism Week, University of Nebraska, Lincoln, Neb.
Feb. 18-21—Nebraska Press Assn., annual meeting, Lincoln, Neb.
Feb. 20-21—Minnesota Editorial Assn., convention, St. Paul.
Feb. 20—New York Business Publishers Assn., editorial conference, Hotel Astor, New York.
Feb. 21—Advertising Club of New York, annual carnival and ball, Hotel Biltmore, New York.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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In 1868, the Ku Klux Klan's activities in the South became so great, that Mr. Bennett decided to secretly send a man down to investigate it and Meighan was chosen. He traveled through the Southern States for months, as a "salesman" for a wholesale drug house in the West, and his revelations as to outrages and terrorism were startling. Finally two ex-Confederate officers who had discovered his real occupation, and sympathizing with his purpose, enabled him to get the interview with the famous General N. B. Forrest, in Nashville, Tenn., on the Ku Klux Klan, that made a great hit both North and South. Meighan was next enabled to interview Parson Brownlow, the fiery Governor of Tennessee. This story too was a hit and was reprinted all over the United States.

Another feature of his lengthy correspondence was the exposure of the "carpetbaggers" from the North, who under the Freedmen's Bureau's protection were irritating the Southern whites.

In 1877, Mr. Meighan was promoted to be City Editor, and outside of his regular routine work, he took up the correction of public abuses. One of his first crusades put a stop to the dumping of garbage and refuse in the lower bay at night, when it should have been conveyed far out to sea. Mr. Bennett hired several tugs, and Mr. Meighan judiciously placed them under the direction of Jim Creelman, who as the "Admiral" of his fleet, furtively "dogged" the garbage dumpers and caught them in their illegal acts. Their exposure in a big city story followed, and the scow owners and contractors were prosecuted and punished.

The Irish Famine Fund

In January, 1880, an appeal came from Ireland to Mr. Bennett asking for aid.

"For God's sake send us bread or money; we are starving," was the message.

On Feb. 4, he started the famous Irish Famine Fund with a gift of $100,000! The announcement was as follows:

"The Herald opens today a subscription for Irish relief, heading it with the sum of $100,000. It solicits other people to give in proportion to their willingness and their means. It will receive subscriptions for any amount down to twenty-five cents, carefully publishing the name and residence of every subscriber. * * * The Herald will be exact and minute in accounting for the expenditure of the fund. It will pay over all sums to an efficient committee for immediate distribution. It engages to see that every dollar goes to the relief of actual want. * * *

"The Herald deems it important to state that the amount of its subscription will be ready at once."

The public generously responded, and a total of $334,666.90 was raised within a few weeks, and the U. S. Ship "Constellation" took over a cargo of flour, corn meal, oatmeal, seed potatoes, etc. The late William R. Grace gave one-quarter of it.

Mr. Bennett, who was traveling in Tunis at the time, appointed the Rev. Dr. George H. Hepworth as almoner-in-chief, the other members of the Relief Committee being E. R. King-Harman, M. P., W. Shaw, M. P., and Prof. Baldwin.

Dr. Hepworth cabled long accounts of the work of relief, which saved tens of thousands from starvation.

John Kelly's Savage Conflict With Mr. Bennett

As far back as the 1875 electoral campaign, John Kelly had denounced the New York press as a "disgrace to civilization," especially attacking the Herald, for having said:

"The country has long seen that Democracy in New York, as represented by Tammany Hall, is not a healthy indication of its general system, but is a purulent and running sore!"

The warfare continued, intermittently, until in 1879 the Herald courageously renewed its editorial denunciation of Tammany Hall as a corrupt and demoralizing influence in the community, and charged that John Kelly, as "Boss," was trying to gain control of the City Administration from selfish motives.

Kelly was just as vigorous a fighter as Mr. Bennett, and struck back vigorously at him, through his two organs, the old Star and the Express. The Star was a struggling morning paper, barely kept alive by the patronage of the City Administration, while the Express was a weak and tottering relic of the bygone days of reckless journalism. Its editor and principal proprietor was Erastus Brooks, who had never forgiven the elder Bennett for his wanton attacks on his late brother, held up to ridicule as "Booby," and later as "Biddy" Brooks, so that when Kelly, metaphorically bleeding from the rhetorical wounds inflicted by the junior Bennett's trenchent pen, called on the Express to enter the fight, Mr. Brooks readily consented and assigned his reporters to investigate and write-up the private life of the junior Bennett.

In October, 1880, the Express began its attack—one of the most scandalous character—probably never equalled in the history of journalism—on Mr. Bennett's reputation, as follows:

"LIFE OF JAMES GORDON BENNETT

"James Gordon Bennett has been abroad most of the time for several years—in fact ever since the duel he did or did not fight with Mr. May, who whipped him in front of the Union Club house. Many New Yorkers have doubtless forgotten some of the most interesting incidents in Mr. Bennett's checkered career, and would be pleased to know what sort of a man owns and runs the New York Herald and Telegram for his own interest and profit, dictating to the people of this city as though he were their sovereign, and issuing orders and instructions to all parties, as though he were the American Czar. It may interest them and the public to know that we have in press and nearly ready for publication a life of James Gordon Bennett from authentic sources.

"We can assure our readers that the biography will be more entertaining than a novel; more sensational than anything that ever appeared in the Police Gazette, and almost as moral as Zola's 'L'Assommoir,' but it will be an excellent temperance tract."

Mr. Bennett, in a furious frame of mind, promptly reproduced this notice, repeating in five different columns of the editorial page of the Herald on Sunday, Oct. 24, under the heading of:

"IS THIS BLACKMAIL—OR WHAT IS IT—GO AHEAD OLD MAN."

In a violent leader on the same page, headed "Misther Kelly," and in which Mr. Bennett admitted that he had "lost his reputation long before," he said:

"What is the matter with this poor, idiotic Kelly, screaming in his wild Irish rage, frothy vituperations against the proprietor of the Herald?

"Why, the proprietor of the Herald lost his reputation long before Misther Kelly came into power, and while yet Misther Kelly's foine Oirish newspaper was a rampant, roaring Know Nothing organ. Imagine the Express, the organ of all the Know Nothings, falling under the will of a coarse, splenetic, loud mouthed Irishman, who fancies that this city is Ireland, and that he can use the same organ to howl down American opinion, when it objects to the introduction of the Catholic religion as an element of local politics.

"But this Kelly will find that American opinion is not to be put down in that way. * * * And since this champion of Irish and Catholic dictation wants it understood that his way must be supreme, and that whoever objects shall be overwhelmed, if possible, by a deluge of vile names ranked from the cesspools of his imagination, or the yet fouler recesses of his memory—he can have the issue made just as distinctly and clearly as the case may require."

The Express also recklessly attacked the reputation of the wife of a wealthy man named Helmbold, linking her name with that of Mr. Bennett.

To this the Herald replied:

"The Herald assures the public that there is not a word of truth in the infamous tale concerning Mr. Bennett and a lady whose good name the Express yesterday wantonly attacked and besmirched.

"Mr. Bennett does not know Mrs. Helmbold; never in his life spoke a word to her or she to him; never had any relations with her of any kind whatever; and the whole filthy story of Mr. Kelly and his organ and property, the Express, is from first to last an infamous and cowardly invention.

"Through his organ, the Express, he basely struck at the proprietor of the Herald, by mendaciously impeaching the virtue of a woman. For that dastardly lie we denounce Mr. John Kelly as a vile coward, who deserves the contempt of every honest person—and we recommend him to the notice of the Grand Jury of this County."

The Express was roundly condemned by the press generally for its disgraceful attack, and especially for its insinuations against the reputation of Mrs. Helmbold. Under the head of "A Public Outrage," *Harper's Weekly* said in November, 1880, "the indecent assaults of the Express on Mr. Bennett were worthy only of the poorest kind of 'Eatonswill Gazette.' The Herald opposed the nomination made by Kelly for the Mayoralty, and the reply was a fusillade of personal vituperation, unredeemed by a solitary gleam of humor or cleverness—a broadside of dull calumny, and finally as the Herald said: 'of the most outrageous and filthy falsehood.'"

Said the Evening Post: "The foul publications by the Express in regard to Bennett are as stupid and inconclusive in their dull malignity as they are indecent. Everybody knows, who cares to know, that these assaults are made by Kelly. The clumsy pen which writes the flat and filthy stories may not be his, but it is guided by him."

(To be continued next week)

Albany, N. Y., February 6, 1925

An Important Consolidation!

Albany Evening News

has absorbed the

Albany Evening Journal

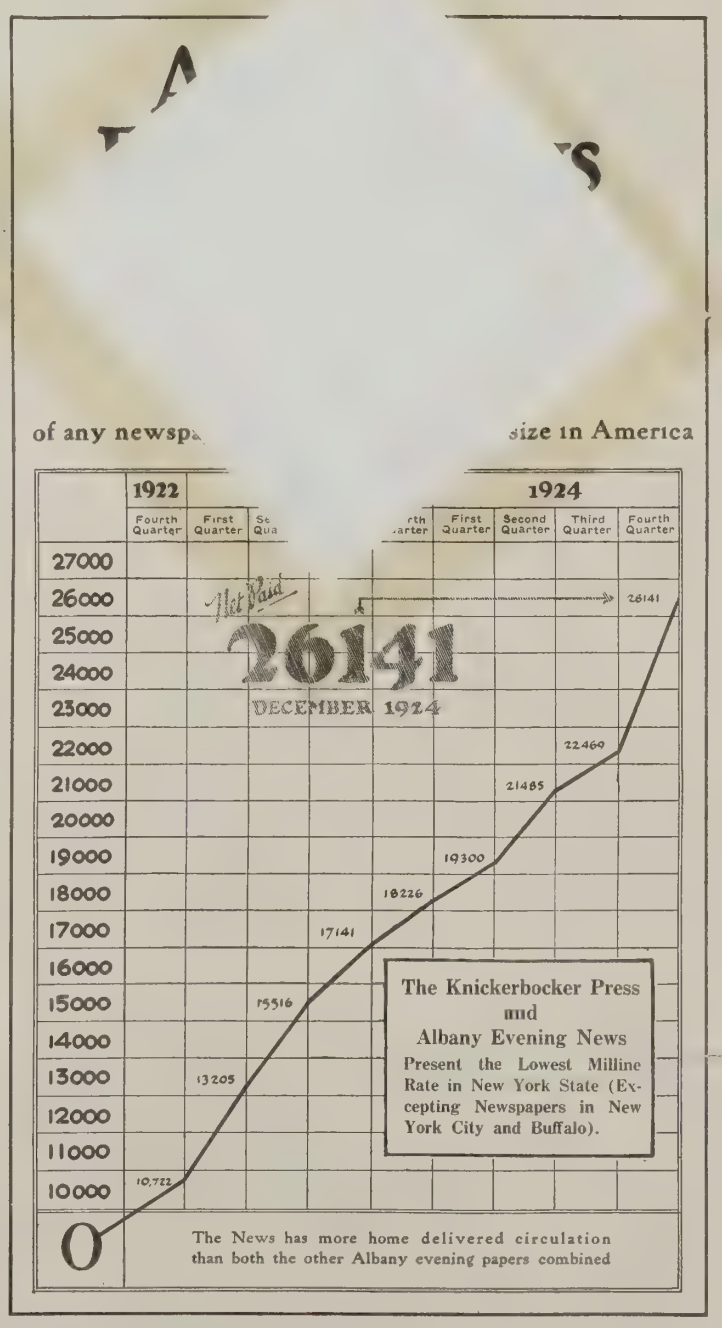
Founded March 22, 1830, by Thurlow Weed

THE heritage of the best traditions in American journalism will be a valued background for the acknowledged enterprise that has made the Albany Evening News "the fastest growing newspaper in America."

LYNN JOHN ARNOLD
Publisher

The Knickerbocker Press
and
Albany Evening News

The News now leads the evening field in Albany!



TELLS HOW 14,000,000 NEWSPAPERS ARE CIRCULATED WEEKLY IN CHICAGO

John N. Eisenlord Gives the Story for Editor & Publisher Readers—Heavy Load Carried by City Circulator—Control of Street Stands and Delivery Perfected

By JOHN N. EISENLORD

Circulation Manager, Chicago Evening American

(Written by request for EDITOR & PUBLISHER)

THE circulation of Chicago daily newspapers centers about the delivery department. While an outsider perhaps thinks of the delivery department as a gang of truckers and wagon men who do the delivering and hauling, to the man in the know, the department is the City Circulator with 50 to 100 assistants, and it ranks very high with other departments of the papers in accomplishments.



J. N. EISENLORD

Before the advent of the Hearst papers in Chicago—24 years ago—the delivery was handled by contractors—some carrying two and more different newspapers on their wagons. To the Hearst papers, with their own equipment, horses, wagons, and drivers, the value of the delivery man became more and more apparent. Gradually the [illegible] system gave way to the new and p[illegible] plan and the daily newspapers [illegible] cago have their own trucks, [illegible] horses and wagons, and t[illegible] each paper come unde[illegible] supervision of their [illegible] culators, with the exc[illegible] ning papers which h[illegible] delivery system handl[illegible]

These delivery men [illegible] a union and work on a p[illegible] has recently been advanced [illegible] per man per week, so that [illegible] time, most men will receive fro[illegible] to $60.00 a week. These men ar[illegible] from the time they leave the barn [illegible] garage until the time of their return.

Each route has from 50 to 100 stores on it; a like number of cornermen at corner newsstands. There are around 2,000 newsstands on the street corners of Chicago. Twelve years ago the City Council passed an ordinance permitting the maintenance on corners of newsstands of certain dimensions, when proper application had been made to the Chief of Police for such a permit. This plan requires that an applicant for a corner, on which there is no stand, must demonstrate for a few days that he can sell enough papers to warrant a permit being given him. Then he must go to the Secretary of the Publishers' Association for an application blank. The signatures of the six Circulation Managers are required and when the blank is properly filled in and returned the Chief of Police issues the permit.

Following are the circulation managers of Chicago and the newspaper circulations they handle:

Max Annenberg for the *Tribune*—daily 608,130—Sunday 920,638.

James L. Ragen for the *Herald-Examiner*—daily 348,005—Sunday 1,018,917.

J. N. Eisenlord for the *Evening American*—458,376.

G. H. Baker for the *Daily News*—392,731.

B. Anderson for the *Journal*—123,026.

F. A. Reinhardt for the *Evening Post*—43,411.

The Journal does not belong to the Audit Bureau of Circulations and the figure is from the Government statement.

In the event that one circulator doesn't want a man to have a specified corner, for any reason, it cannot be obtained. The same procedure is followed when the holder of a permit sells his corner. The new applicant has to be accepted by the Circulation Managers before a transfer of permits is made. It is seldom that a permit has been revoked. Such corner locations sell from small amounts up to $10,000.

Chicago has, from time immemorial, had a group of men known as "Official Carriers," meaning that they have been granted a certain territory by all the newspapers for the delivery of papers and that all the orders coming to the different newspaper offices for home delivery are sent to the owners of the respective territories.

While many cities make a home delivery for a lesser price than the cost of the publication on the street, in Chicago it has always been otherwise. When papers were 1 cent a copy, Official Carriers had the sanction of the publishers to charge for the daily order 30 cents; when they were 2 cents, to charge 60 or 65 cents; when they were 3 cents to charge 90 cents or $1.00 per month—the reason for this, perhaps being the small home delivery circulation. The bulk of all Chicago newspapers is sold on street corners and in stores. Most of these Carriers having considerable [illegible]d, maintaining an office with card [illegible] special collectors to collect [illegible]er boys make the delivery. [illegible] the *Evening American*, [illegible]kly rate of 20 cents [illegible]d more customers [illegible] charged by the [illegible]ted its own [illegible]g up in the [illegible]ranches with [illegible]rge of each, and [illegible] nome delivery sub- [illegible]he same branch plan [illegible]e *Indianapolis News*, by [illegible]apers, and others.

[illegible]ly all cases, papers taken out [illegible]vers of the different newspapers charged direct to the driver who, in [illegible]rn, settles with the office and the majority of the papers are collected for a week in advance. In the case of carriers and stores, practically the entire order is collected a week in advance. The wholesale price of the 3 cent papers is $2.20 (with a special price of $2.00 to official carriers); on the 2 cent papers, the wholesale price is $1.40 (with a special price of $1.20 to official carriers). The Evening American collects from its carriers the full price of $2.20. On Saturday, the Evening American has a 5 cent paper, the wholesale price of which is $4.00 per 100. *The Examiner* on Sunday sells at 10 cents, the wholesale price being 8 cents; *The Tribune* on Sunday sells for 7 cents, the wholesale price being 5¾ cents.

Of course, the Sunday papers are delivered in Chicago, as in other places, in two parts, the comic section, magazine section and so forth, in one part, while the main news section comes along in another part and the two are stuffed together by the dealers and newsboys—a system in vogue in most towns. Therefore, when the Evening American brought out a comic and magazine section in colors to sell with its Saturday paper, it necessitated the delivery in two parts, and the newsboys and stores, stuffed them the same as in the case of the Sunday papers. Later on, the *Daily News* brought out on Saturday a photogravure section which is delivered and stuffed in the same manner.

From the success of this venture, the American conceived the possibility of printing a larger paper than 40 pages on days of heavy advertising—40 being the extent of their present press capacity. Therefore, on heavy days for the past year and a half, once or twice a week, a 12-page—or larger—section is printed at night—called the third section. Then, during the day, the regular paper running up to 40 pages in two sections is printed and delivered and the dealers stuff the third section. This apparently is an innovation, to a certain extent, and should interest newspapers which have had the call to issue more than their present press capacity at times.

Wimmer Leaves Warren Tribune

E. J. Wimmer has resigned as manager of the *Warren* (Pa.) *Tribune*, and has returned to his home in Buffalo.

EDITOR & PUBLISHER—$4 a year.

BILL BARS COURT REPORTING

Nebraska Measure Prohibits Printing Testimony During a Trial

State Senator L. H. Laughlin has submitted a bill to the Nebraska senate intended to put the clamps on newspapers as far as court trials are concerned. The proposed bill forbids the publication of any part of the testimony or other detailed information concerning the pending case until the trial has been concluded and a decision made by the court.

The bill, which is now in the hands of a senate committee, permits a published announcement that a case is on trial, but specifies that nothing further than the names of the parties involved and the nature of the action may be printed. The penalty attached to Senator Laughlin's bill would imprison offenders for a year, fine up to $5,000, or both.

New Instructor for Pulitzer School

Mrs. Ben Franklin, wife of Ben Franklin, *New York World* reporter, was last week appointed to the teaching staff of the Pulitzer School of Journalism, Columbia University. While a student in Columbia she was awarded the Pulitzer Traveling Fellowship.

Celebrate Lincoln's Birthday

The Jackson Heights Press Club, composed of active press workers of New York residing in the Long Island section known as Jackson Heights, held its regular annual Lincoln Dinner on Thursday evening, the speakers being Cosmo Hamilton and Quinn Martin.

FOR the calendar year 1924, the Baltimore Sun (morning, evening and Sunday issues) carried

32,786,478

agate lines of paid advertising, a gain of 694,180 agate lines over the year 1923.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Sweet Words from Sauer Kraut

"The Cincinnati Enquirer's Sunday issue outdraws any metropolitan Sunday newspaper in the United States."

—WILLIAM CLENDENIN

Advertising Director, **The National Kraut Packers' Association**

This statement was made by Mr. Clendenin before the annual meeting of the National Kraut Packers' Association, Hotel Gibson, Cincinnati, January 29, in discussing the 1925 schedule in the advertising campaign that is lifting the erstwhile humble kraut to a place of eminence on the American dinner table. Further, Mr. Clendenin said:—

"The Cincinnati Enquirer heads the list of metropolitan newspapers on the preferred schedule for the new national campaign for the advertising of the National Kraut Packers' Association."

That Mr. Clendenin's opinion of the Enquirer's pulling power is shared by others is evidenced by the consistent use of Enquirer space by such national advertisers of food products as:—Calumet Baking Powder, Swift & Company, National Biscuit Company, Domino Sugar, Shredded Wheat, and a host of others.

Before you make up your next newspaper schedule, just turn these facts over in your mind.

The CINCINNATI ENQUIRER

"Goes to the home—stays IN the home"

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
San Francisco
Los Angeles

Largest Patronage in the Industry

—we wish to thank our customers

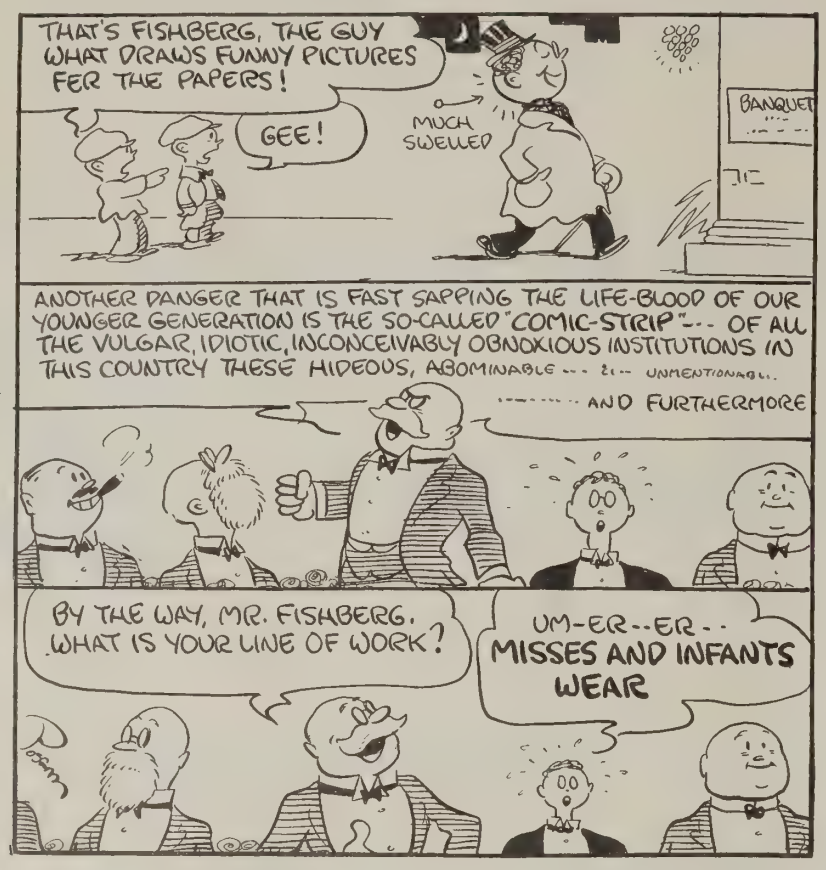
POWERS PHOTO ENGRAVING COMPANY
154 Nassau St., New York City. Beekman 4200

POWERS COLORITYPE COMPANY
229 W. 28th St., New York City. Pennsylvania 7760

POWERS REPRODUCTION CORPORATION
205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY
Broadway and 50th St., New York City. Circle 1300

THAT INSIGNIFICANT FEELING



AL POSEN, contributor of the cartoon which appears above and creator of the comic strip "Them Days Are Gone Forever," was born in New York not quite 30 years ago.

After trying out his hand as law-clerk, typist, bookkeeper, advertising solicitor, professional musician, printing salesman, commercial artist, publicity manager, and moving-picture distributor, he enlisted in the army, and two days after his discharge joined a group of mining engineers bound for Siam in company with Wolcott B. Pitkin, former Adviser in Foreign Affairs to the King of Siam.

After traveling in Europe and Africa the party finally reached the Land of the White Elephant, where five months were spent looking for tin and negotiating with the Siamese Government.

The party then split up, and Posen, with 19 diamond-drillers, went on a prospecting expedition across Burma and into Yunnan, one of the most inaccessible and least-known provinces of China. Seven months were spent in exploration and prospecting in the mountains of Yunnan, after which Posen was given the job of conducting the drillers back to the States. The return trip by way of the Pacific took four months.

Shortly after his return Posen conceived his musical strip, "Them Days Are Gone Forever," and is now in the cartooning business for good.

RADIO TREASURE HUNTS AGAIN IN VOGUE AS MERCURY CLIMBS

THE radio-conducted treasure hunt is back in Philadelphia after having been put out of business temporarily by Jack Frost and his zero salutations.

But since its return it has assumed a new phase: Those who do not wish to join the mad throng dashing about in search of clues remain quietly by the loud speaker and, with the aid of invited guests, figure out just where the hunt will lead. It is said that it is almost as much fun to stay indoors and try to map out the track of the hunt as it is to go along.

The hunt of last week was conducted by the Ivans Baking Company and the clues were broadcast by a local station, allowing one and a half hours to reach the starting point, which was the site of the bakery, and where the first clue was put on the changing ad sign appearing in the air every minute while the crowd assembled. The clues were as follows:

1—Go in the direction of the tall corn, until you come to a mail box, police box and fire box on the same corner, in a straight line.

2—Look between the fire and police boxes and go toward the highest building you can see.

3—When you have almost reached this building turn at the end of the brick wall in the direction of a restaurant which has a sign in front of it suggestive of a foreign country.

4—Go in the direction of a window with the reflection of the letters H. E. L. showing.

5—See two objects resembling peppermint sticks of large size, count 15 steps from one of these, which should take you to the curb line at the corner. Turn directly about and go in the opposite direction.

6—Seek fireplug with mail box directly behind it. Follow direction pointed by the spout of the plug, until you see two Ivans' bakers who will give you the next clue card if you will say "Ivans' Pound Cake."

7—Follow clue card.

8—Follow direction of red arrow on building until you reach a street named after where rivers begin.

9—Turn either left or right at the corner into this street and you will see two sailor boys. Say to them, "Who are the bakers of good biscuits since 1846?" They will hand you a card declaring you the winner, provided you have with you the other two clue car

The winner of the prize made trip in 35 minutes and received $100 gold. The next man and woman ceived $30 each, the next $25, and next prize, $15 in gold, had two ap cants, so each was given $15. Conso tion prizes were awarded to 87 perso who received boxes of Ivans' Sun C and cannisters of their cookies.

Lederer Joins G. Logan Payne Co.

John H. Lederer has joined the st of the G. Logan Payne Company, pu lishers' representative, Chicago. Lederer has done newspaper work the past 25 years in St. Louis, Indian olis and Milwaukee. Before his pres connection he was publisher of the *M waukee Wisconsin News.*

New Yorkers Sign Up for Houston

More than 100 advertising men ha signed up for passage on the New Yo special train, arranged for by the Adv tising Club of New York, for the Hou ton convention of the Associated Adv tising Clubs of the World, May 9 to The train will leave New York, May

New N. Y. Post Statistical Chief

William J. Punch succeeded Frederi A. Phillpott as manager of the Statistic Department of the *New York Evenin Post.*

Sphinx Club Dinner Cancelled

The Sphinx Club dinner scheduled f Feb. 11 at the Waldorf-Astoria Hot New York, was cancelled.



Hazel Deyo Batchelor's New Love Problem Serial

"DAUGHTERS OF TODAY"

treating the problem of the modern mother's responsibility for the jazz era.

LEDGER SYNDICATE

Philadelphia

After all, the one question at issue is, "Does the Standard Union sell the goods in Brooklyn?"

We have yet to hear from a dissatisfied advertiser.

R. J. R. Stevenson
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

PUBLISHER IN COURT FOR PRINTING RUMOR

ıdge Charges Flushing Journal With Contempt for Publishing Rumor Settlement in Damage Case—Decision Reserved

Publication by newspapers of rumors f settlements having been offered in :tions on trial to secure damages for juries were declared to be contempt of ›urt by Justice James C. Van Siclen n the Queens Supreme Court, New ork, recently. He also added that such ıblications would have to cease.

The statement was made at a hearing ven John H. Ridenour, owner and pub- sher of the *Flushing* (N. Y.) *Evening ›urnal,* and his city editor, I. George uint, summoned before the court on an ·der obtained by William G. Shields, at- ›rney for the Interborough Rapid Tran- t Company, in an action for damages ·ought against that company by Mrs. Mary Quinn, widow of John Quinn, Jr., city fireman who was fatally injured in ı accident at the Rawson street elevated ıation in Long Island City on April 1, 924. She sued for $100,000 damages and ıe jury returned a verdict for $27,500.

As soon as the verdict was announced ttorney Shields stated to the court that ıe Flushing Journal had published an em that an offer of $20,000 settlement of ıe case had been made by the Inter- ›rough representatives. He asked that ıe jury be polled to learn if any of the ırors had seen it. One juror admitted that he had read the item, but that it had not influenced him in arriving at his verdict and also that he had not spoken to any other juror about it. Attorney Shields then asked that the responsible parties at the Flushing Journal in connection with the publication of the item be brought into court. The order was granted.

When Ridenour was examined he stated that he was ill at home at the time of the publication, and that his city editor had handled the entire matter. When Quint was placed on the stand he stated that he had received the information about the alleged settlement from James F. Conroy, secretary to District Attorney Richard S. Newcombe, and that after receiving it he had attempted to verify it before publication by calling the office of Hicks & Hicks, attorneys for the plaintiff, but had not been able to get verification.

"Don't you know that publication of rumors of this character is contempt of court?" asked Justice Van Siclen.

Quint said that he did not, and he had been influenced in this case by publications regarding rumors in other cases.

"There has been altogether too much of this kind of publication," said Justice Van Siclen. "It will have to stop, and there is no better time to stop it than now."

Secretary Conroy when questioned said that he had obtained his information from John Hicks, an investigator for the attorney for the plaintiff. Hicks was then called, and in answer to questions from Shields said:

"I told Conroy and others about the court house about the offer of this settlement. You, yourself were the man who made the offer. You offered me $20,000, and I told you anything less than $35,000 would not be accepted, and you went around among firemen friends of Mrs. Quinn and suggested to them that they use their influence with Mrs. Quinn to have her accept $20,000, as she would not get any more, and probably would get nothing."

"I offered $20,000?" asked Attorney Shields of Hicks.

"Yes," replied Hicks. "And you know that you did."

Turning to Justice Van Siclen Hicks said, "Mr. Shields knew of these rumors going about the court house and also of this publication during the progress of the trial, and he never called them to the attention of the court until after the verdict was brought in."

Vincent Galligan, a reporter representing the Flushing Journal at the court house, testified that he had heard the rumors of the proposed settlement, but that being unable to verify them he had not sent the information to that paper.

After several postponements decision on the case was reserved on Tuesday of this week.

Quoting E. & P. Feature

To Editor & Publisher: We wish to express our special appreciation of the "What They Are Saying" items you have been printing in recent issues as extracts from observations of authorities on the value of advertising. We are using these extracts in our columns each day and believe that they are beneficial in stimulating advertising.—*The Sherman* (Tex.) *Democrat.*

Phila. Sunday Transcript to Celebrate

A dinner to celebrate the Diamond Jubilee of the *Philadelphia Sunday Transcript,* the silver anniversary of Clement H. Congdon's connection with the publication, and the termination of his 35th year in active journalism will be given at the Bellevue-Stratford on Feb. 18.

Missouri Press Group to Meet

The mid-winter meeting of the Northeast Missouri Press Association is to be held at the Travelers' Hotel, Kirksville, Mo., Feb. 20.

Tetley's Tea

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

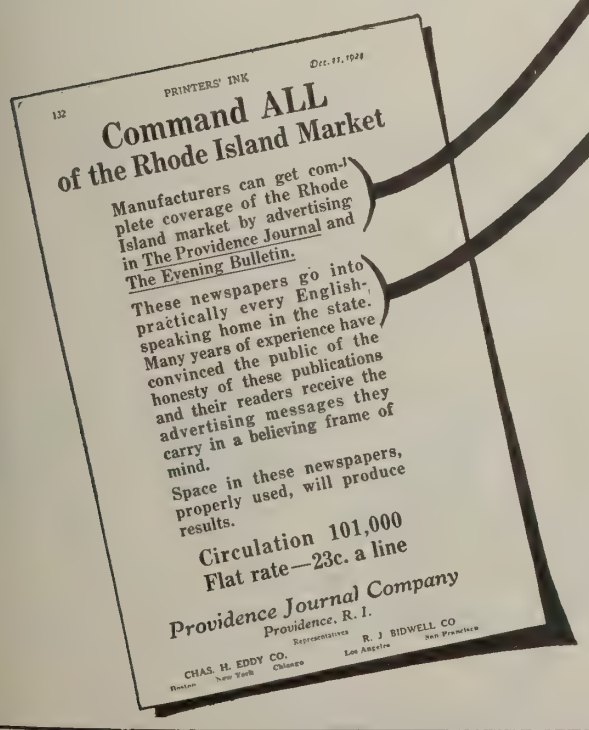
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

FICTION

The advertisement, reproduced below, has appeared in trade papers recently.

It is *misleading* as proven by the figures of the Audit Bureau of Circulations on the opposite page.

Get the facts first—then advertise.


132 PRINTERS' INK Dec. 11, 1924

Command ALL of the Rhode Island Market

Manufacturers can get complete coverage of the Rhode Island market by advertising in The Providence Journal and The Evening Bulletin.

These newspapers go into practically every English-speaking home in the state. Many years of experience have convinced the public of the honesty of these publications and their readers receive the advertising messages they carry in a believing frame of mind.

Space in these newspapers, properly used, will produce results.

Circulation 101,000
Flat rate—23c. a line

Providence Journal Company
Providence, R. I.
Representatives
CHAS. H. EDDY CO. Boston New York Chicago
R. J. BIDWELL CO Los Angeles San Francisco

FACTS

The Truth is stronger than Fiction, when applied to newspaper coverage in the thickly populated territory of

NORTHERN RHODE ISLAND
(North of Providence)

The following figures were compiled from the latest Auditor's Reports of the Audit Bureau of Circulations.

PAWTUCKET

	Number Families (U. S. Census)	Pawtucket Times (evening)	Providence Bulletin (evening)	Providence Journal (morning)
Cities of Pawtucket and Central Falls..	19,793	18,585	822	4,462
Lincoln	2,057	1,767	127	267
Cumberland	2,204	1,084	53	231
Total for above....	24,054	21,436	1,002	4,960

Total Net Paid Circulation of The Pawtucket Times.....24,599

WOONSOCKET

	Number Families (U. S. Census)	Woonsocket Call (evening)	Providence Bulletin (evening)	Providence Journal (morning)
City of Woonsocket..	9,080	8,252	187	1,057
Burrillville	1,888	1,204	345	128
North Smithfield	686	283	....	....
Total for above....	11,654	9,739	532	1,185

Total Net Paid Circulation of The Woonsocket Call.....13,624

There is only one way to blanket northern Rhode Island and that is with

The PAWTUCKET TIMES
and
The WOONSOCKET CALL

Gilman, Nicoll & Ruthman *National Representatives*
New York Boston Chicago San Francisco

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

THE MOP

There's a fellow on the job I call The Mop;
He's a handy guy to have around the shop.
He can write and he can edit,
Make a paper up with credit,
And he keeps a-going till its time to stop.
Anything and everything,
He seems mounted on a spring
From the way he jumps to grab another's flop;
He is Do-It-Now's first cousin,
Worth ten times the average dozen;
He's a Goer and a Getter,
Flushing chances like a setter;
He's the kind of gink that speeds you,
He just lures you when he needs you,
Picks you up and, unresistant,
You become his first assistant
Just because you catch the swing
That he puts in everything!
Pushing, pulling, shoving, carrying,
Never loafing, never tarrying,
Always looking, when he's through,
For some other job to do! . . .
Nothing ever seems to tire him
And you envy and admire him
For the sureness of his hunches,
For the kick that's in his punches,
For the way he grabs some chore
That nobody pays him for! . . .
Just jumps in and grabs whatever
Seems to need attention, never
Stopping for a single minute
For a thought of what is in it! . . .
Doing things because it's fun
Just to go and get 'em done!
Mopping up—that's what I call it;
Nothing ever is so small it
Isn't worth his best endeavor—
And he'll keep that pace forever;
And I doubt, I really doubt,
If he ever will wear out!

And I write these lines to glorify
That Dynamo of the Shop;
He's a darned humdinging cyclone,
Is the Mop!

LETTERS FROM OUR READERS

"First Class"

To EDITOR & PUBLISHER: Congratulations on a first class piece of reportorial and editorial work in your issue of Jan. 24. The American Society of Newspaper Editors is to be congratulated on the publication of such a comprehensive account of its proceedings. Your interest in our work and our purposes has been most helpful from the beginning and I believe the other members of the Society appreciate that help as warmly as I do.

CASPER S. YOST,
President, A. S. N. E.

A.S.N.E. Story Well Handled

To EDITOR & PUBLISHER: I am delighted with the handling of the story of the American Society of Newspaper Editors in EDITOR & PUBLISHER, Jan. 24. My compliments and—as my French friends would say—"the assurance of my most distinguished consideration."

WALTER WILLIAMS,
Dean, University of Missouri School of Journalism.

Prompt Service Appreciated

To EDITOR & PUBLISHER: Thank you for your very courteous and prompt response to our request for copies of the special editions. It is service of this kind that makes EDITOR & PUBLISHER so valuable to newspaper men throughout the country, and I want to especially thank you for your interest and good wishes in this particular matter.

FRANK P. GOSS, *Long Beach* (Cal.)
Press-Telegram.

Medical "Preventives"

To EDITOR & PUBLISHER:

In referring to a recent resolution sent out by the Executive Committee of the Association of National Advertisers you give the impression that only "medical *cures*" for tuberculosis and cancer are scored.

I call attention to the important fact that the resolution covered also "medical preparations offered as *preventives* of" such diseases as tuberculosis and cancer "which are at present regarded by the best minds of the medical profession as incurable so far as treatment with drugs is concerned."

It has lately been stated by those with undoubted authority to speak that the exact cause or germ of cancer is unknown. Until that is known how can a preventive be devised?

The incipient stage of the tuberculosis case is the critical time. If the patient follows wise counsel at that time he has a fighting chance for life. If he refuses to believe that his lungs are in danger, if he looks for some quick or sure preventive, if he fails to have a proper examination and does not take good medical advice, he is doomed.

Having seen three relatives pass out in the grip of the Great White Plague during the last 15 years, I know something of what I am talking about. I grieve to relate that one of these promising young men, despite the pleas of relatives, clung for some months to a "patent" that guaranteed certain relief. When the dreaded truth was forced home on him, he went to Colorado with both lungs affected. He lived six months.

The Nobel prize awaits the great man who discovers or has discovered the medical preventive that annihilates tuberculosis in the incipient stage. Discerning publishers will give him double-leaded editorials. Pulpit and platform will acclaim his great contribution to the human race. For his product would in a short time wipe one of the greatest of scourges from the face of the earth.

Do you gentlemen in the office of a magazine that reaches many publishers believe that the preparation now advertised very generally it seems as something that "kills the germs that lead to consumption" is the great discovery or one of them? I am told by several discriminating publishers that they are requiring such advertisers to omit all claims about prevention of consumption.

Whether you believe such claims or not, I hope you will allow the Association of National Advertisers to express its full disapproval of this kind of advertising.

S. ROLAND HALL.

NOVEL RADIO FEATURE

Boston Herald Prints Pictures Illustrating Radio Adventure Talk

A novel departure in newspaper features was made last Sunday by the *Boston Sunday Herald* in the first of a series of illustrated radio broadcasts which will be presented every Sunday by the newspaper in conjunction with its own radio station, the Herald-Traveler-Westinghouse studio, station WBZ, Boston.

In the rotogravure section of the Sunday Herald there appeared the first "Paths of Adventure" photos, covering a full page, which illustrated a tale of adventure given over the radio Sunday evening. The story of "The Fall of Vilna" was given by Capt. Hilton H. Railey, of Boston, soldier, author, lecturer and musician, who served in the Polish army following service in the American army during the World War. Besides the talk, Capt. Railey also played several organ selections.

It is planned to continue this feature every Sunday for some time.

Read EDITOR & PUBLISHER for news of the newspaper field—$4.00 a year.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Mrs. Harding's Estate $345,000

Mrs. Warren G. Harding, wife of the late President, and for many years associated with him in the publication of the *Marion* (O.) *Star*, left an estate valued at $345,000. Her grandchildren receive the bulk of her estate.

Edwards to San Diego

Paul C. Edwards, editorial chief for the California group of the Scripps-Howard papers, has gone to San Diego to take over the editorial management of the *San Diego Sun*, succeeding Roy Pinkerton.

Newsdealers
Cannot

return unsold copies of The New York Times. Consequently the public is asked to cooperate with them by ordering in advance both daily and Sunday editions to insure an adequate supply and avoid loss and disappointment.

The New York Times
Strictly a News Paper

The
INDIANAPOLIS
NEWS

THERE is only one reason and one explanation for the fact that The News has the largest circulation in Indiana, and that it has more *home-delivered* circulation in Indianapolis than both other Indianapolis papers *combined:*

The News is a great *news*paper. It excels in *service to the reader.* It has done so for fifty-five years.

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

NEWSPAPER CONTESTS FEATURE ITHACA MEET

Dailies, Weeklies, Win Ribbons for Best Front Page, Editorial Page, etc., at Two Day Session at Agricultural School

(*By Telegraph to* EDITOR & PUBLISHER)

ITHACA, N. Y., Feb. 10.—Newspaper editors from various parts of the state closed a two-day conference on community newspaper problems here today in connection with Farmers' Week at the New York State College of Agriculture.

The feature of today's sessions was the announcement by Professor Bristow Adams of the award of the ribbons to prize contest winning newspapers of the state.

Weekly newspaper awards were as follows: Local news: first, *Patchogue Advance;* second, *Walton Review;* third, *Cortland Democrat.*

Editorial page: first, *Rhinebeck Gazette;* second, *Webster Herald;* third, *Oneida Democratic Union.*

Front page: first, *Suffolk Bulletin;* second, *Walton Reporter;* third, *Cortland Democrat.*

Daily newspaper awards were: Local news: first, *Rochester Democrat-Chronicle;* second, *Batavia News;* third, *Tarrytown News.*

Editorials: first, *Rochester Democrat-Chronicle;* second, *Ithaca Journal-News;* third, *Beacon Independent.*

Front page: first. *Rochester Democrat-Chronicle;* second, *Ithaca Journal-News;* third, *Utica Observer-Dispatch.*

Farm page: first, *Geneva Times;* second, *Rochester Democrat-Chronicle.*

The conference resulted in a request that the college originate a course of instruction to country correspondents on how to gather news, which will be issued in printed form later.

This was the result of an address at the session Monday by Russell Lord, of *Farm and Fireside.*

Professor Adams outlined "What the Public Wants"; L. B. Sheffington, of the *Rochester Democrat-Chronicle,* told of "The Place and Purpose of the Farm Page"; M. V. Atwood, managing editor of the *Utica Observer-Dispatch,* discussed "More Local News."

At the banquet, Monday evening, President Livingston Farrand, of Cornell, welcomed the newspaper men. Other speakers were: John W. Baker, editor, *Ithaca Journal-News;* M. V. Atwood, and Professor O. C. Guerlac, who discussed French newspapers.

At Tuesday's session the speakers were: J. D. Luckett, and D. S. Cook, on "Sources of Agricultural Information"; Gertrude Lynahan, on "What the Editor Should Tell the Reporter"; Professor J. O. Simmons, of the Department of Journalism, Syracuse University, on "Reference and Source Books and Publications for Journalists, with Examples"; Harry G. Stutz, *Ithaca Journal-News,* "Use of Agricultural Material in a Daily Newspaper."

A question box closed the conference.

WEEK'S FLASHES

ON any subject, there is always more ignorance than intelligence.—*Columbia Record.*

Hats off to the *Sioux Falls Argus Leader* which declares that the flapper should be called the bungalow girl, as she is shingled on top, has paint on the sides and nothing in the attic.—*Louisville Times.*

Ethics are things a man uses until he gets into a tight place.—*New York Telegram-Mail.*

Turkey has started a radio broadcasting station, which may become the latest Turkish atrocity.—*Columbia Record.*

Most of the speed demons would be at a loss for an answer if they were quizzed as to their destination and the cause of the rush.—*Des Moines Register.*

Isn't it great that this country is not run on the European plan?—*Newcastle Courier.*

A parking space is where you leave your car to have the tail light knocked off.—*Memphis News-Scimitar.*

People of the United States would own 87 per cent of the world's autos if they were paid for.—*Columbia Record.*

A Western politician, was informed that he was the father of triplets. He demanded a recount.—*New York American.*

Bootleggers are using counterfeit $100 bills to purchase liquor, on the principle that the coin is as genuine as the liquor.—*St. Paul Dispatch.*

A bachelor is a man who has no one to throw his worn-out neckties away for him.—*Columbia Record.*

At twenty few men have definitely decided on anything except a toothpaste.—*Baltimore Sun.*

Missing jewels are no longer important for the actress or public performer. It is the style now for the individual herself to disappear.—*Elmira Star-Gazette.*

There seems to be one law for the rich and one for the poor and about 2,000,000 for the middle class.—*Memphis News-Scimitar.*

Many people are so busy telling the world what is wrong with it they haven't time to improve it.—*Toledo Blade.*

It would be a godsend if somebody would corner all the static and keep it isolated.—*Detroit Free Press.*

Ohio Weekly Becomes Daily

The *Ravenna* (O.) *Republican* has changed from the weekly to the daily field. A. D. Robinson is publisher. The new daily has been enrolled as an Associated Press member.

Crosby Joins James F. Newcomb & Co.

Francis D. Crosby, formerly with the Ronald Press Company, New York, has joined the staff of James F. Newcomb & Co., Inc., special representatives.

Jamestown Managing Editor Dies

James A. Clary, managing editor of the *Jamestown* (N. Y.) *Journal,* died suddenly Feb. 9 in his home. Mr. Clary had been with the Journal for 41 years, first as compositor, and moving up through the ranks until he became city editor in 1904, and later managing editor.

Editor's Son Strychnine Victim

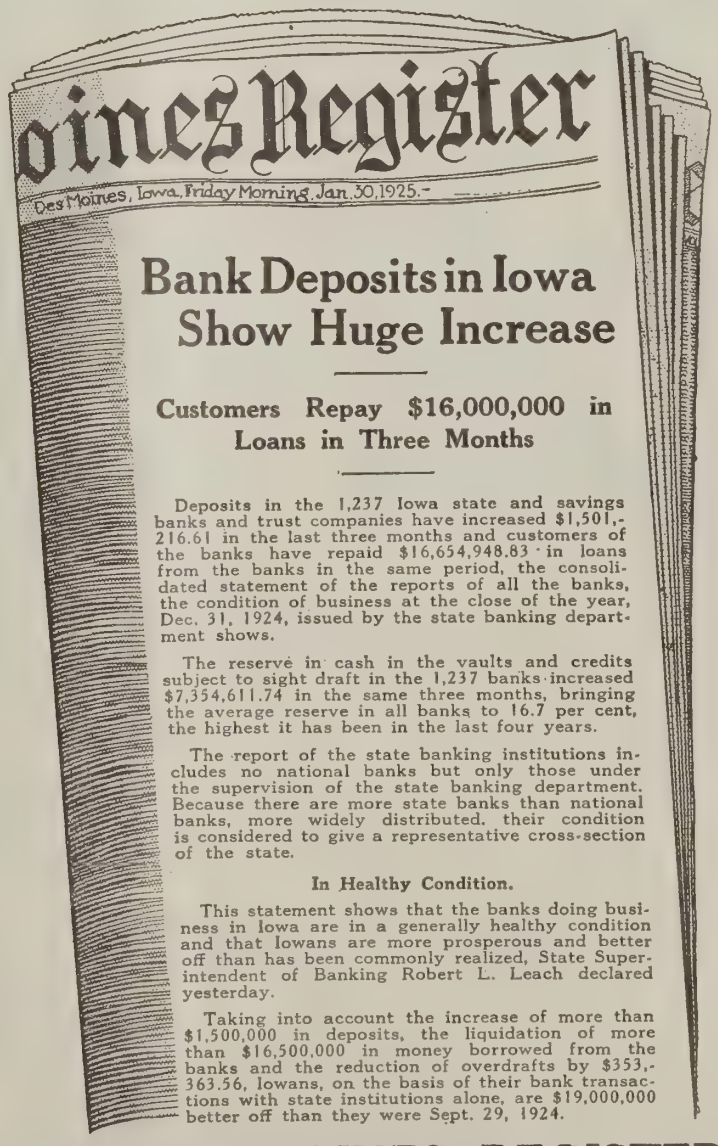
Charles H. Huls, son of A. E. Huls, editor of the *Logan* (O.) *Republican,* was one of the two boys killed by strychnine poisoning at Ohio State University last week. Young Huls was a student in the college of journalism and was to have graduated this year.

World Man Back to Berlin Post

Samuel Spewack, Berlin correspondent of the *New York World,* returned to Germany on the *Berengaria* this week, following two weeks' visit in this country.

Seeking Pardon for Tresca

A pardon is being sought for Carlo Tresca, sentenced to a year and a day at Atlanta penitentiary for publishing a birth control advertisement in his paper, the *New York Il Martello.*


oines Register

Des Moines, Iowa, Friday Morning, Jan. 30, 1925.

Bank Deposits in Iowa Show Huge Increase

Customers Repay $16,000,000 in Loans in Three Months

Deposits in the 1,237 Iowa state and savings banks and trust companies have increased $1,501,216.61 in the last three months and customers of the banks have repaid $16,654,948.83 in loans from the banks in the same period, the consolidated statement of the reports of all the banks, the condition of business at the close of the year, Dec. 31, 1924, issued by the state banking department shows.

The reserve in cash in the vaults and credits subject to sight draft in the 1,237 banks increased $7,354,611.74 in the same three months, bringing the average reserve in all banks to 16.7 per cent, the highest it has been in the last four years.

The report of the state banking institutions includes no national banks but only those under the supervision of the state banking department. Because there are more state banks than national banks, more widely distributed, their condition is considered to give a representative cross-section of the state.

In Healthy Condition.

This statement shows that the banks doing business in Iowa are in a generally healthy condition and that Iowans are more prosperous and better off than has been commonly realized, State Superintendent of Banking Robert L. Leach declared yesterday.

Taking into account the increase of more than $1,500,000 in deposits, the liquidation of more than $16,500,000 in money borrowed from the banks and the reduction of overdrafts by $353,363.56, Iowans, on the basis of their bank transactions with state institutions alone, are $19,000,000 better off than they were Sept. 29, 1924.

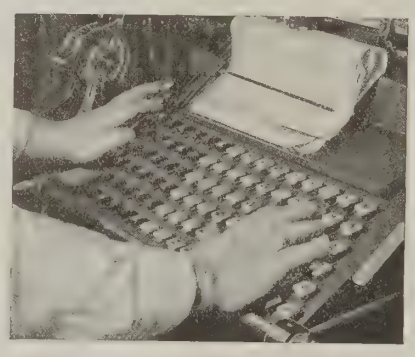
THE DES MOINES REGISTER AND TRIBUNE-NEWS

Is the Backbone of Practically Every Successful Advertising Campaign in Iowa

January Circulation, 163,484 Daily; 137,368 Sunday (Net Paid)

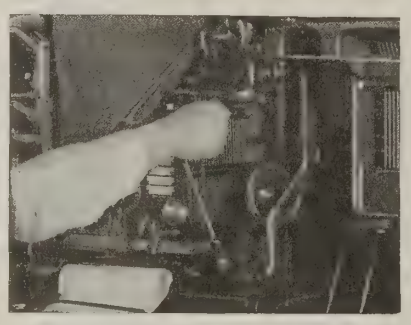
THIS PAGE IS A PRACTICAL DEMONSTRATION OF WHAT CAN BE DONE ON THE MODEL 26 LINOTYPE

This 30 point Bodoni Condensed caps and lower case will run in the two auxiliary magazines



TOUCH A BUTTON **and the keyboard action shifts from the auxiliary to the main magazines. The operator can *immediately* start setting from one of these magazines carrying, for example, 12 point Bodoni Bold with Italic.**

If he wants to set another head in the 30 point or a correction-line, he has only to touch the keybutton to shift back to the auxiliary and he is ready to set the desired line *at once*. While the Model 26 is as fast as any machine on straight matter, it is particularly adapted to composition in which many faces are employed such as catalogues, job work, newspaper headings and ads.



LIFT A LEVER and the other main magazine is ready for use. *Not an instant's delay.* No wait for matrices to distribute. Every matrix will go back to its proper magazine without further thought or attention. In this case the lower magazine carries 12 point Bodoni Book with Italic and Small Caps.

If more faces are needed, any of the magazines can be changed *in a few seconds.* The main magazines are interchangeable with each other and with those of any Linotype using the standard Model 5 magazine. The auxiliary magazines are interchangeable with those of the Single Keyboard Models 14 and 22.

MIXED FACES ***CONTINUOUSLY COMPOSED.*** **All the faces in the *Model 26,* in the *auxiliary* as well as *both main magazines,* can be combined in the same line if desired. The operator sets from all magazines continuously, bringing any magazine into position by a touch of the keybutton or the magazine shift lever.**

CONTINUOUSLY DISTRIBUTED. **After use the matrices are all automatically returned to their proper magazines. The words "*Mixed Faces*" in 30 point in the paragraph above, were set in the same line with the roman and bold face which follow it and the matrices composing this line distributed to the two main magazines and the two auxiliaries while the operator was setting succeeding lines.**

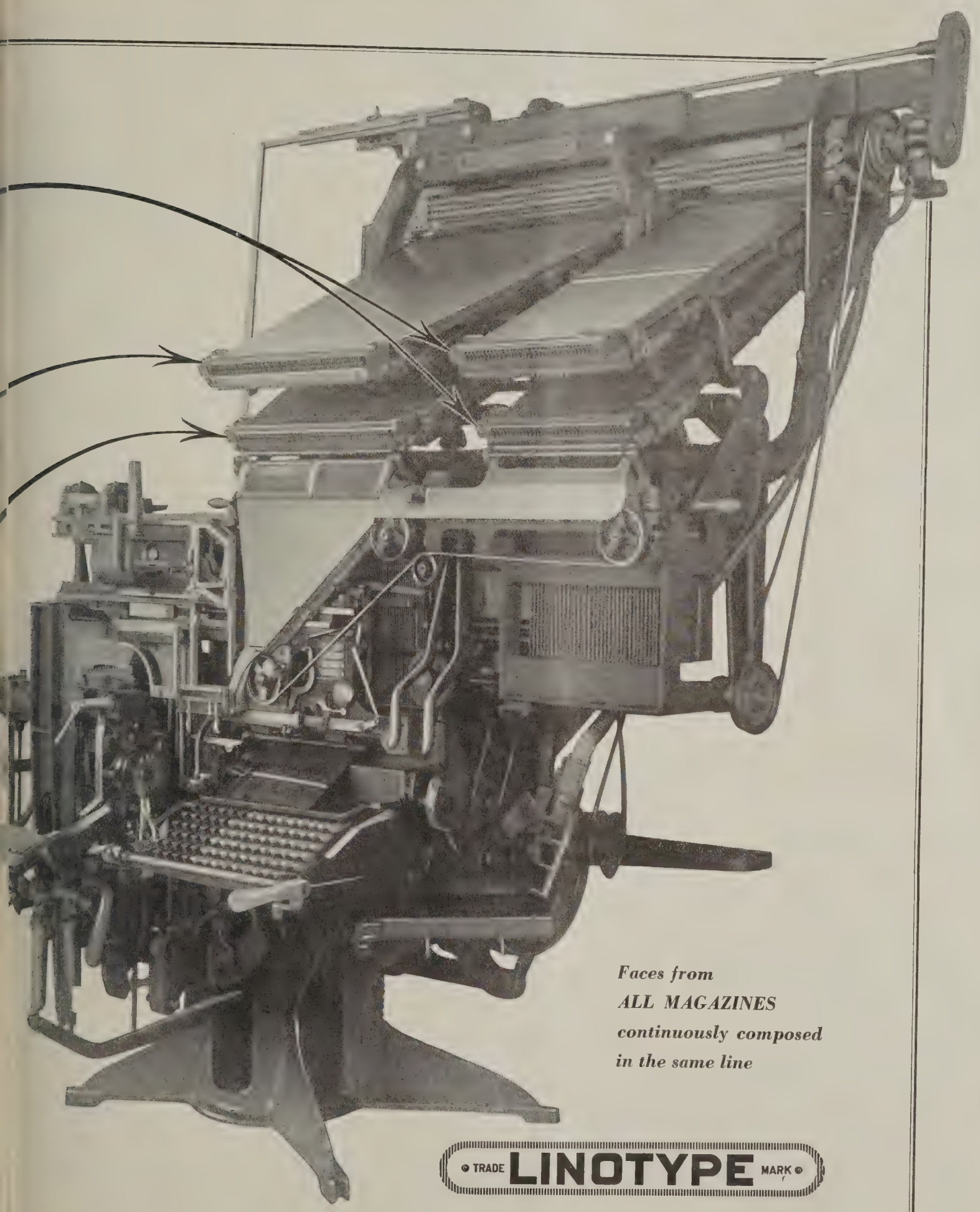
MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD



Faces from
ALL MAGAZINES
continuously composed
in the same line

TRADE **LINOTYPE** MARK

B30.24.11F2

ith one Model 26 equipment

EDITORIAL

RADIO ADVERTISING

THE ordinary mortal rejects camouflaged advertising. The reason is simple: no one enjoys being 'taken in." There is an element of insult in it. Radio advertising cannot be direct, without violation of the principles of broadcasting, so indirect means are employed, at from $10 to $20 per minute.

In the midst of an interesting speech on the literature of Charles Dickens a radio announcer cuts in a silly song written to advertise an automobile accessory. The listener is suddenly switched from a legitimate performance to some sly advertising scheme. It is perhaps for this reason that a great number of radio fans spend their evenings trying to tune in distant stations, instead of listening to programs.

It is increasingly evident that the commercial broadcasters propose to make this absurd "advertising" carry the cost. They are not content with the stupendous profits that have been accummulated by radio interests since a boy pointed out that every home in the land would maintain a radio outfit, or desire one, if programs were arranged to make these outfits interesting and useful. Dead as Tut is the radio outfit when nothing is on the air. Just how long people will continue to buy radio outfits if they are to be used merely as a means of exploiting listeners is a live question.

It is a question for the Government to decide how far covert advertising by radio broadcast can go. We hear that agency commissions are now being paid on some of this stuff. But it is for newspaper publishers to decide how many times they will permit the names of radio advertisers to appear in their columns concealed in newspaper radio programs. Here, surely, is an editing job!

What could be more ridiculous than the free publication, in radio programs, of the appearances of the "Happiness Boys," "Mr. Joseph Knecht and his Waldorf-Astoria Hotel Orchestra" (between the hours of 6 and 7 P. M.) and the same distinguished gentleman and "his Silvertown Cord Orchestra" (between 10 and 11 P. M.), the "Gold Dust Twins," the "Eveready Troup," "B. Fisher's Astor House Coffee orchestra"—(followed by a lecture on the use of Astor House Rice), and all the other and sundry masqueraders?

Just why, pray, are so many newspapers printing these advertising "programs" as if they were legitimate news?

The manager of a leading daily refused advertising to a certain doctor on the ground that he was a "quack," and that evening heard the same gentleman giving a "health talk" on the radio.

NOT WASTED

PERCY HAMMOND, writing in *New York Herald Tribune*, asked what excuse managing editors had for "printing acres and acres of description concerning the dull idiot of East Patchogue who has been gibbering about the end of the world." He questioned the conduct of newspapers that sent their most vivid correspondents to record the ravings of "wormy lunatics" and deplored the waste of forests cut for newsprint, tons of ink spilled, priceless time expenditure of typesetters, proofreaders, stereotypers, photographers, news writers and editors.

For our own part, we enjoyed the stories. The news made the Long Island "mere believer" look pretty cheap compared with the astronomer who, through hard work of the old brain, told us two weeks ago where and when the shadow of the sun's eclipse would fall on Manhattan Island. Newsprint, ink and the time of men could be put to no higher use than in making a clear-cut demonstration of the futility of various unreasoning beliefs held by vast numbers of our people.

The best circulation "getter," for the average newspaper, is the good boy who delivers regularly, sees the paper into human hands, collects on time and is known over his route for a whistle and a smile.



Put on the whole armour of God, that ye may be able to stand against the wiles of the devil.

For we wrestle not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world, against spiritual wickedness in high places.—Ephesians; VI, 11-12.

WHY FIND FAULT?

"THERE is a changed spirit among newspaper men of my vicinity during the past six or eight years," said a veteran Eastern editor, this week. "We used to think that seven o'clock in the morning was the time to start the wheels of the editorial department of an evening paper, and the chaps who covered the show and the occasional evening assignments used to come to the office, write their pieces and hang them on the copy hook before they went to bed. This stuff was cut up for a machine start at just seven a. m.

"We wrote 'grape vine' and left-overs for an hour and then, sharp at eight, the reporters were on the street, meeting the business office and circulation crew as they came in for their day's work.

"The problem was to find space for the good local stories, and at the same time do justice to telegraph and feature material.

"As I say, there is a new spirit here. The review of last night's show usually gets to the machines at one p. m., before press time, and sometimes is crowded out. There is a rule about the editorial staff getting in before nine, but not many of 'em make it. We have a time clock for all departments, except the editorial, where it probably would only rust from disuse.

"We do not have many complaints on what we print, nor very much praise or comment of any kind. We do no campaigning and there is no fight in us. There is not half so much 'kick' in the work, but I must say we do more business, sell more papers than ever before, with less than half the effort. Why should we complain? That I find fault merely indicates that I belong to another day."

Two more important newspaper mergers, clearing big fields for the stronger action of single units, reaffirming the modern science.

February 14, 1925 Volume 57, No. 38

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 34 rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craich, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

CALL TO INVENTORS

WE are now promised a leased wire picture service, as a result of successful experimentation by the enterprising *Chicago Tribune-New York Daily News* organization. A score or more of the biggest newspapers in the country, it is said, are to be linked up for a daily ration of news pictures by wire, following press association precedent.

This is going ahead. The dream is coming true. Our newspapers have never failed to support any venture, no matter how elaborate, if it really contributed to the information values of the printed page.

It is encouraging to learn that this development is of and by and for real newspaper people, without the presence of a set of scheming stock promoters, bent upon exploiting the newspapers.

Big advances are due in newspaper service, in keeping with the remarkable developments in the communications art during and following the war. Radio has gone through the blood and welter of stock promotion. It has been a promotion plaything. Essentially simple and inexpensive to operate, it has been used to make fortunes for a few manipulators rather than achieve broad public service. Radio will take its ultimate place as a newspaper auxiliary, after the promotion boll weevil has been driven from the stem.

Inventors, bring to the newspaper field your valuable contributions! A hearty welcome awaits any useful service. The best newspapers in the cities of the United States stand ready to absorb your devices and adequately compensate for sound achievement.

If you are compelled to readjust your subscription rates to meet an increased postal cost, be sure to tell, in some conspicuous manner, just who is responsible.

PRIZE "CRITICISM"

PRIZES for art criticisms! This is the latest means of getting publicity for an art show. The Allied Artists of America offer $100 as a prize to the "author of the best published constructive criticism of the Twelfth Annual Exhibition." As originally stated this prize offer specified that the criticism must be at least "1,000 words in length" but some sophisticated person advised that this was "going it pretty strong," and now the society will consider criticisms of any length.

While we have full sympathy with the struggle of art for recognition in this age, nevertheless we must state that this method of obtaining published notice is indefensible, from any point of view. The best "criticism" will of course be the one most pleasing and profitable to the doners of the prizes. Newspaper criticisms, whether of art or of any other subject, are for the benefit of the readers of the newspaper and are not for sale, directly or indirectly.

Have you decided what you will do with local income tax returns in the event that pending litigation favors their publication?

GOOD BUSINESS

THAT the four prerequisites of national prosperity—increasing industrial production, fair prosperity, increasing exports and easy money conditions—are all present in today's business picture, is the statement of Colonel Leonard P. Ayres, of Cleveland, who has gained international fame as a statistician and banker. He believes that, in all probability, the quartet of favorable conditions will remain with us during this year, assuming that by mid-summer we know that the 1925 crop situation is all right.

Except for clouds on the newsprint horizon, which may only be a mirage as there is no substantial basis for a Canadian embargo, and the danger of excessive postal rates, the newspaper situation appears to be in line with general prosperity. Advertising linage records show up well, and EDITOR & PUBLISHER circulation reports are uniformly favorable. It should be an excellent business year.

PERSONALS

WILLIAM E. SCRIPPS, one of the owners of the *Detroit News,* is ɔending the winter in Florida with his ımily.

Carr V. Van Anda, managing editor : the *New York Times,* visited San An-ıio last week while en route to the ıcific coast on a vacation trip.

E. P. Adler, publisher of the *Daven-ort* (Ia.) *Times* and head of the Lee yndicate, has been elected president of ;e Tri-City Jewish Charities Board.

John H. Finley, editorial writer for the *.ew York Times,* has been invited to ɔeak Feb. 12, at the annual Lincoln entennial Association of Springfield, Ill., the room in which Lincoln delivered s famous "House divided against itself" ɔech in the circuit court.

Charles H. Taylor, publisher of the *ɔston Globe,* visited John Stewart ryan, publisher of the *Richmond News-.ader* in Richmond this week.

A. G. Angier, publisher of the *China .xpress and Telegraph* of London, with .rs. Angier, sailed from New York, Feb. ' on the Empress of Scotland for a editerranean cruise.

Walter S. Ball, editor of the *Provi-ınce Sunday Journal,* has been chosen ;esident of the Amherst Alumni Asso-ıation of Rhode Island.

Fred G. Bonfils, publisher of the *Den-r Post,* this week is chaperoning a ırty of Denver golfers in San Antonio ır the annual Texas Open Golf Tour-ıment.

IN THE BUSINESS OFFICE

I. X. GARINGER, classified advertis-ing manager of the *Johnson City* ('enn.) *Chronicle and Staff-News,* has tcen the classified managership of the *ristol* (Va.) *Bulletin* in addition to his ɔhnson City papers.

Jack O'Neil, of the advertising staff c the *Providence* (R. I.) *Journal,* has ɛen transferred from the black and ıite section to the Artgravure section.

Lewis J. Anderson, formerly a public ccountant, is now cashier of the *Lansing* (Mich.) *State Journal,* succeeding Vin-cit R. DeBarry, resigned.

IN THE EDITORIAL ROOMS

BERNARD McEVOY, editorial writer on the *Vancouver* (B. C.) *Province,* is spending the winter in San Diego, Cl.

George A. Wilcock, formerly sports etor of the *Athens* (O.) *Messenger,* is nw city and telegraph editor of the *Middletown* (O.) *Journal.*

Russel C. Barnes, Fred W. Henshaw ad Palmer H. Hutchinson are repre-s:ting the *Detroit News* at Lansing d·ing the session of the Michigan Legis-lature.

C. E. Herwig, for the past six months nnaging editor of the *Lansing* (Mich.) *Cpital News,* has returned to his old pce on the night state desk of the *De-trit News.*

William S. Rathbun of the editorial stff of the *Holyoke* (Mass.) *Telegram,* rently passed the Massachusetts Bar Eamination.

John Nye has left the copy desk of the *Providence Evening Bulletin.*

Irvin D. Borders of Kansas City has ıied the copy desk of the *Houston* (ex.) *Press.*

Vincent Berni, cartoonist on the *Providence* (R. I.) *Journal* is doing a sees of comic strips for the *L. A. M. Mtor News,* published in Providence.

Miss Amy McGuffin, society editor *St. Pul Dispatch-Pioneer Press,* has been appointed a member of the County Plan-nig Board.

Jan Taylor, sporting editor of the *Cleland Times,* has returned from a wek's vacation spent in the east.

Walter A. Averill of the *Tacoma* (Wash.) *Daily Ledger* has been named edor of the *Pacific Builder and Engi-ne,* an industrial weekly published at Seattle.

Maurice Baker, former University of Wisconsin student, is now state editor of the *Lansing* (Mich.) *Capital News.*

Winfield Brooks, formerly rewrite man, has become assistant city editor of the *Boston American,* succeeding Herbert W. Caryl.

H. Bond Bliss of the editorial staff of the *Lansing* (Mich.) *State Journal* has just returned from a three weeks' trip to Florida.

Harry Keck, several years ago sporting editor of the *Pittsburgh Gazette Times* and until recently sporting editor of the *Baltimore American,* has returned as a member of the Gazette Times' sports staff.

William Mason, veteran reporter of the *Providence Evening Bulletin,* is ill at his home.

Leo Hagerty of the *Buffalo Evening Post* has resigned to become assistant district attorney for Erie County. He having been admitted to the bar in 1924.

P. D. Fahnestock of the *Buffalo Evening News* has resigned to head the new publicity bureau of the Buffalo Chamber of Commerce.

E. Will Greene has resigned as editor of the *Middleport* (N. Y.) *Niagara Herald* to become editor of the *Albion* (N. Y.) *Orleans Republican.*

David March, *Boston* (Mass.) *American* reporter, has been transferred to the Cambridge office.

Phil McLeary has been made head of the *San Antonio Light* copy desk, succeeding Jim Leach, resigned.

Richard Kerley of the *Toledo Blade* news staff has resigned.

Paul A. Martin. managing editor of the *Battle Creek* (Mich.) *Empire News,* underwent an operation recently at the University of Michigan Hospital, Ann Arbor.

HOLDING NEW POSTS

Frank Ford, from reportorial staff, *Columbus Ohio State Journal,* to staff *Columbus Citizen.*

Norman Ulbricht, from staff *Tokio Japan Advertiser,* to staff *Shanghai North China Daily News and Far East Review.*

George Diestel, from staff photographer, *Buffalo Times* to *Buffalo Evening Star.*

WITH THE ADVERTISERS

P. C. GUNION, for six years advertising manager of the Hyatt Roller Bearing Company, has been appointed to a place on the Sales Board. Mr. Gunion will also head up the market research activities in addition to his advertising work.

J. L. Scrymgeour has joined the advertising department of the Burroughs Adding Machine Company.

Lester B. Smith with the Brooklyn Subway system in charge of car advertising, has joined the *American Bankers' Association Journal* in charge of eastern advertising.

MARRIED

EDWIN STEWART UNDERHILL, owner and editor of the *Corning* (N. Y.) *Leader,* to Miss Mary Amelia Allen, Wednesday, Feb. 4, at Bath, N. Y.

Davis Merwin, assistant manager of the *Bloomington* (Ill.) *Pantagraph,* to Miss Josephine C. Underwood, in Evanston, Ill.

CHANGES OF OWNERSHIP

EARL WAUGH, recently on the editorial staff, *Imperial* (Cal.) *Enterprise,* has purchased a half interest in the paper and job printing plant, his partner being L. H. Thompson, who has been sole owner and editor.

NEW PLANTS AND EQUIPMENT

ERIE (Pa.) Times will erect a garage for its fleet of trucks, 185 by 162 feet, with additional space for stores and offices.

Decatur (Ill.) *Herald* has taken a nine year lease on the Decatur Model Laundry building and will move at once.

FOLKS WORTH KNOWING

WILLIAM G. SPENCE, 39 years old, newly appointed treasurer and general manager of the *Lowell* (Mass.) *Courier - Citizen* and *Evening Leader,* is reputed to be one of the youngest newspaper executives in New England. He succeeds the late Harry R. Rice, who died Jan. 10.



WILLIAM G. SPENCE

For the past 11 years, he has been associated with the Courier-Citizen, first as cashier and later as assistant treasurer and business manager. Both the newspaper and the job printing department have prospered under his management.

A testimonial of his ability is the new Courier-Citizen building, opened last August, the arrangements of the mechanical and business departments of which were planned by Mr. Spence.

Prior to joining the Courier-Citizen, Mr. Spence was connected with the J. C. Ayer Company in the advertising department.

SCHOOLS

TWO courses in journalism are being offered in the evening school of the University of Buffalo, beginning with the second semester of this year. Marc A. Rose, managing editor of the *Buffalo Evening News,* is conducting a course in editorial writing and Fred McClennan, city editor of the *Buffalo Express,* is conducting a course in reporting.

Major E. E. Hadley, formerly connected with the *Des Moines* (Ia.) *Register, Kansas City Star, New Orleans Times-Picayune* and the Associated Press, is now publicity director and head of the department of journalism of the Oklahoma A. and M. College at Stillwater.

ASSOCIATIONS

CAROLINA ASSOCIATED PRESS CLUB met at Columbia, S. C., last week. U. L. McCall, of Atlanta, southern division superintendent, made a brief talk. Representatives of all Associated Press papers in the state attended.

Philadelphia Club of Advertising Women entertained more than 700 members and guests at its ninth annual dinner dance at the Bellevue-Stratford, Friday, Feb. 6.

Advertising Club of Hastings, Neb., formed recently, has become affiliated with the Associated Advertising Clubs of the World. H. E. Riggert is president and Ray Johnston, secretary.

New York League of Advertising Women has arranged a dinner program for Feb. 17, with Bates Compton, of the H. K. McCann Company, Miss Katherine A. Fisher, of Good Housekeeping Institute and Miss Margaret Sawyer, of Post Products Company, as speakers.

Advertising Club of New York will open a course on space buying for members March 2, under the direction of Bernard Lichtenberg of the Alexander Hamilton Institute.

PRESS ASSOCIATION NOTES

LINCOLN QUARBERG has been appointed manager of the Los Angeles bureau of the United Press Associations, succeeding Harold Swisher, who has been transferred to San Francisco as manager in charge of the U. P. Coast Division. Swisher replaces M. D. Tracy, who is being transferred to an eastern post.

J. H. Jenkins, Associated Press correspondent at Charlotte, N. C., will be transferred effective Feb. 15, to Little Rock, Ark., H. C. Renegar succeeding him at Charlotte.

Thomas Horgan has resigned as head of the Boston bureau of the International News Service to join the rewrite staff of the *Boston American.* Herbert W. Caryl, recently assistant city editor of the Boston American, has succeeded Horgan.

Obituary

FRANK BENNETT, 60, prominent member of the *Detroit Free Press* editorial staff during the early 90's, died at his home in Detroit after an illness of a week.

DANIEL LOGAN, veteran reporter and editor, and for many years the dean of Hawaii newspaper men, died recently at Alberni, Vancouver Island, B. C.

W. C. GIBSON, 65, *Boston* (Mass.) *Globe* agent at Concord, N. H., died recently.

E. SWIFT BEST, 82, veteran Chicago newspaper man, died recently at Superior, Wis.

WALTER W. COLTON, 46, an advertising solicitor for the *Charlotte* (N. C.) *Observer* died last Friday after a sudden heart attack. For 25 years Mr. Colton was advertising manager of the *Union* (S. C.) *Progress* coming to Charlotte last summer.

CANADIAN PAPERS

Real Estate Editors — Advertising Managers

AT LAST!

You can get HOUSE PLANS this spring designed for building in Canada; costs, specifications, estimates, based on Canadian conditions.

Blue Print Service Included

FIFTY ORIGINAL DESIGNS

for Canadian homes of moderate price

Entire Series or Single Plans

MATS OR STEREOS — WRITE FOR PRICES

SERIAL SERVICE DEPARTMENT

The Musson Book Company, Ltd.

263 ADELAIDE ST. W — TORONTO, CANADA

ADVERTISING AGENCY AFFAIRS

21 Outdoor Agencies Combine—Several Changes in St. Louis—Green Company Issues Promotion Booklet

THE General Outdoor Advertising Company, Inc., has been incorporated under the laws of New Jersey, marking completion of the consolidation of 21 important outdoor advertising concerns.

H. K. Fulton, president of the Poster Advertising Company and of the O. J. Gude Company, has been named president, and George L. Johnson of the Thomas Cusack Company, chairman of the board of directors. Mr. Fulton announced he estimated the consolidated company would handle $30,000,000 advertising this year.

The new company will have an authorized capital of $3,066,500 preferred stock, 300,000 shares of Class A stock and 1,000,000 shares of no par value common. It will take over all of the capital stock or the properties and good-will of the following concerns:

Thomas Cusack Company, O. J. Gude Company, Poster Advertising Co., Inc., Jamaica Poster Advertising Company, Atlantic City Poster Advertising Company, Long Island Poster Advertising Company, Binghamton Poster Advertising Company, Mohawk Valley Poster Advertising Company, Briel Poster Advertising Company, Old Colony Advertising Company, Brooklyn Poster Advertising Company, Pittsburgh Poster Advertising Company, Burton System, Quaker City Poster Advertising Company, Capital City Poster Advertising Company, Ripley Poster Company, Dixie Poster Advertising Company, St. Louis Poster Advertising Company, East St. Louis Poster Company, Standard Poster Advertising Company and Van Buren & New York Billposting Company.

The Henry B. Flarsheim Company, Cincinnati agency, has moved to larger offices at 324-325-326 Temple Bar Building, Cincinnati.

J. J. Connery, Jr., has resigned from the Graham Paper Company, St. Louis, to organize the Connery Advertising Company, an agency, with offices in the Arcade Building.

Roland E. Sturhahn, formerly with H. W. Kastor & Sons, Advertising Company, has opened a service advertising agency in St. Louis.

Edward Beecher, vice-president of the D'Arcy Advertising Company, St. Louis, has resigned as mayor of Kirkwood, Mo., a suburb of St. Louis county.

Charles C. Green Advertising Agency, Inc., New York, has issued a promotion booklet entitled "Follow the Green Line of Advertising Accomplishment." It lists the agency's important clients.

C. A. Swanlund, advertising manager of the Huttig Sash & Door Company, St. Louis, has joined the Simpson Advertising Service Company, St. Louis, as account executive.

Aaron C. Moore, for several years on the sales staff of Walker & Co., outdoor advertisers, Detroit, has joined the Michigan Street Car Advertising Company, Detroit.

Jack Williams, formerly with the Campbell-Trump Company, has been appointed to the creative and plan department of the Brooke, Smith & French Advertising Agency, Detroit.

Cleveland A. Chandler of the C. A. Chandler Advertising Agency, Boston, Mass., has been elected a director of the Roosevelt Club of Massachusetts.

Ralph W. Hobbs, manager of the Pierce Advertising Agency of Fargo, N. D., has joined the advertising staff of the Northern Pacific Railway.

The advertising agency founded by the late DeForest Porter, at Buffalo, will be continued by his widow, and Morse I. Flagler, it is announced. Present offices in the Root building will be continued.

WEEK'S AD TIPS

Advertisers Individual Service, 9 South Clinton street, Chicago. A general list of newspapers receiving copy on the U. S. Chlorine Laboratories, Chicago.

Barrows & Richardson, 19 W. 44th street, New York. Reported planning a campaign in rotogravure sections of newspapers for the Gorham Company, Silverware, Providence, R. I.

Barton, Durstine & Osborn, 333 Madison avenue, New York. Placing orders with New York, N. Y., and New Jersey newspapers for F. H. Roberts Company, "Apollo Chocolate," Boston.

Geo. Batten Company, 383 Madison avenue, New York. Making up a newspaper list for the Armstrong Cork Company, "Armstrong Linoleum," Lancaster, Pa.

Benson, Gamble & Crowell, 7 South Dearborn street, Chicago. Several newspapers in the middle west territory are receiving copy on Blue Jay Corn Plasters, Bauer & Black, Chicago.

Biow Company, 9 E. 40th street, New York. Making 1,000-line contracts with newspapers generally for S. Glemby's Sons Company, Hair Nets, 12 E. 22d street, New York.

Blackett—Sample—McFarland, Inc., 58 East Washington street, Chicago. Handling the account of the S. O. S. Manufacturing Company, Chicago.

Burnett—Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Schedules are being issued on the Chicago Tribune.

Calkins & Holden, 247 Park avenue, New York. Making contracts with newspapers in various sections for H. J. Heinz Company, Food Products, Pittsburgh.

Critchfield & Co., Brooks Building, Chicago. Obtained account of Beckwith Company, Dowagiac, Mich., manufacturers of Round Oak stoves, ranges and heating systems.

Geo. S. DeRouville, 452 Broadway, Albany N. Y. Making 500-line contracts with some New York, N. Y., and Vermont newspapers for W. W. Lee & Co., "Lee's Save the Baby," Troy, N. Y.

Dorland Advertising Agency, 244 Madison avenue, New York. Placing orders with newspapers that have rotogravure sections for Boyishform Brassiere Co., 334 Fifth avenue New York, N. Y., and handling the advertising of the Ramstone Corp., "Ramstone" Radio, 119 W. 24th St., New York.

Dorrance, Sullivan & Co., New York. Handling advertising of the Smartsilk Hosiery Mills, Inc., Newark, N. J.

Erwin, Wasey & Co., 844 Rush street, Chicago. Contracts are being sent out for page copy on Quaker Macaroni, Chicago. Renewals are also being issued on the Marquette Cement Company, Chicago.

Federal Advertising Agency, 6 E. 39th street, New York. Placing orders with newspapers in selected sections for Fred Butterfield & Co., Voiles, Cotton Goods, etc., 361 Broadway, New York and planning a campaign in rotogravure sections of newspapers for Cohen, Goldman & Co., "Knit Tex" Men's Clothing, New York.

Foote & Morgan, Inc., 247 Park avenue, New York. Placing orders with newspapers in New York, N. Y., and vicinity for Schickering Products Corp., Radio Tubes, 401 Mulberry street, Newark, N. J., and now handling the advertising of Warner Chemical Company, Tromite, Water Softener, 52 Vanderbilt avenue, New York.

Fox & Mackenzie, 1214 Locust street, Philadelphia. Will shortly place orders with newspapers for Atlas Portland Cement Company, 25 Broadway, New York.

Charles Daniel Frey Company, 30 North Michigan avenue, Chicago. A list of newspapers, Sunday papers preferred, in branch towns is being prepraed on the advertising of Premier heaters, a product of the Crane Company, Chicago.

Percival K. Frowert Company, 151 W. 42d street, New York. Making contracts with newspapers using black and white for Coty, Inc., Perfume, 714 Fifth Ave., New York.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Some copy is being distributed to a few Metropolitan cities on Larson's Spearmint Gum, L. P. Larson, Jr. Company, Chicago. Page copy contracts are being sent out to a general list of newspapers on the Brooks Rupture Appliance, and the E. R. Page Company, both of Marshall, Mich., and also on Dr. Coffee.

Green, Fulton, Cunningham Company, 28 East Jackson boulevard, Chicago. Some advertising in Chicago and Detroit papers is being contemplated by the Modart Corset Company, Saginaw, Mich.

Harvey Advertising Agency, 538 South Dearborn street, Chicago. Contracts are being distributed to a general list of newspapers on the Creomulsion Company, Atlanta, Ga.

Hoops Advertising Agency, 9 East Huron street, Chicago. A general list of newspapers receiving orders on the Paige-Detroit Company.

Kling—Gibson Company, 220 South State street, Chicago. Contracts are being distributed to a general list of newspapers on the Williams Oil-O-Matic Company, Bloomington, Ill.

Lord & Thomas, 400 North Michigan avenue, Chicago. Schedules on the Pepsodent Company, Chicago, are being sent out. Schedules on the Palmolive Company, Chicago, to start with page copy, with Sunday papers preferred, are also being distributed. A general list of newspapers receiving schedules on the Cellucotton Products Company, Chicago. Los Angeles office placing orders with some Pacific Coast newspapers for Union Oil Company, California.

Lyke Medicine Company, Kansas City, Mo. Advertising formerly handled by H. W. Kastor & Sons Company, is now being placed direct.

H. K. McCann Company, McCann Building, San Francisco. Handling account of California White and Sugar Pine Manufacturers' Association, Call Building, San Francisco, manufacturers of lumber and millwork. Lists being made up this month.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Salesmen are working the southern territory for distribution in preparation for the advertising of Fyrac Company, Rockford, Ill. Sunday papers will be preferred.

McLain-Simpers Organization, 210 W. Washington Square, Philadelphia. List of trade papers is being made up for advertising of Cortright Metal Roofing Company, 50 N. 23d street, Philadelphia, manufacturers of metal shingles.

Miller Agency Co., 2144 Madison avenue, Toledo. Making 3,000-line contracts with newspapers in various sections for Rex Company, Insecticides, Kansas City, Mo.

Mitchell—Faust Company, 7 South Dearborn street, Chicago. Copy is being distributed to a general list of newspapers on the Armour Company, Chicago.

Morse International Agency, 449 Fourth avenue, New York. Placing orders with newspapers in selected sections for Rumford Chemical Works, Providence, R. I.

Nelson, Chesman & Co., Goddard Bldg., Chicago. Placing orders with newspapers in selected sections for Superior Peanut Company, "Elephant" Salted Peanuts, Cleveland. North Carolina papers are receiving orders on the Herb Juice Company, Jackson, Tenn.

Newell-Emmett Company, 120 W. 32d street, New York. Will place orders with newspapers in selected sections for T. A. Snider Preserve Company, Tomato Products, Chicago.

J. H. Newmark, Inc., Fisk Building, New York. Placing advertising of Welte-Mignon Studios, Inc., New York, manufacturers of pianos, reproducing pianos and organs.

O'Connell-Ingalls Advertising Agency, 100 Boylston street, Boston. Obtained account of Cambridge Rubber Company, 748 Main street, Cambridge, Mass., manufacturers of rubber clothing and footwear.

Powers-House Company, 1105 Chester avenue, Cleveland. Placing account of Jeffrey Company, Columbus, manufacturers of material handling and mining machinery. List will be made up this month.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

"S T O R I E S"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

First Again

In Department Store Lineage in 1924 in Des Moines

CAPITAL (Evening Only)	1,650,492
Next Competitor (Evening Only)	1,496,880
Second Competitor (Morning Only)	82,793

The CAPITAL has published the most Department Store advertising for more than 25 years!

The CAPITAL'S City Carrier circulation is now the largest in the history of the paper. Total circulation almost 60,000 daily.

Capital Readers Have Buying Power

No duplication - - No forced circulation

The Des Moines Capital
Lafayette Young, Publisher

OMARA & ORMSBEE, INC., *Special Representatives*

THREE PENNSYLVANIA PRESS GROUPS VOTE TO COMBINE

Editorial Association, Associated Dailies and Weekly Association, Merged at Harrisburg as Pennsylvania Newspaper Publishers' Association—Stewart President

(*By Telegraph to* EDITOR & PUBLISHER)

HARRISBURG, Pa., Feb. 10.—Three Pennsylvania press associations, the Pennsylvania Editorial Association, Pennsylvania Associated Dailies, and the Pennsylvania Weekly Association at a joint meeting held in Harrisburg, Monday and Tuesday of this week, voted to merge into one organization to be called the Pennsylvania Newspaper Publishers' Association.



JOHN L. STEWART

John L. Stewart, of the *Washington Observer and Reporter,* was elected president; Charles B. Spatz, of the *Boyertown Democrat,* was named vice-president; and Howard Reynolds, of the *Quarryville Sun,* secretary and treasurer.

The new organization plans to maintain permanent headquarters and a paid secretary. Location of headquarters and the name of the secretary will be announced later, the new officers stated.

The action buried the identities of the three old associations of which the Pennsylvania Editorial Association was the parent. Out of the merger is expected to grow a cohesive organization that will not only discuss the problems of the newspaper office but attempt to sell the Pennsylvania newspapers to the national advertisers.

The decision to merge was made at the last session of the two day meeting. The Editorial Association and the Associated Dailies on Monday passed resolutions adopting the plan of merger and the Weekly Association adopted it Tuesday morning.

Round table discussions featured Tuesday's sessions. George J. Campbell, chairman of the legislative committee of the Associated Dailies, conducted a round table on legislation, while John J. Mead, of the *Erie Times,* and W. L. McLean, of the *Philadelphia Bulletin,* read papers on the "Advantages of Space and Cheerful Surroundings in a Printshop," and "Classified Advertising," respectively.

E. J. Stackpole, of the *Harrisburg Telegraph,* led a discussion on "Newspapers and the Forestry Problems."

Governor Gifford Pinchot, of Pennsylvania, and Mrs. Pinchot were the guests of honor at the dinner of the three organizations Monday night. The Governor delivered a short address in which he praised the makers of newspapers.

"You pick us up, turn us over, examine us carefully and tell the world what we are," he said. "And what you tell the world we are, we are, to the best of the public's knowledge."

He concluded by urging that all newspapermen "have plenty of good enemies, plenty of good friends, and always something worth fighting for."

The feature of the program, however, was an address from Lieutenant Leslie A. Arnold, one of the American "round-the-world" flyers. He described the trip vividly, branching off occasionally to tell the humorous incidents connected with it.

One of the touches had to do with the landing in French Indo-China where three times Lieutenant Arnold had to climb down to push away a boat which threatened to wreck the pontoon of his plane. It was only after climbing down for the third time, he said, that he discovered that the occupant was the French Consul delivering an address of welcome to the flyers.

At the conclusion Lieutenant Arnold's talk, moving pictures illustrating their trip were shown. Lieutenant Leigh Wade, another of the flyers, described the pictures.

After the short addresses of Mr. Stackpole, the toastmaster, and Governor Pinchot, Mayor George A. Hoverter, of Harrisburg welcomed the visiting newspaper men.

He was followed by Strickland Gillilan, columnist of the *Baltimore Sun,* who kept the audience in an uproar. Other speakers on the program were: Jay E. House, of the *Philadelphia Public Ledger* who talked on "Looking Back to Yesterday"; Joe Mitchell Chapple, of the *National Magazine* of Boston, and Frederic A. Godcharles of the *Milton Miltonian.*

Herbert Bayard Swope, executive editor of the *New York World,* one of the scheduled speakers, was unexpectedly detained in New York.

The afternoon session furnished a large number of papers and discussions. After an address by Mr. Stewart, Harry L. Johnston of the *Altoona Mirror,* handled the question of "What Kind and Class of News Best Serves a Local Community"; Ernest G. Smith, of the *Wilkes-Barre Times Leader* "Selling Pennsylvania to National Advertisers"; Paul R. Eyerly of the *Bloomsburg Morning Press,* "The Newspaper and Community Service" and George A. Fahey, of the *Franklin News Herald,* "Some of the Problems Which Affect the Pennsylvania Newspaper Publishers and How They May Be Worked Out by Co-operation."

The morning session was devoted to business. Reports were read by Wilmer Crow, of Harrisburg, W. L. Binder, of the *Pottstown News,* and C. N. Andrews of the *Easton Free Press,* secretary, treasurer and chairman of the executive committee respectively, of the Pennsylvania Associated Dailies.

Publishers and editors attending the convention, besides those mentioned, were: C. J. Smith, *Allentown Call;* Charles R. Long, *Chester Times;* Hawley Quier, Robert M. Zeller, William Althouse, and Abe Hurwitz, *Reading Eagle;* E. Arthur Sweeney, *Greensburg Tribune Review;* Henry Walser, *Hazleton Standard Sentinel;* Walter Grebs, *Johnstown Tribune;* J. H. Steinman, and H. C. Carpenter, *Lancaster News Journal Intelligencer;* Rowe Stewart, *Philadelphia Record;* T. R. Williams, *Pittsburgh Press;* J. H. Zerbey, Jr., *Pottsville Republican and Morning Paper;* Herbert D. Brauff, *Reading Tribune;* E. J. Lynett, *Scranton Times;* Colley S. Baker, and N. A. Frantz, *Stroudsburg Record and Times Democrat;* E. H. Schuyler, *Williamsport Gazette and Bulletin;* W. L. Taylor and E. R. Williamson, *York Dispatch.*

MORE CONSTRUCTIVE NEWS, LESS "JAZZ," URGED BY JOHN L. STEWART

MORE attention to clean, constructive journalism, and less to "jazz" news and features, was urged upon newspaper publishers by President John L. Stewart, of the Pennsylvania Associated Dailies, in an address before the annual meeting of that organization at Harrisburg, Pa., Monday and Tuesday of this week. In the course of his remarks Mr. Stewart, who is publisher of the *Washington Observer and Reporter,* touched on the changes which have occurred in newspaper publishing in the past 20 years, radio and the press, crime news, and newspaper reform from within.

His address, in part, follows:

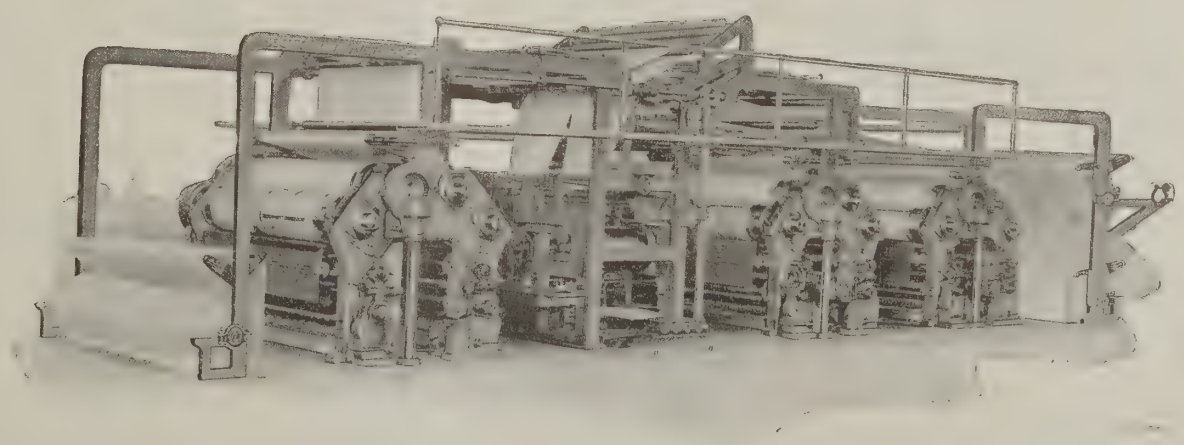
"I am sure that the problems which face us as publishers today are very much different from what they were when we first met together. So many problems affecting our material interests have been solved. Most of our communities are today either without competing papers or with only that number which the field will legitimately support. We are not obliged to face the probability or even possibility that our fields will be again overcrowded. Perhaps it has been the results of the law of the survival of the fittest. At any rate, a great change has come about in the publishing of newspapers. Twenty years ago I went into the business—newspapers were either Republican or Democratic—they were largely party organs or the organs of some political factions within a party. Today they are largely in the hands of newspaper men who are running them on a business basis, as well as with the idea of public service. Today it is most difficult for many public officials, in the distribution of legal advertising to know which are the majority and which the minority newspapers. They are so in fiction rather than in fact, and it will not be long until the publishers will demand a change in the distribution of such advertisements as are necessary, from a legal standpoint, as to eliminate the political complexion of the newspapers—for they have no such complexion.

"We will insist that we get the business on the basis of our circulation and service, and not on the basis of how we think from year to year politically. That is only one of the changes that has come about through consolidations and the placing of the profession on a higher

BUILT LIKE A BATTLESHIP

The SCOTT

"Straight Unit" Sextuple Press



Four of these staunch machines are running every day in the week at the plant of New Jersey's leading newspaper

THE NEWARK EVENING NEWS

Presses start up at 11.40 a. m., 1.30, 2.20 and 3.25 p. m. Go any day that suits your convenience.

NEWARK IS ONLY 20 MINUTES FROM BROADWAY

SCOTT PRESSES NEVER FAIL YOU

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO 1441 Monadnock Block NEW YORK 1457 Broadway, at 42nd Street

plane. While there are still before us, as I have already intimated, vast opportunities for increasing our revenues in advertising, this will largely be brought about through co-operative efforts rather than by individual solicitation. The newspaper today has become the recognized medium for the promotion and building up of every form of enterprise. Publishing a good newspaper, with a watchful eye on distribution, a publisher is not likely to go into bankruptcy if he never solicits an advertisement. This is another radical change from the situation even less than ten years ago.

"No longer in any serious danger from any rivals distributing the printed word. Some believe that we may find in the radio—the distribution of news by broadcasting—competition which will take away much of the prestige and influence of the papers and materially reduce their revenues. While it is true that some large advertising accounts have been withdrawn from the newspapers because of the radio publicity, my own conviction is that the printed word will ever be the best medium of exchange and certainly will for the distribution of news and publicity in our local communities. The cross-word puzzle is only one example of what the printed pages can do which radio can never hope to accomplish. If we accept the premise that after all the making of a newspaper is the thing—that circulation and advertising will largely take care of themselves—and I for one am ready to accept it largely—then it seems to be the problem of publishers and associations in determining how to make better newspapers.

"I believe that we all recognize the fact that publishers today face greater obligations and responsibilities than ever before. They are also being more carefully scrutinized and subjected to greater criticism. A newspaper today cannot plead the first amendment to the Federal Constitution, on the freedom of the press, to excuse its responsibility for the publication of news which affects moral and social conditions. The newspaper is said to be the mirror of every-day life. There may be times when people would be better off by not looking into the mirror.

"We recognize the changing social, industrial conditions of later years. We hear much about both the observance and enforcement of laws. We are struck by the statistics which show an increasing number of juvenile crimes. All taking place at a time when the newspapers are going into more homes and coming into closer contact with a wider circle of readers. We may say that the 'movies' and other forms of entertainment and education, the literature of the day, magazines and books are counteracting our influence, but if that be true, may it not be suggested to us that perhaps we are losing ours or at least not growing to the extent that we should in order to counteract the others.

"By reason of these other influences on the lives of the people is not the responsibility the greater on the newspapers of today to examine their columns more carefully, to consider whether or not we may be holding the mirror up when it is unnecessary, and whether or not criticism of some judges and lawyers, not to speak of numerous uplifters, that we are exploiting crime more than we should is not partly true.

"Finding so many destructive things to publish we have not room left in our columns to print the constructive and less incentive to go out and search for them. Are we so eager to get every new 'feature,' the last comic, the newest form of cross-word puzzles, the latest fashion page, and the most modern letter to the love lorn in our papers that we are passing up the things in our own communities which are the real news—missing the things we originally established our papers to give to the people?

"We are trying, some of us, to be competitors with the movies and the jazz bands. So far adrift have some of us gone that we no longer even think of our editorial pages or of the building up of the worth-while things in our communities. I venture to say that nine-tenths of the successful newspaper publishers in my hearing made their papers because they were fighting publishers, exposing wrong and fraud and corruption. We got to our place today not by treading the primrose path, but by cutting away the brambles alongside the road. Better conditions and better times make for easier living. When a man has to fight for what he gets in dollars and cents, he is more likely to also fight for the higher things of life. When he has no fight for the dollar, he grows callous to responsibilities and ideals. We have fewer fighting newspapers than we once had—newspapers which not only strike out boldly at the wrongs in our social and political life, but which are doing a constructive work in getting at the source of many of our evils.

"The point I want to make is this—that there was never before a greater opportunity for the newspapers to take the lead in constructive journalism—never a time when we as publishers have been held to a higher accountability. Our future problem is one of the making of a newspaper from within. We will discuss advertising and circulation, rates and postage, print paper and shop less, and the making of the newspaper itself, the material which goes into it day in and day out more."

EDITORS GOING TO HAWAII

Invitations Issued by Navy Department for Pacific Cruise

The Secretary of the Navy has issued invitations to a list of editors and publishers for a trip with the United States fleet from San Francisco to Honolulu, leaving April 15. The object is to continue last year's experiment of thus acquainting publicists with Navy problems that the public may be better informed.

In a memorandum the Secretary makes it clear that it will not be possible for the Navy to return its guests from Hawaii to the West Coast, but arrangements for reservations have been made with commercial steamship lines.

On the trip out the cost, it is stated, would merely be the regular officers' subsistance mess charges.

Defunct Paper's Equipment Sold

The equipment and good will of the *St. Louis Amerika,* German language newspaper, were sold Feb. 9 at the receiver's bankruptcy sale to the *Westliche Post,* also a German language newspaper. The price paid was $10,250.

Adds Merchandising Service

The *London Daily Express* has announced the establishment of a Research Bureau, which will offer merchandising service to advertisers in connection with any area or territory.

A. A. C. W. Issues Booklet

"Can you Control the Ups and Downs of Your Business?" is the title of a booklet issued this week by the Associated Advertising Clubs of the World.

first! in OHIO

1,586,936 Lines

IN JANUARY, 1925

The Dispatch published in January nearly 250,000 more lines of paid advertising than all other Columbus newspapers combined. In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION

City 52,891
Suburban 23,639
Country 21,928

Grand Total 98,458

LARGEST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

MICHIGAN PRESS VOTES FIELD SECRETARY

Full-Time Executive Provided for at Recent Lansing Meeting — Free Distribution Paper Excluded from Membership

(*Special to* Editor & Publisher)

Lansing, Mich., Feb. 9.—Resolution to employ a full-time field secretary for the organization and refusal of membership to the publisher of a free-distribution weekly were outstanding features of the annual convention of the Michigan Press Association held at Michigan Agricultural College, East Lansing, last week. The Association, which is nearly half a century old, embraces practically all weekly and semi-weekly editors and publishers of the state.

It was agreed that many benefits would accrue to the membership from the establishment of a permanent headquarters, with a full-time secretary who could handle organization matters, recruit new members, compile rate lists, solicit foreign advertising, and keep the members apprised of legislation affecting their business. About $3,000 was pledged toward the scheme and prospects are that an office will be opened and a secretary hired within a few months.

The principle that only newspapers which have a paid circulation can be accurately classed as newspapers and not "glorified hand-bills" was adhered to in refusing to permit a Wyandotte publisher of a "free" newspaper to become a member of the Association. In some sections around and within the metropolitan district of Detroit, these free distribution papers have become serious rivals of regular weeklies, it was brought out, sufficient advertising being obtained on the basis of a guaranteed large distributi to pay the publisher a profit without c lection of subscriptions.

The convention was the largest ev held by the Association, more than 1 members being in attendance. The to membership is approximately 125.

Among the speakers to appear befo the sessions were Ole Buck, secretary the Nebraska Press Association, and W. Anderson, "miracle merchant," Cozard, Neb., who has built up a $325,0 annual business in a town of 1,200 pop lation, largely through weekly newspap advertising.

Officers elected for the year wer David E. Hubbell, *Croswell Jeffersoni* president; Schuyler Marshall, *Clint County Republican-News,* vice-presider Herbert A. Wood, *Bangor Advan* treasurer; Len W. Feighner, *Nashv News,* field director.

Incorporation Articles Filed

Articles of incorporation of Hoopeston (Ill.) Evening Times P lishing Company, publisher of the *E ning Times,* established a few mon ago, were filed this week, showing it be a $25,000 concern. J. H. Harris a J. M. Fenwick of Hoopeston and Bert Nicoson, residing near there, are organizers.

Daily Launches Radio Tabloid

The *Lansing* (Mich.) *State Jour* has begun the publication of a mont tabloid radio magazine.

Reverts to Weekly

The *St. Paul Farmers' Dispatch,* p lished from 1869 to 1912 as a weekly then changed to a twice-a-week (Tues and Friday), reverted to a weekly, iss every Thursday, Feb. 5. No person changes were made.

"Ship Complete Duplicate Ludlow Equipment" wires Vanderbilt

WHEN the first edition of the Miami (Fla.) Daily Illustrated Tab was issued on January 12, it was the third instance in which Cornelius Vanderbilt, Jr. has sucessfully launched an entirely new newspaper without the use of type.

From their very first issues, Mr. Vanderbilt's Los Angeles Illustrated Daily News and San Francisco Illustrated Daily Herald have been produced the all-slug way with the display heads, feature heads and display for all advertisements cast clear and sharp in attractive Ludlow faces.

The size range, all the way up to full width 60 point, in a wide selection of attractive faces, includes bolds and extendeds, and beautiful Ludlow italics with full kerning effects, but with no kerns to break off. A casual examination of any of these tabloid papers reveals the attractiveness of Ludlow set display.

"I am firmly convinced that the Ludlow is the most efficient and flexible display typesetting system yet devised," wrote one of Mr. Vanderbilt's superintendents. The latest indorsement of the Ludlow System by the Vanderbilt Papers, Inc., reached us recently in the form of a telegram from Miami ordering a complete Ludlow equipment identical with the substantial Ludlow equipment sent one year ago to the San Francisco Illustrated Daily Herald.

New and attractive features are being added to the Ludlow System constantly.



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

San Francisco, Hearst Bldg. New York, World Bldg.
Atlanta, Ga., 41 Marietta St. Boston, Mass., 261 Franklin St.

LUDLOW QUALITY COMPOSITION

JANUARY LINEAGE SHOWS SLIGHT DECREASE IN NEW YORK

TEN New York newspapers showed a losses, according to totals compiled by lineage gain in January, 1925, over statistical department of *New York Evening Post*. Complete tabulation follows:

Pages 1925	Pages 1924		Percentage of Total Space	1925	1924	Gain	Loss
1,422	1,338	American	8.4	1,176,958	1,250,766	.....	73,808
....	1,088	Herald	...	.....	§982,140	.....	.....
1,290	1,040	Herald Tribune	9.3	1,304,634	905,316	399,318	.....
1,730	1,604	Times	16.2	2,270,346	2,138,912	131,424	.....
1,266	1,160	World	10.0	1,405,354	1,355,080	50,274	.....
824	....	*Mirror (Tabloid)	2.2	315,396	‖.....	.....	.....
1,140	1,052	News (Tabloid)	3.7	514,062	452,966	61,096	.....
426	....	Evening Bulletin	1.0	140,508	**.....	.....	.....
840	....	*Evening Graphic	0.7	98,518	‡‡.....	.....	.....
1,226	1,206	*Evening Journal	9.3	1,307,314	1,248,352	58,962	.....
....	558	*Evening Mail	...	.....	¶612,782	.....	.....
822	690	*Evening Post	3.3	470,232	399,278	70,954	.....
778	670	*Evening World	5.3	750,896	677,414	73,482	.....
968	814	*Sun	8.9	1,246,704	1,113,152	133,552	.....
636	650	*Telegram-Mail	4.5	638,330	††698,654	.....	60,324
1,162	1,126	Brooklyn Eagle	9.6	1,349,864	1,292,608	57,256	.....
578	576	Brooklyn Times	3.2	446,202	399,796	46,406	.....
644	604	Standard Union	4.4	623,172	634,104	.....	10,932
752	14,176	Totals		14,058,490	14,161,320	.....	102,830 Net Loss

*No Sunday edition.
¶Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924.
††Evening Telegram carried 79,120 lines in the 4 Sunday issues of January, 1924; this neage is included.
§Herald and Tribune combined March 19, 1924.
**Evening Bulletin first issue June 19, 1924; first Sunday issue, December 7, 1924.
‖Mirror (Tabloid) first issue June 24, 1924.
‡‡Evening Graphic first issue September 15, 1924.

COMPARATIVE LINEAGE, 1925-1919

	1925	1924	1923	1922	1921	1920	1919
nerican	1,176,958	1,250,766	982,190	924,126	906,002	1,066,118	673,632
rald	.....	982,140	1,067,368	1,114,138	1,112,868	806,064	614,200
rald Tribune	1,304,634	905,316	839,996	893,498	868,706	855,712	415,226
mes	2,270,346	2,138,912	2,086,882	2,023,642	1,811,694	2,040,620	1,200,845
orld	1,405,354	1,355,080	1,510,056	1,305,064	1,222,604	1,632,073	1,155,578
irror (Tabloid)	315,396	.....	.....	.....	.....	.....	.....
ws (Tabloid)	514,062	452,966	311,006	265,384	149,820	.....	.....
ening Bulletin	140,508	.....	.....	.....	.....	.....	.....
ening Graphic	98,518	.....	.....	.....	.....	.....	.....
ening Journal	1,307,314	1,248,352	1,126,730	971,620	847,340	865,610	693,131
ening Mail	.....	612,782	539,800	566,972	589,016	561,530	328,240
ening Post	470,232	399,278	334,230	413,542	604,842	456,202	317,578
ening World	750,896	677,414	792,082	779,408	794,294	801,198	484,710
obe	.....	.....	710,604	675,312	651,552	755,722	554,038
n	1,246,704	1,113,152	873,094	768,406	729,232	922,822	539,520
legram & Mail	638,330	698,654	530,460	524,604	523,088	740,614	663,184
ooklyn Eagle	1,349,864	1,292,608	1,197,284	1,161,450	988,302	1,009,856	705,290
ooklyn Times	446,202	399,796	291,646	300,576	255,156	†.....	†.....
ndard Union	623,172	634,104	624,640	593,242	654,624	695,880	457,900
Totals	14,058,490	14,161,320	13,818,068	13,280,984	12,709,140	13,210,021	8,803,072

†Figures not recorded.
‡Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.

WHAT'S WHAT IN THE FEATURE FIELD

McCutcheon, Chicago Cartoonist, Feted in Hawaii—New Stunt in X-Word Puzzles—Fannie Hurst Writes on Russia—Joe Chapple Speaks

JOHN T. McCUTCHEON, cartoonist for the Chicago Tribune Newspapers Syndicate, arrived in Honolulu recently on the first lap of a trip around the world. He was extensively entertained while on the Islands. The Honolulu Advertising Club gave a luncheon in his honor. He was accompanied by Mrs. McCutcheon.

The world tour he is taking will include the Fiji Islands, Australia, the Philippines, Japan, and Northern China. By way of the Trans-Siberian Railway, he will visit in Siberia and Russia.

During the tour, he will contribute articles to the syndicate.

The tricky words which peep out from the cross word puzzle squares have been traced to their original lairs and stripped of their mystery by Science Service, Inc., Washington, D. C.

"Curious Crosswords" a daily feature it provides a 15-line story giving the origin, history, and definition of one of the vitalizing words which puzzle fans enter, such as: erst, eland, magi, ai, gnu, and bode.

Fannie Hurst, who recently made a trip through Russia, has written five half-page articles on her impressions and experiences, for the McClure Newspaper Syndicate, New York.

Joe Mitchell Chapple, who conducts a newspaper syndicate under his own name from New York and Boston, is to be principal speaker at a special luncheon at the Advertising Club of New York on Feb. 18.

U. V. Wilcox, manager of the Affiliated Press Service, Takoma Park, Washington, D. C., informs this department his syndicate was omitted from the list of syndicates published in EDITOR & PUBLISHER'S International Year Book, Jan. 31.

Arthur Murphy is a new member of the art staff of the Central Press Association in Cleveland. Central Press' art staff is now composed of Jess Cargill, editorial cartoonist; John Sords, sport cartoonist; T. Crawford Hill, Al Buescher and Art Murphy.

Arthur Krenz has left the art staff of the Central Press Association to join NEA Service, Inc., at its Cleveland office.

Coffeyville Dawn Suspends

As the result of an incendiary bomb explosion which virtually wrecked its plant Dec. 8, the *Coffeyville* (Kan.) *Daily Dawn* has suspended publication, transferring its property to the *Coffeyville Morning News*. C. C. Drake, managing editor of the *Dawn*, has joined the *News* staff.

There is no Fluctuation of West Virginia's MARKET

West Virginia derives the greater part of her income from the most steady and certain of all sources—her mines. No outside conditions or elements can influence the productiveness of these since the material wealth is already there. It merely remains for it to be gathered in and be converted into buying power.

The market here remains constant and reliable — and therefore worthy of your most intensive cultivation.

Of the 69,501 income tax returns filed, 1,563 showed incomes of over $10,000 and 3,239 were from $5,000 to $10,000. Here is a small state, filing returns whose number and amounts exceed those of many of her larger and more pretentious neighbors.

Where and how the people of West Virginia spend these steady incomes is largely a matter of who influences them in favor of his goods. Your chance lies solely in the opportunities offered by the dailies listed below.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,605	.06
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
Telegram	(E)	9,479	.04
Telegram	(S)	11,797	.045
Huntington			
Advertiser	(E)	11,176	.04
*Herald-Dispatch	(M)	14,803	.04
*Herald-Dispatch	(S)	14,482	.04
Martinsburg			
*Journal	(E)	4,830	.03
Morgantown			
†Post	(E)	5,005	.025
Parkersburg			
*News	(M)	7,261	.03
*News	(S)	8,840	.03
*Sentinel	(E)	7,751	.03

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

PARIS WELL COVERED SAYS A. P. MAN

Elmer Roberts Tells How Recent Allied Reparations Conference Was Reported—Has Had Long and Varied Newspaper Career

Interesting details of how the recent Paris Conference was reported by American newspapermen were told this week by Elmer Roberts, chief of the Associated Press Paris bureau, who is visiting in this country until Feb. 21.



ELMER ROBERTS

The inter-allied reparations agreement was signed the day Mr. Roberts left France for the United States.

"The Paris Conference was as easy to report as the Washington Disarmament Conference three years ago," Mr. Roberts said in an interview with EDITOR & PUBLISHER.

"There was no attempt at secret diplomacy with the exception of one day, when efforts to suppress the news were easily overcome by the veteran American reporters in the French capital.

"As a rule, delegations from the different nations attending were quite willing to make public their points of view. Each day a communiqué was issued from the conference chamber, which, although rather wooden and routine, was satisfactorily supplemented by interviews with various delegates.

If international accord is assisted by free interchange of news and opinions, this country is certainly doing its share towards peace, and the faults of misunderstanding lie not with the United States but with European countries, Mr. Roberts said. While European news is well reported by newspaper of this country, very little American news is given to readers abroad.

Paris is particularly well covered, according to Mr. Roberts. The quantity of news at present being cabled from France is enormous, he said. Forty American correspondents, just twice as many as before the war, now make Paris their headquarters.

These correspondents serve the Associated Press, Consolidated Press, United Press, United News, International News Service, Universal Service, the *Chicago Tribune, Chicago Daily News, Philadelphia Public Ledger, New York Times, New York Herald Tribune, New York World, and Wall Street Journal.*

"The social temperament of the French makes reporting in Paris very easy," Mr. Roberts continued. "It is a pleasure for a Frenchman to communicate news and views.

"Then the majority of statesmen in France have, before entering politics, written books themselves or written for newspapers. In fact every prime minister in France in the last 20 years, if not a former newspaper man, has at least been a man who wrote freely.

"It is quite easy to see French cabinet members, but it is not easy to see them on the instant, some formality being required. If the question one seeks answered is of immediate importance, the head of the information bureau of the foreign office obtains a reply for the newspaper men."

Mr. Roberts has represented the A. P. in France for the past 14 years. Prior to that he was Berlin correspondent for nine years.

During the war, he reported many engagements from the front. In 1915, when the French and Germans were struggling for possession of Hartmans Weilerkopf in Alsace, with both armies claiming possession, Mr. Roberts was appointed by the French foreign office as a neutral to settle the claims. He awarded the ridge to the French.

Mr. Roberts started newspaper work on the *Terre Haute* (Ind.) *Express* when he was 22. Before joining the A. P. he was connected respectively with the *Fort Wayne* (Ind.) *Gazette, Chicago Daily News,* the old *Chicago Times,* the *New York Herald, New York World,* and *New York Times.*

WISCONSIN EDITORS HIT POSTAL COSTS

Ask Congress to Appropriate Fund to Cover Government and Congressional Mail at Madison Meet —Officers Re-elected

Dissection of the problems confronting the rural editor, re-election of the officers of the past year, and the passage of three resolutions relating to postal rates, advertising costs, and state publicity were the principal accomplishments of the Wisconsin Press Association at its three day mid-winter conference at the Loraine hotel and College of Agriculture in Madison, Feb. 5-7. It was voted the most successful gathering in the history of the organization.

John A. Kuypers, *De Pere Journal-Democrat,* was re-elected president; Louis H. Zimmerman, *Burlington News-Democrat,* secretary; and Merlin Hull, Black River Falls, treasurer.

A resolution was passed asking Congress to obviate an increase in the burdens of publishers by appropriating through taxes, $55,000,000 as a fund against which shall be charged the cost of all government and congressional mail.

A second resolution, passed after a heated criticism of the justice of a flat rate for space when the amount of composition varies greatly, called for a rate schedule based upon a space price for ordinary straight composition with a time charge added for extra work involved in close or intricate composition.

A third provided for the preparation of short items on Wisconsin prosperity to be published simultaneously at regular periods in all the member newspapers of the association.

Among the principal speakers were: George W. Marble, president of the National Editorial Association, publisher of the *Fort Scott* (Kan.) *Tribune;* John L. Meyer, editor of the *National Printer-Journalist;* G. L. Caswell, secretary of the Iowa Press Association; O. D. Brandenburg, veteran Wisconsin editor, and W. G. Bleyer, dean of the University of Wisconsin School of Journalism.

Prof. W. A. Sumner, college of agriculture, and P. D. Pearsall, *Evansville Antes Press,* pleaded for a greater creativeness in printing and explained to the editors the potential field for the development of printing among the farmers of their individual communities. W. H. Bridgman, *Stanley Republican,* outlined "A Bookkeeping System for the Country Newspaper Office."

EDITOR & PUBLISHER—$4 a year.

WISCONSIN PRESS ADOPTS PROF. BLEYER'S CREED AS A CODE OF ETHICS

THE following creed for editors and publishers of weekly newspapers by Willard Grosvenor Bleyer, Director of the Course in Journalism, University of Wisconsin, was unanimously adopted as a code of ethics by the Wisconsin Press Association, Feb. 6:

We believe that journalism is an honorable profession, essential to the welfare of society.

We believe that the success of democratic government depends upon sound public opinion, and that the newspaper should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news.

We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

We believe that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, the state, and the nation.

We believe that a newspaper that goes into the home should publish nothing that cannot be read aloud in the family circle.

We believe that news of crime, scandal, and vice should be presented in such a manner as to deter readers from attempting to imitate the criminal and the vicious.

We believe that all persons and all organizations are entitled to fair play in the columns of the newspaper.

We believe in the right of privacy of individuals in all matters not of public concern.

We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source s be plainly indicated.

We believe that editorials should sent the truth as the writer sees i colored by bias, prejudice, or partisa

We believe that neither the bu interests of a newspaper nor any o influence should interfere with the cation of the truth in news or edit

We believe that the purpose of paper advertising is to create a d for commodities or services, to i readers, not to mislead or defraud

We believe that advertisements be as clean and wholesome as new editorials.

We believe that rates for subscri and advertisements should be suffic insure the publisher a fair profit.

We believe that all statements culation should give the actual num bona fide subscribers.

We believe that only such news as maintain the highest standards o honesty, and decency in news, edi and advertisements deserve the supp the community.

Associated Clubs Appoint Gre

Edward L. Greene, manager Boston Better Business Commissio join the headquarters staff of the ciated Advertising Clubs of the March 1, as special representativ successor to the Boston post ha named.

Lack of Music Critics Deplo

Ernest Newman, music critic *New York Evening Post,* deplor lack of music critics on newspape dressing students of the Pulitzer of Journalism, Columbia Universit York, Feb. 10.

Trade Mark FLEXIDEAL Reg. U S Pat. Off.

THE IMPORTED DRY MAT OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

You Know It's

The Beacon Journal

In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service Publisher's Financial Bureau, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

OSTAL RATE INCREASE BILL PASSES HOUSE

aly Two "Noes" Heard as Viva Voce Vote Is Called—Publishers Again Protest—Goes to Senate

WASHINGTON, D. C., Feb. 10.—Without a roll-call the postal pay and rate increase bill was passed by the House and sent to the Senate this afternoon for further action. Less than two hours' debate preceded the viva voce vote and more than half this time was consumed in discussing whether a special rule limiting arguments should be adopted. At the end of an hour's talk, the rule was approved by 245 to 97. Then the viva voce vote came. Two "noes" were heard from the floor of the hall.

Representative Pou of North Carolina, ranking Democrat on the Rules Committee, opposed the rule, asserting that the House was being asked to sanction a new tax of $61,000,000 without opportunity for amendment or sufficient debate. He said that while 75 per cent of the House members favored the bill vetoed last year by President Coolidge, he did not believe 10 per cent endorsed the present bill.

In behalf of the American Newspaper Publishers' Association Elisha Hanson, its Washington representative, issued a statement following passage of the bill in which he declared there is "no sound reason" for present users of the mails to be called upon to pay the increased postage rates provided in the Postal Pay bill which passed the House today "unless it be the intention of the Administration" to make the Post Office Department "pay a profit" on its services to the public.

Mr. Hanson stated that reports of the department on the business handled during the seven months of the current financial year which have elapsed since July 1 would indicate that there will be for this year a net increase in revenue of more than $35,000,000 over the previous year's business.

"As the department had a deficit of more than $15,000,000 last year," said Mr. Hanson, "these reports indicate a profit on this year's operations of more than $20,000,000.

"Surely this enormous sum should be taken into consideration by the Senate when it takes up the rates suggested by the House. The department estimates that the salary increases will total $68,000,000. It also estimates that the rate increase will produce $61,000,000 additional revenue.

"Add to this latter figure the almost certain profit of $20,000,000 which the department will make on present rates and we find that the Government will net $13,000,000 above all expenses on its postal service if the Senate approves the House bill providing for both salary and rate increases.

"Thus, the Senate should not call upon the ful-paying users of the mails to meet the cost of handling free matter for Congress and the various Government departments at an expenditure of more than $12,000,000 a year.

"The full-paying users of the mails should not be called upon to pay the expense of the department in handling religious, agricultural, scientific and fraternal publications when the loss incident to their handling is due to Congressional policy.

"The full-paying users of the mails should not be called upon to reimburse the department for any of the other purely public services of the department costing upward of $140,000,000 a year, as contrasted to its purely postal business functions. Last year the Government made more than $125,000,000 profit on the business transactions of the Post Office Department and paid all but $15,000,000 of the cost of the department's purely policy services from this profit. On the basis of this year's operations to date the users of the mails not only will pay in full for the service rendered to them, but also will pay the full cost of the policy services of the department, with a surplus of more than $20,000,000 above that cost.

"Surely, in the light of these facts, Congress should not enact rates at this time which will cripple business when far lower charges will enable the department to take care of its business and pay the salary increases as well."

S. C. Daily Sold and Suspended

The *Abbeville* (S. C.) *Evening Medium* has been purchased by F. West, owner of the *Press and Banner*. The daily will be discontinued and the *Press and Banner* will continue to be issued as a tri-weekly.

City and Sunday Editors Swap Jobs

John A. Olive, for years city editor of the *San Antonio Light*, has been made Sunday editor, while P. M. Barrett, former Sunday editor, has become city editor.

Seventh District A.A.C.W. convention is scheduled for Wichita, Kan., Feb. 16.

WASHINGTON EDITORS MEET IN SEATTLE

Set Program Discarded for Round Table Discussions at Thirteenth Annual U. of Washington Newspaper Institute

WITH more newspaper owners present than ever before the thirteenth annual Washington Newspaper Institute, Feb. 5, 6, 7, at the University of Washington School of Journalism, Seattle, was marked by practical round-table discussion rather than by the ordinary set program.



O. H. Woody

Editors of 56 Washington weekly newspapers, 14 dailies, 11 trade journals, 4 British Columbia weeklies, one Oregon weekly, one Oregon daily, and 13 former newspaper men were among those attending the conference.

Plans for a Pacific slope newspaper conference to be held at Portland, Ore., in the summer of 1926 were discussed at the semi-annual executive meeting of the Washington Press Association held in conjunction with the Newspaper Institute Feb. 6.

President O. H. Woody presided.

From the Washington group to the Portland meeting special emphasis was laid upon the importance of the publicity cards adopted at the summer meeting of the Washington Press Association. By use of these cards it is hoped to curb the activities of professional publicity men and to turn publicity stories into paid advertising. Whenever a publicity story without general news value is received by an editor it is to be returned with one of the publicity cards and the statement of space rates for advertising. A $5,000 budget was adopted.

Special service features of the Institute were a discussion of the State of Washington libel laws by Ernest L. Skeel, attorney for the Association, with a general discussion and question box following, and a talk on the care of the linotype by Ross Draper, special representative of the Mergenthaler Linotype Company of San Francisco.

Speakers at the sessions included Hal E. Hoss, president of the Oregon State Editorial Association, and managing editor of the *Oregon City Morning Enterprise;* Hugh Savage, president, and Ben Hughes, secretary-treasurer of the British Columbia and Yukon Press Association; Ray W. Felton, managing editor of the *Seattle Star;* Henry Suzzallo, president of the University of Washington; Capt. F. K. Gudmundsun, Arctic explorer; R. W. Jones, University of Washington School of Journalism staff.

POWER—

without duplication, reaching 45 out of every 100 people who buy any New York evening newspaper.

NEW YORK EVENING JOURNAL

In New Orleans its

THE MORNING TRIBUNE
(Published week-day mornings)

THE NEW ORLEANS ITEM
(Published week-day afternoons)

THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

RADIO

A regular feature each Saturday. Two or three pages of live news and advertising.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

National Advertising

The remarkable ability of The New York Sun to create and to increase "consumer demand" is readily recognized by New York retailers, and is an effective aid to National Advertisers seeking retail distribution and dealer co-operation.

New York dealers willingly stock and feature goods advertised in The Sun, because they know that advertising in The Sun sells merchandise.

The Sun
280 Broadway New York

Peoria
The Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

San Francisco Chronicle
M. H. de Young
Leading Newspaper of the Pacific Coast
"Blankets" Northern and Central California
A clientele that can and does buy everything
National Advertising Representatives
Williams, Lawrence & Cresmer Co.
225 Fifth Ave. NEW YORK — 360 N. Michigan Ave. CHICAGO

The **Plain Dealer**
has the
Largest Circulation
of Any
Cleveland Daily Newspaper
205,569
J. B. Woodward, 110 E. 42d St., New York — Woodward & Kelly, Security Bldg., Chicago

Los Angeles Times
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

STORY OF A CLASSIFIED HOUSE ORGAN DESIGNED TO LEAD SALES FORCE

Gundersen Tells of Successful Operations of Telegram-Mail Department Paper—Ninety Per Cent of Large Organs Perish in First Half Year

By GILBERT N. GUNDERSEN

Manager, Classified Advertising, *New York Telegram-Mail*

A CAREFUL check was made several years ago by an advertising association upon the average life of house organs, with rather startling results. Over 90 per cent, it was found, expired during the first six months. Less than one out of every ten survived, and that one survivor generally proved to be sufficiently healthy to continue it indefinitely.

When *New York Telegram-Mail* started to publish *The Classified Salesman* last year we determined that our house organ should not be consigned to a final resting place within the first trying six months. At the very outset we realized that the best way to insure its healthy existence would be to plan the objects which it should accomplish, to decide our editorial policies to conform to that plan, and to gather and prepare enough material to keep it going during the first six months at least.

Our sales organization is pretty large, including as it does about seven hundred agents, a street, telephone and branch office sales staff, not to mention clerical help. Naturally the tendency of an organization of this size is to be unwieldy and loose-knit, with only indifferent cooperation between its members and parts. So we did not have to hunt for the objects we wanted to accomplish, for they presented themselves to us as the unifying of our organization, increasing the cooperation of our agents, and the welding of our entire classified department into a unified whole.

This policy has been adhered to closely ever since then. Every article written or selected for The Classified Salesman, so far as it has been within our power, has furthered the cause of Telegram-Mail classified advertising by giving helpful suggestions to the members of our organization, by showing how they might overcome any weak points in their selling, and by trying to foster a spirit of friendliness within our organization.

Every issue has been well balanced in its contents. The outside pages (it consists of four pages all told) are devoted exclusively to articles of a serious nature which we believe are likely to be of interest to anybody. The inside spread is devoted to editorials, a column for our branch offices, one for our agents, and a humorous one for our inside force. Fillers of a humorous nature are used on this inside spread also.

The printing of our February, 1925, edition marks the first anniversary of The Classified Salesman, and for several reasons we are proud of it. For one thing, by surviving the first six months, it proved that it is made of sterner stuff than most house organs. For another, to the best of our knowledge, it is the only house organ in the country published with regularity exclusively for a classified organization.

That it has justified its existence has been manifested, we believe, in no mistakable manner. Many of our agents have voluntarily informed us that they receive pleasure and benefit from reading it. That alone is gratifying; but it is also an indication of the increased good will which Telegram-Mail Classified ads now enjoy within our organization. During 1924, when business was not as good as was hoped it would be, our lineage increased for the first time in four years. What part, if any, of this increase can be attributed to The Classified Salesman it is impossible to say; but we know that it was brought about by the greater efforts of an organization which was high in morale during the whole year, a condition which our house organ helped to foster.

Now each issue appears to be anticipated by every one of our mailing list. Occasionally an agent has missed his monthly copy and has written to request it; and others have asked for complete sets of all the back numbers. We consider it as one of the most important features of our promotion work—a tie that binds us into a group of sympathetic coworkers who have learned to know each other pretty well, to understand and to co-operate with our efforts to make classified advertising bigger and better for the Telegram-Mail.

A. P. Committee to Meet Feb. 25

Notice of the next meeting of the Associated Press executive committee to be held Feb. 25, in New York, was announced this week.

CROSS WORD PUZZLES FAIL TO PULL CIRCULATION, EDITORS CONCLUDE

THE worth of the cross word puzzle and the full page display of pictures were chief among the topics which brought forth considerable discussion at the meeting of the Editorial Department of the New York State Publishers' Association at Hotel Syracuse, Friday, Feb. 6. This department, composed mainly of managing editors, was founded a year ago for representatives of the editorial departments of newspapers.

The consensus of opinion about the cross word puzzle seemed to be that it is a splendid service to the reading public and therefore essential; yet it was believed it was not so much of a circulation getter.

Somewhat the same opinion was given of the full page mat service picture. A number were of the opinion that local pictures on the page, along with the others, created much more reader interest.

The questionnaire included a reference to salaries adequate for desk men, reporters, etc. The editors thought this a subject for the publishers to discuss, though it was agreed there was a wide divergence and that individual efficiency and local conditions were factors to [illegible] considered.

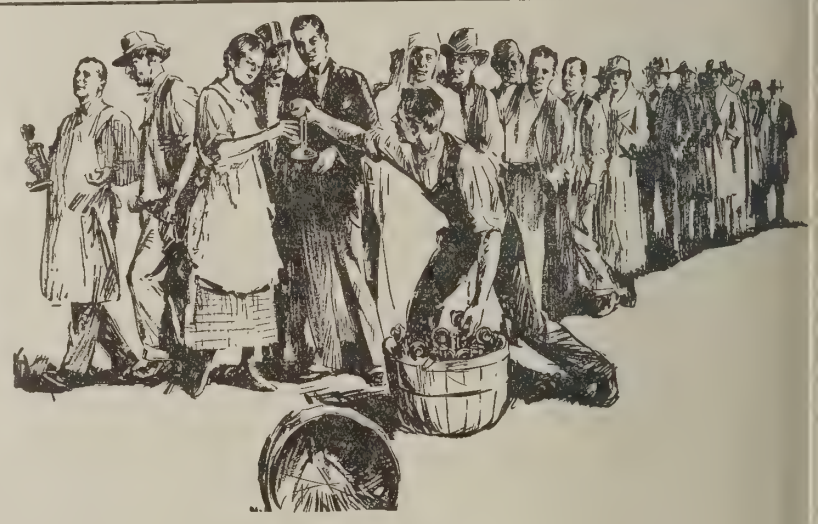
Officers elected were: President, [illegible] F. Maddever, *Niagara Falls Gazett* vice-president, John C. Calkins, *Elmi Star-Gazette;* secretary-treasurer, Bu rows Mathews, *Buffalo Express.* Execu tive committee: the officers and E. Allen, *Jamestown Post;* and Roy Kates, *Rochester Times-Union.*

New Pittsburgh M. E.

Reed Byron, city editor, has be promoted to managing editor of t *Pittsburgh Gazette Times,* succeeding C. Carson. Robert Woods, assistant c editor, was made city editor.

De Weese to Address Publishers

Truman A. De Weese, vice-preside in charge of publicity of the Shredd Wheat Company, will address the New paper Publishers' division of the Adv tising Club of New York on Feb. Edwin S. Friendly, business manager the *New York Sun,* is division chairma



Give us Telephones

Following the war, when business and social life surged again into normal channels, there came the cry from homes, hospitals, schools, mills, offices—"Give us telephones." No one in the telephone company will ever forget those days.

Doctors, nurses and those who were sick had to be given telephones first. New buildings, delayed by war emergency, had to be constructed, switchboards built and installed, cables made and laid, lines run and telephones attached.

The telephone shortage is never far away. If for a few years the telephone company was unable to build ahead, if it neglected to push into the markets for capital and materials for the future's need, there would be a recurrence of the dearth of telephones. No one could dread that eventuality so much as the 350,000 telephone workers.

Bell System engineers measure and forecast the growth of communities; cables, conduits, switchboards and buildings are planned and developed years ahead of the need, that facilities may be provided in advance of telephone want. Population or business requirement added to a community must find the telephone ready, waiting.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES
BELL SYSTEM
One Policy, One System, Universal Service

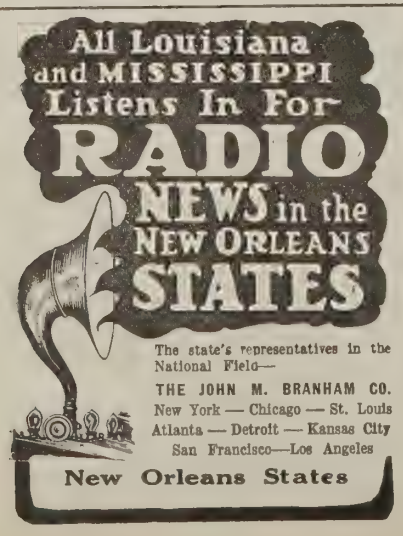
1893 **SERVICE** 1925
as visualized by
BENJAMIN & KENTNOR CO.

NEWSPAPER REPresentation as we practice it consists of intelligent, honest selling of markets and media; serving advertisers in every possible way; billing and collecting for advertising and sending a publisher a check for all business sent him.

It is a time saving and money saving system for publishers.

Always willing to talk representation to the right kind of newspapers.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York — 900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles



CAMPAIGN LAUNCHED TO ELIMINATE HAMMER FROM ADVERTISING

National Vigilance Committee Seeks to Convince Business of Dollar-and-Cents Loss Entailed in Use of Disparaging Copy

By BYRON L. SHINN

Special Investigator, National Vigilance Committee

THE National Vigilance Committee of the Associated Advertising Clubs of the World has taken another step in its constructive service to advertising.

Essentially, the vigilance movement is more than a movement for Truth-in-Advertising. It is a movement to protect the advertiser's investment in advertising. Promoting truthful advertising, the Committee believes, is one way to protect that investment.

But truthful advertising is only one way. Another, equally important—is to protect the good name of advertising.

Disparaging copy—the use of the hammer in advertising—often does more than actually deceptive copy to jeopardize public confidence in advertising. Deceptive and exaggerated copy undermines public confidence gradually. The effects of disparaging copy are more immediate.

The maker of pancake flour, for example, who brands the floor of a competitor as indigestible and unwholesome, reflects upon all pancake flour. He creates doubt as to his own product.

Pancakes are luscious things, but by no means are they necessary to human welfare. If the public is informed that pancake flour is indigestible, will they not, rather than run the risk of eating indigestible food, try to do without them entirely?

Are there not a thousand and one other products which the public is able to do without if disparaging copy breaks through and tears down confidence such articles have heretofore enjoyed.

The National Vigilance Committee took the initiative against disparaging copy because action was urgent. Before launching its campaign, however, to be sure that its plan reflected the attitude of organized advertising, it sought the opinion of a number of advertisers and advertising agencies.

These individuals and concerns are unanimous in their approval. They recognize that, in the face of growing competition in many lines, there is a real need for action against the use of disparaging copy, and they recognize too, that the National Vigilance Committee and Better Business Bureaus are the organizations best equipped to handle it.

An analysis of the effect of disparaging copy on the investment of American business in advertising was the first step taken by the Committee in this movement. This analysis is now being sent to individual advertisers, agencies, publishers, Chambers of Commerce and Better Business Bureaus throughout the country.

Before discussing it, however, it may be of interest to point out why the campaign was necessary.

In the first place, it will be noted that disparaging copy has shown a tendency to increase as competition has increased. During the '90's, for example, disparaging copy was perhaps more prevalent than at any other period in our commercial history. And this, you may remember, was the period when competition was keener than it had been for many years. Almost entirely it was a buyer's market. To get buyers for their products, some advertisers swung the advertising hammer indiscriminately. They fought each other tooth and nail. Sometimes they did not fight each other only in their copy.

And this disparaging practice was more than a result of the period of depression which existed at that time, *it was also a contributing cause.*

Contrast the conditions of this period with those which prevailed in America during the World War. Here was a seller's market. Demand leaped far ahead of supply, prices soared. There was little disparaging copy then.

We are now at the time, however, when the buyer's market is coming back. Competition is again becoming keener. The National Vigilance Committee has notice too that disparaging advertising is again becoming prevalent.

Will it become prevalent? Will the confidence of the public in business daily be diminished at the time when advertisers should unite to see that it be *increased*?

Or shall we not profit by the lessons of thirty years ago and prevent the use of disparaging copy endangering the confidence which advertising for so many years has consistently built up in American business?

That is the question the National Vigilance Committee is asking the American advertiser. Upon its answer will depend to a great extent the development of advertising in America.

Here is the way the Committee, in its analysis, describes disparaging advertising and the remedy for it:

"Every 'knock' is an invitation to competitors to strike back. One advertiser or his agent forgets that the way to sell more merchandise is to talk about his own goods and not about others.

"His statement is not wholly untrue, it is usually only exaggerated. But a competitor is provoked. He edits copy just a little bit stronger. Then competitor No. 3 takes a hand in the game and he, being a man of plain speech, uses regular fighting language. . . .

"The fundamental purpose of advertising is forgotten and its effect is lost. The situation has degenerated into a petty, personal squabble. . . . The public is led to believe that no product in the entire industry deserves its consideration.

"A graphic illustration occurred recently in a certain western city. A local dealer, in an attempt to increase the demand for gas stoves, began featuring in his advertising every oil stove accident reported to him by his clipping bureau. Once embarked on this policy, his copy soon read like this:

> 'DANGER—Two fires yesterday originated from oil stoves. Burn gas—play safe.'
>
> * * *
>
> 'Four fires originated from oil stoves during the past 72 hours. Overwhelmingly convincing evidence of the tremendous hazard the oil stove is in our community.'

"Suppose the local hardware dealer, with a big stock of oil stoves, had happened to be hot-headed, that he began looking up statistics, gathering notes from the Health Department and other sources, and that, about the second week after the gas stove advertising appeared, his counter campaign opened with the headlines:

> 'Whole family asphyxiated by gas.
> Play safe—use oil.'

"And later:

> 'Explosion of gas stove kills mother and injures infant. Use oil stoves and avoid the danger of death and disfigurement.'

"How would it all end? And who in the end would be most injured by it?

"The practice, however, is not confined to small communities nor to retail merchants. Some of the most harmful exhibits have been supplied by large national advertisers.

"Three manufacturers of a popular food product which was originated in Europe got on each other's nerves. Just why is not understandable for the market available to this particular item is still a long way from saturation.

"The first of these advertisers makes his product partly by hand processes and the other two entirely by machine processes. The former used his costly advertising space to tell the public that this product is not genuine unless made by the process which he employs.

"The second retaliated by using his still more costly copy to reflect upon the alleged unsanitary conditions under which any handmade product is prepared.

"The third warned the public against supposedly inferior materials used by others, naming coal-dust as one of the common impurities found in competitive goods.

"None prospered while the feud went on. All handicapped the wiser advertisers in the same industry who were employing their advertising space to point out to Americans the dietetic and economic advantages of this European food staple.

"Following the advent of the vacuum cleaner, the housewife was told by some advertisers that machines employing the brush feature destroyed her carpets and rugs, that their action was too harsh, and that the mechanism was too intricate to be successfully operated in the home.

"Coincidentally, the advertising of certain brush cleaners informed her that, without the brush, no machine could get the dirt, that all vacuum cleaners, because of their draught, broke the carpet fibres, and that only the brush machines would withstand wear and tear. . . .

"For years, baking powder advertisers have waged a bitter war concerning the wholesomeness of certain ingredients."

These examples do not by any means give the entire extent of disparaging advertising. Foodstuffs, building materials, radio and electrical appliances, farm implements and materials, beverages, automobiles and schools are among other fields which have been affected.

One could give literally scores of examples in each of these fields, but all of them together could not even hint at the loss in confidence and in sales which has been caused by such practices.

In America we have a word which has come to describe an ideal. It is "sportsmanship. Even if the dollars-and-cents investment of these advertisers and of every advertiser in public confidence were not jeopardized by this practice, it would still be opposed by every virile American organization because it is poor sportsmanship. It is "doing the baby act" in public print.

We speak of competition in business, and, in a sense, there is competition, but there is also a very great need for unity.

How long, do you suppose, could a business concern prosper, if its members spent all their time, not in expanding the company's sales and building up the company's good will, but in "knocking" each other?

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation

LOUISVILLE, KY.

PROGRESS DEPENDS UPON THE MEN WHO BUILD WITH THAT END IN VIEW

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and —efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

October circulation (net paid)
Daily Circulation.....137,824
Sunday Circulation.....197,347

Member A. B. C.

"Prosperity Zone" is the name that has been given to the Dallas market-territory (of which The News is the accepted paper) because many authorities and most statistics agree in designating it as the most consistently prosperous single market in America today.

Write to The News for facts and data

THE DALLAS MORNING NEWS

Supreme in Texas

RETAILERS CONDEMN FALSE ADVERTISING

(*Continued from page 3*)

discussions," described as attempts to increase reader-confidence in newspapers, several other subjects of interest to newspaper publishers and advertising solicitors came up before the retail delegates.

Sheldon R. Coons, director of sales and advertising of Gimbel Brothers, New York, for instance, advised store owners not to establish radio broadcasting stations. Gimbel Brothers operate two stations, one in New York and another in Philadelphia.

"If newspaper publishers feel that radio is any competition as far as advertising is concerned, they are very much mistaken," he said.

"Take my advice, and do not establish a broadcasting station. You would probably let yourself in for a lot of disappointment.

"There are today some 87 large broadcasting stations and only 57 channels in the ether. If people don't stop asking for licenses, no one will be able to get on the air at all.

"We look upon broadcasting as a service; not as a means of exploitation. The direct benefits we receive are negligible.

"We decided that this new invention belongs in the hands of large public institutions, such as the newspapers and the department stores. That is why we established our stations.

"Radio does, we feel sure, build good will, but I don't know whether or not it sells more goods."

Advertising agencies were called upon for advice in the making of retail advertisements, and R. H. Powell of Barton, Durstine & Osborn, New York, suggested that department stores use what he termed a "journalistic presentation" in their advertising copy.

"Key your newspaper advertising layouts to the newspaper make-ups in which they are to appear," he told them.

Mr. Powell is the writer of the Macy editorial advertisements, which were recently awarded the Harvard prize for the best example of retail advertisements appearing in 1924.

He told of an interesting and recent change in Macy's advertising policy. It had long been the custom of this New York store to slug all its newspaper copy with the full name R. H. Macy & Co., Inc.

Then Arthur Brisbane one day asked the question:

"Why not call yourself what the people call you?"

Since that time the store's copy has simply been slugged "Macy's."

F. McL. Radford, merchandise manager of the Bon Marche, Seattle, Wash., deplored the over-stressing of out-of-season sales.

"Why not," he suggested, "to cut out waste, use more space in the newspapers when people want to buy goods such as overcoats and furs, instead of holding out of season sales?"

Hearst Account in 300 Dailies

Boswell-Frankel Advertising Service, 49 West 45th street, New York, announce they are now compiling a list to include more than 300 newspapers in which they will release advertising totalling more than $90,000 on the consolidation of the *Hearst's International* and *Cosmopolitan* magazines, which merge with the issue of March, 1925.

U. S. Advises on Milk Advertising

"Hints on Milk Advertising" can be obtained from the Bureau of Agricultural Economics of the Department of Agriculture, Washington.

Ad Managers to Meet Feb. 23

The advertising managers of the New York State Dailies will hold a meeting at Geneva, N. Y., Feb. 23 and 24. P. B. Oakley of the *Geneva Times* is in charge of the meeting. Many interesting subjects are to be discussed.

NEWS OF PETTY CRIMES BARRED BY DAILY

It's "Small Town Stuff" and Injures Offender Out of Proportion to the Crime, Springfield Union Declares

News of petty crimes will be omitted from the columns of the *Springfield* (Mass.) *Union* hereafter, according to an editorial announcement appearing in that newspaper Feb. 5.

In deciding upon this policy, the Union declared it was actuated by a desire to prevent injury to the transgressors through publicity disproportionate to the offense.

The complete editorial announcement of the Union's decision follows:

"In pursuance to its policy to publish a newspaper that meets the requirements of discriminating readers, the Union hereafter will omit from its columns accounts of petty crimes and misdemeanors.

"In deciding on this course, the Union is actuated by a desire to prevent, so far as possible, injury being done to transgressors through publicity that may be disproportionate to the nature of their offenses.

"Such news is of so little consequence as to be hardly worth the space it occupies. It directly and adversely affects the person or persons involved and his or their family connections, but is neither of special interest nor of value to the great mass of readers. It appeals primarily to a morbid curiosity that this newspaper feels under no obligation to gratify. It is small town stuff. Springfield has grown beyond it.

"Circumstances alter cases, and it is quite impossible to lay down a hard and fast rule; but arrests for causes that do not particularly concern the public will not hereafter be deemed printable news by the Union. So also with Police Court cases: Only such will be reported as seem from a full knowledge of the facts to justify publicity.

"To deal charitably with human frailties, to keep out of print those peccadillos of no real moment to anybody, will not make the Union a less interesting newspaper, and certainly will not lessen its value to the community.

"This is not to be interpreted as meaning that news of crime will disappear from our columns. To adopt that policy would be to give an entirely wrong picture of life as it is. The kind of journalism that suppresses all deplorable happenings is as unsound as that which magnifies them. Crime is news; it reflects the state of society; it concerns law-making and legal procedure; it suggests sociological remedies; it furnishes clergymen a theme for the expounding of spiritual truths. To tell about it, but not to glorify it, is both necessary and desirable. If to some persons it may seem that there is too much news of crime in the press, it is because there is too much crime in our everyday life.

"But the recital of constantly occurring minor misdeeds, which conveys no lesson and which may cause much needless anguish to the innocent, falls in a different category entirely. For some time the Union has been devoting less and less attention to such happenings. So it is, perhaps, no radical departure to cut them out entirely.

"The established policy of this newspaper not to bring into criminal cases the family connections of the offender has been, we think, a policy favorably regarded by the great mass of our readers. The extension of this policy in the manner here outlined seems to us a logical development.

"Those who have a fondness for the sensational and the salacious, and who find mental pabulum in the ordinary run of police news, will have to look elsewhere than to the Union to satisfy their cravings."

Completion of the cable between Italy and America was announced in Rome, Feb. 10.

REPORTER-HERO OF SAND CAVE TRAGEDY



WILLIAM BURKE MILLER, 21-year-old reporter for the *Louisville* (Ky.) *Courier-Journal*, is here shown in the outfit in which he descended into San Cave to succor Floyd Collins, trapped i a narrow passage by a huge boulder. Mi ler made several trips into the tortuou passageway, 80 feet underground, bring ing food to the imprisoned man, and ol taining an exclusive interview. Mill was graduated from high school in 192 and joined the Courier-Journal sta shortly after.

ANONYMOUS CRITICS SAFE

Wisconsin Bill Fining Anonymous Newspaper Letter Writers Withdrawn

Anonymous contributors to the Wi consin press may continue to hide the identities behind pen names in cons quence of the withdrawal of a bill b Senator M. F. White in the Wiscons state senate.

The bill would have made it an o fense, punishable by $50 fine, for ar newspaper to publish a communicatio not signed by the full name of the writ which should criticize a person in publ office.

Miami Herald Men Promoted

N. S. Noble, who has been with t *Miami* (Fla.) *Herald* for five years, h been made Sunday editor. John Ferris, formerly of the *Muncie* (Ind *Star*, is at the head of the copy des It was recently incorrectly reported EDITOR & PUBLISHER that Noble a Ferris had joined the *Miami Illustrat Daily Tab*.

Competition to Church Attendance

Indifference is probably the greatest competitor to church attendance. Sunday golf and automobiles enter as factors in the situation.

Indifference can be banished by proper newspaper advertising as has been proved in connection with indifference toward hundreds of other helpful things in life.

If the community can unite on advertising campaigns on behalf of all the churches in town the best results are usually obtained. Deal with business and professional men interested in church activities rather than with church themselves. Copy for such a campaign should be carefully prepared so as to sell the idea of church going, and at the same time carry to readers some message of Christianity.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

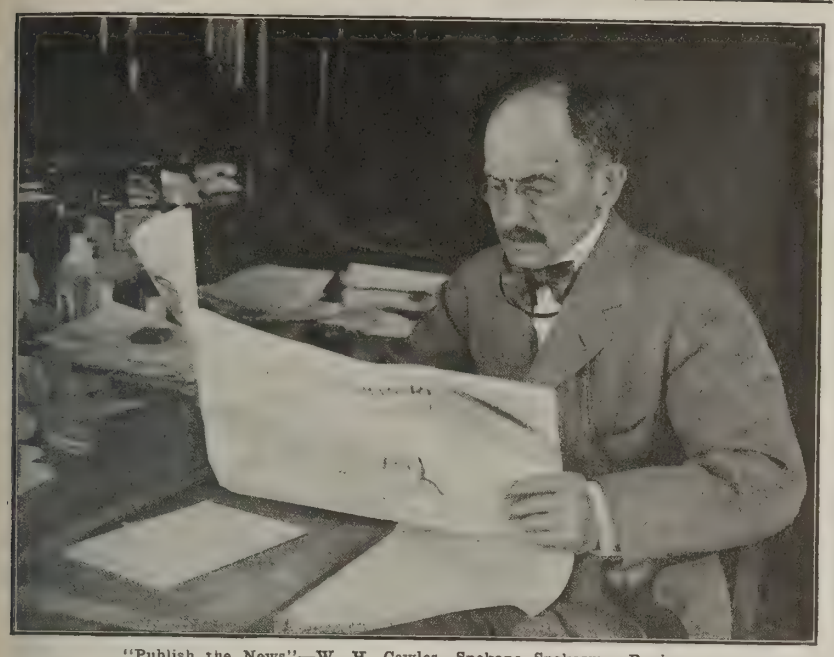
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World

383 Madison Ave. New York City

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Publish the News"—W. H. Cowles, Spokane Spokesman-Review.

NOT so very many years ago, three young Chicago newspaper men went out to a little far northwestern town of 17,000 and started a daily newspaper.

I talked to one of the trio this week.—William H. Cowles, publisher of the *Spokane Spokesman-Review.* The town has grown to a city of 120,000; the newspaper to a circulation of 47,000, in just about two score years.

"And the story . . . . ," I began.

"It can be briefly epitomized," he interrupted. "I was only 25, when I decided to make the venture. My two Chicago friends had gone out west before me and had started the *Spokane Spokesman.*

"I had graduated from Yale Law School and had spent two years as reporter on the *Chicago Tribune.*

"Somehow, I was wise enough to seek advice, and fortunate enough to be able to call upon Joseph Medill, then the Tribune's head.

" 'The best and only advice I can give you,' he said, 'is—publish the news.' "

The same three words sum up most successful newspaper histories. But there is drama in between.

The two newspaper men who had gone to Spokane ahead of Mr. Cowles to establish the Spokesman were the late Joseph French Johnson, who at the time of his death a short time ago was president of the Alexander Hamilton Institute, and J. Howard Watson, who had been on the *Chicago Daily News.* Before Mr. Johnson had decided upon becoming a publisher, he had been assistant to Frank Vanderlip, who, in those days, was financial editor of the Chicago Tribune.

Hardly had the Spokesman been started, when the three young publishers were forced to go through the nightmare panic of 1893, when a dollar loomed as big as a house. Mr. Cowles had put all his money into the newspaper and lost it all. The daily was losing money all the time. But Mr. Cowles had established credit, he bought out his two partners and in 1894 purchased the Spokane Review. Where two struggling newspapers seemed hopeless failures, the consolidated paper left red for black and has paid its way successfully since.

"Joe Medill's advice, I think," said Mr. Cowles, "was largely responsible. There is no better method of promoting a newspaper than to make it valuable to its subscribers. By publishing the news, and by campaigning actively and continuously for some worth-while and genuine object, a publisher retains the confidence of his readers, and keeps their respect for what he prints.

"There is, I am sorry to admit, a tendency among publishers to fail to realize the value of real ability in the news department. Many seem to have no measuring stick for the news men, while they throw up their hands in awe and pay big money to the go-getters who bring in business.

"One should, however, pay for the best ability on the news side, quite as willingly as on the business side. Wide-awake, news intelligence is the backbone of a newspaper."

Mr. Cowles does not believe with some publishers that a newspaper's sole function is to chronicle the news. The Spokesman-Review has been in some active campaign every year of its existence.

"By becoming a newspaper publisher," he said, "a man doesn't lose his obligations as a citizen. The greater his influence, the greater his obligations become."

Sometimes we get mad and think all we get for our taxes are the receipts.—*Columbia Record.*

Daily Sponsors Oratorical Contest

The *St. Louis Globe-Democrat* is sponsoring its second "National Oratorical Contest on the Constitution." Winners are to meet other newspaper representatives in the Mid-West zone for the privilege of representing the Middle West in the final contest in Washington, D. C., May 8.

Journalist Sees Hope for Russia

"What we are witnessing in this country is not the death of a nation, but the birth throes of a great nation," F. A. Mackenzie, of the *Chicago Daily News,* said of Russia in an address before the Association of Foreign Press Correspondents in New York last week.

Former Times Man Starts Weekly

The *Bronxville* (N. Y.) *Press,* weekly, will appear Feb. 20, with Capt. C. E. Lovejoy, recently publicity director of the Plattsburg training camp, as publisher. Before entering the army, Capt. Lovejoy spent five years on the editorial staff of the *New York Times.*

Newspapers Boost Des Moines

To "demonstrate that Des Moines is one of the important railroad, agricultural, and business centers of the Middle West," the *Des Moines Register and Tribune-News,* this week entertained 150 railroad executives as their guests.

Macloon Returns from Bermuda

Charles R. Macloon, circulation promotion manager of the *New York American,* with Mrs. Macloon, returned this week from a two weeks' vacation in Bermuda, taken, he says, "to escape cross word puzzles."

Adds Magazine Section

The *Hoboken* (N. J.) *Jersey Observer* last week added a magazine section of eight regular-size pages and a 4-page colored comic section to its Saturday issue.

Chinese Student Wins Prize

Thoma M. H. Chao, Chinese student in the School of Journalism of the Universtiy of Missouri, has won the annual prize of $50 offered for 1925 by J. B. Powell, publisher of the *Far East Review* of Shanghai, China, for the best editorial on an assigned topic, "America's Policy Toward China Now."

Advertisers Plan Chicago Meet

Discussion of distribution costs will feature the next scheduled meeting of the Association of National Advertisers, tentatively set for May 6, 7, 8, in Chicago, R. K. Leavitt, executive secretary, announced this week. Nine new applications for membership were received by the association during January, he said.

Reverts to Weekly Publication

On Feb. 1 the *Marion* (Ill.) *Leader* was changed from a semi-weekly to a weekly. It is the weekly edition of the *Marion Daily Republican.*



LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The most successful of all newspaper consolidations.
THE NEW YORK HERALD
New York Tribune

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News with its effective coverage and responsive reader interest offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1924, *124,468 total net paid.
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 126,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia
and GROWING!



Our Own World of Letters

By JAMES MELVIN LEE

SUNDAY specials this week have been filled with stories about Lincoln. None of these stories, however, will have the same interest for newspaper men as that found in the pamphlet "Lincoln and the Newspapers," by Charles T. White, political editor of the *New York Herald Tribune.*

On the theory that everything is news until it is printed it will be news to many editors that Lincoln wrote political editorials for the *Sangamon Journal.* In his own local law office he received regularly the *New York Tribune, Louisville Journal,* Garrison's *Liberator,* the *Chicago Press, Chicago Tribune,* and the *National Era* of Washington. On the other political side, so Mr. White says, Lincoln took the *Charleston Mercury* and the *Richmond Enquirer.* Certainly there can be no question that Lincoln was a great newspaper reader when he was first breaking into the political game.

The pamphlet contains numerous quotations to show the bitter press partisanship of the period. For example the *Chicago Times* printed this item:

> Lincoln went yesterday to Monticello in Douglas' train. Poor, desperate creature, he wants an audience. Poor, unhappy mortal, the people won't turn out to hear him, and he must do something, even if that something is mean, sneaking and disreputable.

Another illustration in the same newspaper is the following:

> Mr. Lincoln then gradually lengthened out his long, lank proportions until he stood upon his feet, and with a desperate attempt at looking pleasant said that he would not take advantage of Judge Douglas' crowd, but would address "sich" as liked to hear him in the evening at the Court House. Having made this announcement in a tone and with an air of a perfect Uriah Heep, pleading his humility, and asking for forgiveness of Heaven for his enemies, he stood washing his hands with invisible soap in imperceptible water, until his friends, seeing that his mind was wandering, took him in charge and bundled him off the grounds.

Of the latter quotation Mr. White remarks that it was a caricature not without artistic merit.

Positive proof is given that Lincoln wanted to see that he was quoted correctly in the press. His famous Cooper Institute address was given on Saturday evening: William Cullen Bryant, then editor of the *New York Evening Post,* presided. What happened later is thus described by Mr. White:

> On Sunday night he went to the *New York Tribune* office, just across City Hall Park from the Astor House, with the manuscript of his speech. He waited in the composing room, chatting with the employes, for the proof slips, and after he had finished reading the proofs the original manuscript was dropped into the waste paper basket.

If Amos J. Cummings, then foreman of the composing room of the *New York Tribune* and later managing editor of the *New York Evening Sun,* had only saved that manuscript he could have sold it before he died for at least $25,000.

Of the attitude of the British press Mr. White gives several illustrations. I have space only for these words from the *London Morning Herald* of Nov. 23, 1864:

> Abraham Lincoln, the mouther of stump speeches, the buffoon of the battlefield, the swindler of the American constituencies and the Judas of his country.

But let us turn from that picric picture of Lincoln given in a London newspaper to the concluding words of Mr. White:

> Lincoln is known to all enlightened people. His biography is available in many foreign languages. His portrait adorns the walls of the palace, the cottage of the manual laborer, and even the humble dwelling of the Russian peasant. The greatest Russian wrote that he was the incarnation of Jesus. Statues and granite are dedicated to his enduring fame. Best of all, he lives in the heart of humanity.

* * *

COMPETITION for this department—for this week at least—will be found in *The Nation* for Feb. 11. In that issue its editor, Oswald Garrison Villard, under the caption "The State of Journalism" reviews the following books: "The Newspaper and Authority" by Lucy Maynard Salmon (Oxford University Press), "The Ethics of Journalism" by Nelson Antrim Crawford (Alfred A. Knopf), "Memoirs of an Editor" by Edward P. Mitchell (Charles Scribner's Sons), "Forty Years in Newspaperdom" by Milton A. McRae (Brentano's), "Joseph Pulitzer: His Life and Letters" by Don C. Seitz (Simon and Schuster), "The Yiddish Press: an Americanizing Agency" by Mordecai Soltes (Columbia University: Teachers College), "Getting the News" by William S. Maulsby (Harcourt, Brace & Co.), and "Some Magazines and Magazine Makers" by John E. Drewry (The Stratford Company, Boston).

A sample of Mr. Villard's style will be found in his review of the volume mentioned last in the list:

> We shall be for a law for the suppression of all schools of journalism if more books like Professor Drewry's discussion of magazines and their editors come out of them. He belongs to the University of Georgia's school and he has produced pure trash of no value to anybody. An intending student of journalism who could not turn out a more worth-while book ought to be debarred from further instruction.

Yet Mr. Villard has some very nice things to say about "The Ethics of Journalism" by Professor Crawford, who heads the Department of Journalism at Kansas State Agricultural College. Part of this volume, by the way, originally appeared in *The Nation.*

All of these volumes, unless I am greatly mistaken, have been reviewed in "Our Own World of Letters."

* * *

ALL who have anything to do with the classified advertising department of a newspaper will appreciate the practical tips given in "How to Write Want Ads for Results" by Ralph Waldo Elden and Charles Owen Chatterton (300 Oregonian Building, Portland, Ore.). This booklet has the advantage of being written, not from the newspaper point of view, but from that of the advertiser seeking results from the classified columns.

Some of the pages of this booklet are as interesting as fiction. Pages 29-30 will do by way of illustration. These pages tell how two farms were sold by a collie dog. The psychology involved is that the owner, willing to leave his dog, is probably leaving everything else that goes with the farm.

Throughout the booklet picturesque phrasing is emphasized. The authors, for example, ask the reader to imagine the following line written into the classified ad of a house for sale, "A live oak 100 years old stands by the front gate."

The theme that is dramatized again and again is that announcements are not advertisements.

* * *

THE official publication of The Oregon State Editorial Association, *Oregon Exchanges,* prints in its current issue a directory of Oregon press: dailies, weeklies and other periodicals.

* * *

PROFESSOR HENRY FAIRFIELD OSBORN, president of the American Museum of Natural History, has this to say about the American press in his article "Evolution in Daily Living" in *The Forum* for February:

> It may interest my readers to know that I invariably study the daily press from the standpoint of human evolution; the daily press and the movies are by far the most potent influence upon conduct in America at the present time. The editorial influence of the press is almost uniformly good,—in fact, it could not be better. The news column influence of the press is partly good and partly bad; publicity tends on the whole to elevate morals. The advertising pages of the press are divided in their influence; health advertisements are to the good; feminine fashion advertisements are mostly to the bad. The sum of press influence is morally good but intellectually bad, because it creates what I call the jazz mind and a disproportionate sense of relative values.

In connection with this paragraph Prof. Osborn prints a quantity survey of the amount of space devoted by the *New York World,* the *New York Times,* and the *New York American* during the month of February, 1924, to the following subjects:

> Fashion, athletics, political misconduct, politics, national and local (i. e. government), stage and movies, private misconduct (crime etc.), foreign politics, education, food and health, religion.

Professor Osborn concludes his comment about the newspapers with the following:

> It is a question whether the fine influence of the conduct of the editorial writer is not more than offset by the man who arranges the news and advertising columns.

* * *

STUART P. SHERMAN, literary editor of the *New York Herald Tribune,* is the author of "Points of View" (Charles Scribner's Sons). Briefly, this volume is a collection of essays discussing the standards, literary and social, found today in American life. One of the best essays in the volume is that entitled "American Life."

With apologies to the preacher, the first I say to which I would like to invite special attention is the one entitled "In Apology for Essayists of the Present." What these press essayists accomplish is well set forth by Mr. Sherman in the concluding paragraph:

> They tend to make the stranger at home in the world, and the lonely and insignificant person in town or country, who talks with no one morning, noon or night, feel yet, as he opens his paper, that he is not the only one of his kind, but that he is neighbored on all sides by his kindred and that in farmhouse and in mansion and White House there are millions of other strangers, essentially as lonely and insignificant as he. This is, perhaps, as near a homelike feeling as a man can expect to get in this world.

Explosion Injures 8 in Chicago

The engraving plant of the *Chicago Evening American* and the *Chicago Herald and Examiner* was crippled temporarily Feb. 12, and eight employes slightly injured when a can of chemicals in the engraving room on the fourth floor of the Hearst Building exploded. Fire followed the explosion, but was confined to the engraving room and quickly extinguished by the fire department. Eight but one of the injured were able to resume work.



Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

The only way a tree can grow is from the ground up

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

IRVING FISHER
NOTED ECONOMIST

has written a 2,000 word article on "How the Unstable Dollar Hurts the Laboring Man." This article will be used by such papers as Chicago News, St. Louis Globe-Democrat, Detroit News and Cleveland Plain Dealer.

Wire for price

Associated Editors, Inc.
440 S. Dearborn St., Chicago

1925 will be a Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

WHAT THEY ARE SAYING

SHUN BLIND PARTISANSHIP

"BE partisan—but not a bigot. Your party, or the men you boost into office, may make mistakes or worse. Don't try to defend the indefensible. The righteous wrath of the press is the safeguard of the people."—Alvah Eastman, Editor *St. Cloud* (Minn.) *Journal-Press.*

* * *

TIMBER BANKRUPTCY THREATENS

"TIMBER bankruptcy threatens the United States within 40 years at the present rate of forest destruction. In the train of a lumber famine would follow serious agricultural and industrial disasters. Trees are more than mere lumber. They are the guardians of the nation's prosperity. They conserve the soil. They protect the public health. They preserve the water supply of great cities. When the forests go, the desert rushes in."—Congressman Martin L. Davey of Ohio, Before Ohio Society of New York.

* * *

PUBLICITY AND PUBLIC RELATIONS

'BEWARE the 'publicity specialist' in public relations work. Shun all that savors of press-agenting, propaganda, or seeking free space puffery nstead of honestly paid-for advertising. That sort of thing serves no purpose n our business except to get 'easy money' for the 'publicity specialist.' "—B. J. Mullaney, Vice-president Peoples Gas Light & Coke Company, Chicago, at American Gas Association Conference, San Francisco.

* * *

"TO BUILD A PERMANENT BUSINESS—ADVERTISE"

'ONE of the first policies we adopted when we opened our doors was that of consistent advertising. We have been advertising in the local papers hree times a week, rain or shine, winter or summer. We find that it brings esults. Second to our own advertising we find that tying up with national dvertising pays. Advertise your store and keep in line with national advertising campaigns, if you really wish to build a permanent business."—Joseph R. Sutter, head of the Sutter-Waldhoff drug stores chain, Burlington, Ia., before owa Pharmaceutical Association.

* * *

COMMUNITY ADVERTISING INCREASING

'PEOPLE are becoming community-wise, and are thinking in terms of local-self-pride. Advertising men cannot overlook this fact. Last year more han $3,000,000 was spent for community advertising, publicity and convention work. Fully $500,000 of this sum came from cities and states that are now uthorizing such appropriations by law. Florida, alone, spent nearly $400,000 or 1924 through the mill tax plan which has been adopted in that state."—Charles F. Hatfield, Community Advertising Department, A. A. C. W.

* * *

PATENT MEDICINE ADVERTISING

'AN interesting disclosure relative to the character of patent medicine advertising was made in a publisher's trial in New York the other day. Among the exhibits was a full page advertisement containing a 'testimonial' rom Jack Dempsey telling how the product advertised had helped him lick Willard. It was brought out in the testimony, however, that Dempsey hadn't sed the tonic and had been paid $10,000 for the use of his name. It is for ie purpose of protecting its readers from being taken in by fake claims of this haracter that the *World-Herald* bars patent medicine advertising from its olumns."—Editorial, *Omaha World-Herald.*

* * *

THE WEEKLY NEWSPAPER

'THE weekly newspaper, unlike the metropolitan daily, has a peculiar place in the home. It becomes a part of the family, because its news stories oncern the activities of the home town folks, and what deeper interest could e developed than among those with whom we live and move. The community the ante-chamber of the home, and the weekly newspaper the avenue that ads from one to the other. My message is this: Give to your newspaper -operation. Results will come back to you in a community asset—a wide-wake, forceful and influential newspaper, and a power in influence for good your community."—T. C. Stone, Editor, *Sun Prairie* (Wis.) *Countryman,* Radio Speech, Station WHA, University of Wisconsin.

* * *

ADVERTISING AS A PROFESSION

'ADVERTISING is often spoken of as a profession. I take issue with this. A prominent advertising man once asked if it had become a disace to be a good business man. Before advertising can become a profession here would have to be a sorting out of its principles and laws, specific etermination of its efficient application and certainly a narrowing down of the ocations allied with it. But there can be no denying that it can be professional i its practice. Indeed, it is rapidly becoming professional, and possibly more han any other unprofessional group of vocations its relationships require prossional and intimate treatment."—Don E. Gilman, San Francisco Manager, *Christian Science Monitor.*

ILLINOIS

A STATE OF QUALITY and QUANTITY

Illinois has always held an enviable position well near the top in the various industries in which she has been engaged. Although the number of her farms might mark her as an agricultural state her industrial interests far exceed the agricultural ones.

Among all states Illinois ranks as follows:

SECOND, in Livestock Products
THIRD, in Manufacturing Products
THIRD, in Farm Crop Values
THIRD, in Population
THIRD, in Wealth
FIFTH, in Mineral Products

A state so richly endowed in quantity of products represents corresponding quantity of purchasing power. Here is found an invincible alliance of people, money, transportation facilities, merchandising centers and advertising media—in short, all the requisites of a satisfactory and productive advertising campaign.

The quality of Illinois newspapers is recognized not only throughout the state, but throughout all states. Here efficient journalism is so closely linked with effective advertising that these truthful and influential newspapers have become a fixture in every home.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	17,408	.06	.06
*Chicago Herald & Examiner	(M)	348,005	.55	.55
*Chicago Herald & Examiner	(S)	1,018,917	1.10	1.10
Chicago Daily Journal	(E)	120,449	.26	.24
*La Salle Tribune	(E)	3,230	.025	.025
*Moline Dispatch	(E)	10,680	.045	.045
*Monmouth Daily Review Atlas	(E)	5,314	.035	.035
*Peoria Star	(E) 29,197..(S)	22,236	.075	.06
*Rock Island Argus	(E)	10,605	.045	.045
*Sterling Gazette	(E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.

PUBLISHERS URGED TO FORM BUREAU FOR MECHANICAL RESEARCH

Charles F. Hart, New York Times Superintendent, Deplores Lack of Standardization in Mechanical Departments, With Resulting Money Loss and Inefficiency

ORGANIZATION by American publishers of a centralized bureau for the "formulation of mechanical standards and research" was suggested late last week by Charles F. Hart, mechanical superintendent of the *New York Times*, addressing the American Society of Mechanical Engineers in New York on "Printing a Newspaper."



CHARLES F. HART

Mr. Hart has been connected with the Times since 1914. Prior to that date he was in charge of the mechanical work of the Northcliffe newspapers in England for seven years.

"In spite of the magnitude and growth of the newspaper industry throughout the United States in the past 25 years, there is today no centralized point for the formulation of mechanical standards and research for the various materials used in the printing business," Mr. Hart declared.

"The publishers are firmly organized on all business essentials of the paper and also have a well defined policy of dealing collectively with organized labor, but apparently they seem to have overlooked the mechanical departments.

"These departments, however, represent, in most cases, more than half of their total expenses every year. Yet no serious thought has ever been given to establishment of a department of engineering and research."

"In most cases, consequently," he continued, "the printing press builders are compelled to build presses to order, often to fit in impossible corners in a basement.

"The manufacturers are forced to carry very many spare parts for such nondescript press machinery, and publishers often suffer serious delay because these parts are not always quickly available. Then frequently considerable difficulty is experienced making them fit, when they do arrive.

"In recent years, the press builders have started a real effort to manufacture presses instead of building them. No standards, however, are now used for metals, rollers, press blankets and many other accessories necessary in the printing industry.

"The newspapers, on their side, continue to be neglectful from a true engineering standpoint. Each newspaper sets its own standards and in many cases several standards will be found in one plant. Of necessity, this is inefficient.

"By establishing a Bureau of Research and Standardization, the publishers could develop a system whereby a great saving of time and money could be effected. Such an organization, conducted by a qualified engineer, would, I am sure, account for a decided improvement."

Mr. Hart also contrasted the difference between magazine and newspaper printing.

"In the magazine field," he said, "sufficient time is given to make the plates ready and, when the press produces satisfactorily, they are started. This procedure may consume eight, ten or fifteen hours, after the last plate is received.

"Of course such care is not practical in newspaper printing. Ninety-five per cent of the real newspaper printing must be done before the plate leaves the stereotype room. The pressmens' opportunity to improve the printing is limited to the setting of the impression, rollers, and ink supply, and naturally a necessary amount of cleanliness. Regardless of how skillful a pressman might be the newspaper printing press does not lend itself to make-ready, and many a press-room has been damned for bad printing, when the real fault lay far back in the cycle of manufacture. By the same token, the stereotypers are sometimes damned for bad plates, when the material furnished him was not of sufficient accuracy and quality to enable a good plate to be made."

Next Mr. Hart discussed the organization of newspaper mechanical departments, declaring them to be the "most sensitive" of any industry.

"To keep a large mechanical department working to a high point of efficiency," he said, "it is most necessary to keep all the departments thoroughly believing in each other. Harmony indeed is an absolute essential.

"It is not possible for the mechanical head of a large newspaper organization to know all the intricate details of the various departments; but at least should try to learn more about the tails of all the departments than other man in the organization."

Mr. Hart told the engineers that mechanical departments of the New Y *Times* had 1,372 employes. The t yearly payroll of this one newspa division, he said, was more t $2,500,000. Paper costs $6,500,000 year; ink $187,000; and the replacem value of the machinery more t $3,500,000. A saving of one per c in paper waste meant $62,433 a year, declared.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

We can increase your business—you want it increased.

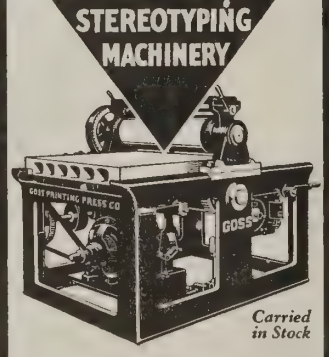
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

FOR ALL NEWSPAPERS

DUPLEX PRESSES

"OUR CUSTOMERS WRITE OUR ADS"

DUPLEX TUBULAR

"In daily service the Duplex Tubular has met the prime elements, economy, quality, flexibility, production and dependability, in a degree impossible with any other design of rotary newspaper press."

Chicago Journal of Commerce
CHICAGO, ILLINOIS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Printers' Outfitters

Printing Plants and business bought and American Typefounders' products, print and bookbinders' machinery of every desc tion. Conner, Fendler & Co., 96 Beek St., New York City.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

MODERNIZE

your

COMPOSING ROOM

with

HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by

The Hamilton Mfg. Co.

Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

St. Louis Globe-Democrat
St. Louis, Mo.

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

MAIN OFFICE Fisher Bldg. 343 S. Dearborn St. CHICAGO

EASTERN OFFICE Marbridge Bldg. Broadway at 34th St NEW YORK

Hoe Pedestal Saw Table



A compact, convenient and efficient Saw Table with a world-famous Hoe Saw that has the requisite number of Teeth properly set for cutting Wood or Metal. The Table is adjustable as to height to vary the protrusion of the saw while the Side Gauge can be set quickly through a Hand Wheel and a Lock Nut.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand Street, New York Ci

7 South Dearborn Street, CHICAGO, ILL.

also at DUNELLEN, N. J.

7 Water Stree BOSTON, MAS

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

.8c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

5c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

dvertising Man.
ow employed. College man with 2 years' xperience with Pub. Rep. and well known rade Paper. Selling ability. Familiar all hases of advertising. Desire position offer- g excellent future to young married man. Vill consider position in any part of world. -730, Editor & Publisher.

dvertising Manager.
rganizer, producer; dependable references; ggressive and resourceful; make new friends, evelop old accounts; know that planned copy, mely ideas and honest selling will build per- anent lineage in any city; enthusiasm and sion strong asset; good address, forceful per- nality; reliable, will increase business, de- rable accounts. Make your proposition if ou need better manager and more business. entral West or East; city 75,000 or more. an be ready about March 1, strict confidence. -678, Editor & Publisher.

dvertising Solicitor.
ne that can build desirable display anywhere. xperienced, resourceful. Reliable, strong per- nality. Give me the hard accounts to de- lop. I will discover new accounts and make w friends for your paper. Have good eyes d nose for business. Gain favor through py and service. Want to change for the ly logical reason you could use for em- oying me. Salary or commission. Permanent hen I deliver the business. City 100,000 up. entral West or East preferred. Dependable ferences. Healthy, energtic. Would like to ar from you. Address C-679, Editor & Pub- her.

rtist
esires change; experienced in all art including rtoons. Address C-702, care Editor & Pub- her.

usiness, Advertising Manager.
aving sold paper publisher wants offer as siness, advertising manager. High class an. Excellent recommendations C-727, ditor & Publisher.

usiness, Advertising Manager.
ree times one paper wired: "Come back." hy? Because I produced. Another, in three ars, advanced my salary 5 times, unsolicited. hy? Because I produced. 10,000 circulation per paid me as advertising manager more an papers of 200,000 pay like position. Why? ecause I produced. Then I bought a paper. ow I've sold it. Publisher needing high ade business or advertising manager. Sal- y or salary and commission on increased siness. C-728, Editor & Publisher.

rtoonist.
xperienced, desires position. Three years' perience in chalk-plate reproduction, the onomical and quick process for daily car- ons and line drawings. Formerly with Ports- outh Daily Times. George Schmidt, 414 nton. Portsmouth, Ohio.

shier or Auditor.
oung married man thoroughly familiar with wspaper accounting and business office utine desires position with live organization ere opportunity for advancement is offered. ill furinsh reference from present and past ployers. Address Box C-707, Editor & blisher.

The men with the
Best Positions
to offer, read the
CLASSIFIED
SECTION *of*
Editor & Publisher
in search of the
Best Men
for the positions

Situations Wanted

Circulation Manager
of wide experience on metropolitan and small dailies. Economical builder, familiar with promotion work, records and all detail. Prefer city under one hundred thousand. A-1 references. Address Box C-713, Editor & Publisher.

Circulation Manager
Now employed, wishes to make a change. Young man (33) with 19 years' experience in circulation department of present employers, would like to connect with a New England daily. Address Box C-725, care Editor & Publisher.

Desk or Reporting.
Energetic couple available immediately for one or two jobs. Mr. and Mrs. Wm. L. Tisdel, Box 1884, Denver, Colorado.

Editor or Managing Editor.
College man with ten years' experience in getting out papers in Eastern cities would like to get back into daily newspaper work in East or Middle West. Now connected with national magazine. Fine record all the way through. Circulation builder, chock full of ideas. Writes editorials, can run column. Address Box C-726, Editor & Publisher.

A-1 Mechanical Superintendent.
Young, thoroughly practical man in all mechanical departments, with vision and planning in advance for any emergency in order to play safe always. Want connection where everyone else failed thus far to produce results. Will organize to get maximum production and also get organized labor to cooperate. Confidential treatment. Prefer corporation with several plants. Will consider interest. Address C-708, Editor & Publisher.

Mechanical Superintendent.
Executive of exceptional ability and personality would consider change from present position; 45 years old; experience gained with largest newspapers in the East; $150 weekly to start. For personal interview, address C-648, care Editor & Publisher.

News Executive.
Managing or city editor seeks permanent location small city evening daily, preferably in East or South. Ten years' experience all around editorial work, reporter to managing editor. Age 31, college education, good personality, hard worker, clean, honest, energetic, reliable. Thoroly acquainted with all problems of small daily. Proved ability, no bluff. Able organizer, executive, result-getter. Builder of good-will and real newspaper quality. C-729, Editor & Publisher.

Newspaper Advertising Salesman.
I have had twelve years' selling experience here in New York, three of the twelve with a large special representative concern. Now desire to capitalize my knowledge and experience and wide acquaintance with advertising and agency people in some one of the smaller centers of population of the nation. Best of references. Remuneration and contract can be arranged after I have proven my capacity and ability in a fair and reasonable "try out" effort. Address Box C-731, Editor & Publisher.

Newspaperman.
Six years' experience on New York and small city dailies as reporter and on desk. At present city editor. Age 27 and single. Box C-710, Editor & Publisher.

HELP WANTED

Advertising Manager Wanted.
Grandest chance for permanent growing connection with large printer handling weeklies, magazines. College man, clean habits, initiativeness, with $5,000 considered; communications confidential. C-732, Editor & Publisher.

Circulation Manager.
Experienced on news stands and carrier promotion. Must know A. B. C. books. Evening daily, city 150,000. Circulation now 17,000; rapidly growing. Apply at once, stating full particulars, including salary to start. Staten Island (N. Y.) Advance.

Classified Manager Wanted
By Raleigh, N. C. Times. Salary to start $35. Must have plenty energy and some experience. Ample opportunity for advancement. State all particulars in letter and send photo to John A. Park, Publisher.

Newspaper Advertising Manager
for Ohio Daily Newspaper in a town of 10,000. Must be able to sell. Address L. H. Burke, 1026 S. Walnut Street, Bucyrus, Ohio.

Night Desk Editor.
Evening newspaper, hours 2 P. M. to 11 P. M., must know how to handle afternoon and night local copy, telegraph, feature and general run of news desk. Salary $30.00 a week. The Bridgeport Times, Bridgeport, Conn.

Publicity Woman.
Religious organization desires sensible, experienced newspaper or publicity woman to assist busy publicity director; give full, detailed particulars in confidence, including salary. Address Box C-701, care Editor & Publisher.

FEATURES

A New Feature Service.
That is, in interest and cost to members, the best break since the world flight of the Army Air Service. Will prove to be a circulation getter. Will fit every paper, from the County Seat Weekly, to the Metropolitan Daily. Will last from three to five years and the interest on the last day will surpass the first. Uniform release dates; full protection for members. No cost to you until you have had service thirty days. You can terminate contract after sixty days, at your option. Service will start in Spring. Investigate now. Full particulars upon receipt of your query, on your own letterhead. Address Raiser, P. O. Box No. 75, Sta. "W" New York City.

ACCOUNTANTS

Auditors.
with many years' experience auditing metropolitan daily and evening papers, desire further connections on contract anywhere in the States or Canada. Modern newspaper accounting systems installed. Fees reasonable. C-610, Editor & Publisher.

Barrerre Heads Buckeye Press

G. W. Barrerre of Hillsboro, O., was elected president of the Buckeye Press Association, at the annual meeting held in Columbus last week simultaneously with the meeting of the Associated Ohio Dailies. Other officers elected were: vice-president—E. J. Beckman, *Putman County Sentinel;* H. C. Parsons, *Geauga County Republican;* Henry Carleton, *Pomeroy Democrat;* W. R. Conway, *Cardington Independent;* J. H. Townsley, *Lebanon Western Star;* secretary—E. Ben Yale, *Waynesfield Chronicle;* recording secretary—Karlh Bull, *Cedarville Herald;* treasurer—O. P. Gayman, *Canal Winchester Times.*

Red Tape Slashed in Miami

La Verne Collier, managing editor of the *Miami Illustrated Daily Tab,* was forced to slash railroad red tape recently, to obtain rotogravure materials for the Feb. 1 edition, when, through mistake, instead of arriving by steamer from New York, they were taken from the ship at Jacksonville and transferred to a freight train. When the consignment failed to arrive by boat, Collier, with several assistants, by an all night automobile trip, met the freight, which was 60 hours late, located the shipment, obtained its release, and in less than 20 hours had it back in Miami ready for the presses.

Fined for Misleading Advertising

Charles Fox, manager of the I. J. Fox Fur Company, 406 Euclid avenue, Cleveland, was fined $100 and costs last week in municipal court after being found guilty of having violated the advertising law. Fox was arrested on complaint of the Better Business Bureau of Cleveland. Dale Brown, bureau secretary, was the complainant.

Southern Publishers to Advertise

Newspapers from 14 Southern States are banding together, under the direction of the Southern Newspaper Publishers' Association, in a concerted campaign to advertise the resources and industries of the South, the association announced.

Professor Scores "Yellow" Papers

Professor Hugh Grant, head of the department of journalism at Auburn, scored "yellow journalism" in an address at Opelika, Ala., Feb. 1, as responsible for much of the crime perpetrated in the United States.

New Dailies on A. P. Roster

Two newspapers were this week announced as new members of the Associated Press. They are: the *Mexico City* (Mexico) *El Globo* and the *Raton* (N. M.) *Daily Republican.*

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

ADVERTISING SERVICE DEPARTMENT MANAGER. Five years' service work and space selling, large newspapers; seven years assistant advertising manager, big publisher; successful record as advertising manager, two Middle Western dailies. Now advertising service manager, daily of over 100,000 circulation. His copy, designs and layouts used by well known syndicate. Age 35. Married. College. No. 2775-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

CANDY ADVERTISING PAYS IN BRITAIN

Mackintosh's Toffee Copy Established New Popularity for Old Form of Candy—Advertising Praised in Report

By HERBERT C. RIDOUT,
(*London Editor,* EDITOR & PUBLISHER)

A generation or two ago before the present form of elaborate chocolate and other candies were invented, Great Britain's sweet tooth was satisfied with slab toffee, mostly home made or purchasable loose in very cheap form.

A few years ago one of the oldest manufacturers of this type of sweet conceived the idea of wrapping small squares of this old fashioned toffee, improving its standard, and marketing it for sale by weight and in tins. It was widely advertised and became an instantaneous success.

The late John Mackintosh, the founder, became an advertising enthusiast and successfully implanted the same ideas in his son, now Sir Harold Mackintosh.

The dimensions to which the business has grown are illustrated by the fact that in the year just ended the net profits of John Mackintosh & Sons, Ltd., were no less than $6,745,000, and that in what has been an admittedly difficult year.

It is interesting to note that a special tribute is paid to advertising in the company's report, Sir Harold Mackintosh stating that "Advertising, now an integral part of our business, has been well maintained, and, following our usual practice, advertising expenses for the year had been written off before arriving at the year's profits."

St. Louis Star Broadcasting

The *St. Louis Star* began broadcasting a regular series of radio programs recently from station WIL, located on the eighth floor of the Star Building. The station is being operated by the Star in conjunction with the Benson Radio Company. Broadcasting will be on a wavelength of 273 meters. Programs will be given on Mondays, Wednesdays, Fridays and Saturdays from 10 p. m. to midnight.

Would Prohibit Cigarette Advertising

Senator Shafer has introduced in the Ohio General Assembly a bill to prevent the manufacture, sale and advertising of cigarettes or cigarette paper.

EDITOR & PUBLISHER—$4 a year.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

BRING the new merchant, or the hesitating brother, into contact with experienced advertisers. A frequently used method of educating such a one is to organize a dinner to hear some successful advertiser speak on benefits gained from newspaper space. Tried by a Northwestern daily the other day, splendid results were achieved.



The man who proposes to do business in this day must not stand on ceremony or shrink from social responsibility.

* * *

THE *Wenatchee* (Wash.) *Daily World* recently concluded a unique circulation and promotion stunt in the form of a contest, offering boys and girls of grammar school age 25 cents for every name and address of the head of a family who was a non-subscriber or non-reader. The contest, well advertised in full page copy, lasted two weeks. At the end of that time, the *World* was able to announce with a big spread that there were "only 26 families in Wenatchee, a city of 10,000 population, who do not read the *Wenatchee Daily World,* according to the census contest just completed."—K. P. SEXTON, Wenatchee.

The *San Diego* (Cal.) *Sun,* as a supplement to its issue of Jan. 31, carried a "Cook Book," tabloid size, which contained recipes of all kinds, family menus, time tables for cooking meats, directions for setting the table, etc. Each page of the 12-page supplement had advertisements from coffee stores, ice cream and dairy product dealers, bakers, stove and appliance dealers, fish, poultry and fruit markets, etc.—ALLEN H. WRIGHT, San Diego, Cal.

Why not offer a special classified rate to local advertisers who will use a minimum amount of classified daily in addition to their display. Such a plan proved profitable for an Indiana newspaper which backed the idea with telephone solicitation.—B. A. T.

Solicit reliable automobile repair shops to contribute toward a page advertisement educating automobile owners to patronize them because they are responsible, expert, and thoroughly equipped, instead of the smaller, inefficient and unreliable shops or self-styled experts who work in an alley or under a shade tree.—H. H. HUDSON, *Cleveland Press.*

A newspaper man recently estimated that one picture was worth three columns of news. Columns are printed on motor fatalities, but why not try to reduce the increasing number by printing a diagram showing the points in your city and State where automobiles caused the most fatalities? A map indicating the most dangerous spots would be studied by your readers owning or operating motor cars and incidentally might help materially in reducing the number of deaths and crippled persons.—Herbert M. Hofford, Providence.

The *Indianapolis News* has a "Local Business News" column in which establishment of new businesses, sales of and removals of existing businesses, etc. are briefly recorded, the items being from 12 to 25 words in length as a rule. This solves the problem of holding this type of news down to meet space requirements and still give the real "news" value to the item.—A. N.

Many newspapers are interesting local merchants in boosting the Boy Scout movement by *purchasing space* in their advertising columns.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

SUGGESTIONS for Using Left-Overs," is a good woman's page feature now in the *Dayton Herald.* Small weekly prizes are offered for the best suggestions, recipes being judged by their wholesomeness, economy in ingredients, and by their completeness.—G. F. H., Dayton.

With "Ma" Ferguson in the headlines, some newspapers are working up entertaining features around the Bible text from Timothy 2:12: "But I suffer not a woman to teach or usurp authority over the man, but to be in silence." Local clergy may have something to say on this subject.—G. D. F., New York.

Vassar girls say they need smoking rooms. How about your local flappers? Or will they say?—S. N., Peoria.

Have you neglected your local prodigy lately? Every so often there's a new one. Who is the youngest pupil in the local high school? Find out. Interview and picture.—B. R., Omaha, Neb.

"To tip or not to tip?" was the subject of an interesting interview a *Baltimore Sun* reporter wrote recently with an unnamed hotel manager and hotel patron. He found out where the tips went, effect of Volstead act on custom, discussed the "service charge" plan, etc.—OSWALD PAYNE, Chicago, Ill.

A *Louisville Courier-Journal* reporter got a good story recently by getting the opinions of four representative members of the police force picked by the chief on what is the basic cause of automobile accidents in the city. The traffic officers called left hand turns the cause of accidents.—P. V., New York.

The *Houston* (Tex.) *Chronicle* is running a "Spelling Bee" in its columns daily, in the following manner: At the head of the column, the ten hardest words of each letter of the alphabet are printed, words that are frequently misspelled. At the foot of the column 20 words appear daily, some of which are spelled correctly and some incorrectly. Instructions are to "see how many members of your family get the entire list right." Readers are then asked to let the Spelling Bee Editor know about it.—N. S.

One of the best daily summary features we know of, is that of the *Oklahoma Times,* which is headed "The Tiny Times." It is not merely an index to the newspaper, but a complete paper in itself, starting with a "Sentence Sermon," an editorial to news, through all departments.—B. G., Omaha, Neb.

A feature story of unusual interest can be developed by making an inventory of your city and the value of its municipal possessions if they were put on the market. Few readers have ever stopped to consider what a city would bring if it was put up at auction. Description of its property with estimated value give it length for a Sunday page.—JAMES H. GUILFOYLE, *Worcester Telegram.*

A "Best Buy" contest is being conducted by our local paper which is proving extraordinarily successful from a standpoint of gaining favor, popularity and advertisement for the paper. In this contest any person who wishes may send in a letter relating the best buy that she or he has ever made at some local store. A prize of one dollar is offered to each person who succeeds in getting a letter printed. You will, of course, be flooded with letters, but only select the best ones to print.—H. C. W., *Logansport* (Ind.) *Pharos-Tribune.*

KESSLER'S

Comic Cartoons Carry a Kick

You may have 2-col. mats daily instead of the regular 3-col. size, if you prefer.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.

150 Nassau Street, New York City

Get the very best DAILY CROSS-WORD PUZZLE

Not just a feature—

Not just a problem—

But the best seller on the market

TODAY!

KING FEATURES SYNDICATE, Inc.

241 West 58th Street New York City

Thomas W. Briggs Company Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreets

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

"Going into Russia"

by

FANNIE HURST

Five half-page illustrated articles Released March 8

Vivid—First-Hand Impressions of Life Under Leninism told with Fannie Hurst's Color-Drama-Feeling

ASK FOR SAMPLES

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Magazine Feature Pages.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS

World Building New York

A GROWING MARKET—
THE SOUTH

Many manufacturers are not familiar with the South's growth of the last twenty years.

This growth, particularly in Southern cities, has been remarkable in recent years, due to a combination of influences. The principal factors in this expansion are industrial. Industrial forces have been of varied kinds in separate localities. Low cost water transportation on rivers make it obvious that the South would play an important part in the development of manufacturing.

The values of Southern land are increasing rapidly. Formerly cheap lands in this section are now overtaking the higher values of other states. This is a good sign that the South is rapidly coming into its own.

The South has turned to diversified agriculture and is no longer dependent upon any one farm crop. The turn to diversified farming alone has opened a market of greater buying power in proportion to population than perhaps in any other section of the country.

Bank deposits have increased nearly ten times during the past twenty years until now they have reached the stupendous amount of more than $6,000,000,000.

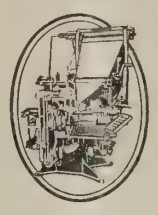
The South is a growing market. Now is the time for American manufacturers to establish themselves in the trading centers, merchandising channels and the most influential advertising media — Southern daily newspapers.

These Newspapers reach the responsive people of the prosperous South

		Circulation	2,500 lines	10,000 lines
ALABAMA				
**Birmingham News	(E)	76,312	.18	.18
**Birmingham News	(S)	86,135	.18	.18
**Mobile News-Item	(E)	11,722	.05	.05
**Mobile Register	(M)	20,824	.07	.07
**Mobile Register	(S)	33,130	.085	.086
FLORIDA				
**Daytona Daily News	(ES)	2,648	.03	.03
**Florida Times-Union, Jacksonville	(M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald	(M)	18,300	.06	.06
**Miami Herald	(S)	21,681	.07	.07
**Orlando Sentinel	(M&S)	4,473	.035	.035
†St. Petersburg Independent	(E)	6,007	.04	.04
**Tampa Times	(E)	15,176	.05	.05
**Tampa Tribune	(M&S)	30,444	.08(.09S)	.07(.08S)
GEORGIA				
**Augusta Herald	(E)	15,095	.05	.05
**Augusta Herald	(S)	15,554	.05	.05
**Macon Telegraph	(M)	26,822	.07	.07
**Macon Telegraph	(S)	27,376	.07	.07
**Savannah Morning News (M), 21,372.	(S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY				
**Lexington Leader	(E)	19,395	.06	.06
**Lexington Leader	(S)	19,368	.05	.05
**Paducah Sun	(E)	8,616	.04	.04
NORTH CAROLINA				
†Asheville Citizen	(M)	14,066	.055	.055
†Asheville Citizen	(S)	14,540	.055	.055
**Greensboro Daily News	(M)	24,423	.07	.06
**Greensboro Daily News	(S)	31,592	.07	.07
**Raleigh News and Observer	(M)	29,921	.07	.07
**Raleigh News and Observer	(S)	33,403	.07	.07
Winston-Salem Sentinel	(E)	14,855	.06	.06
SOUTH CAROLINA				
**Columbia Record	(E)	16,107	.05	.05
**Columbia Record	(S)	15,907	.05	.05
**Columbia State	(M)	24,246	.07	.07
**Columbia State	(S)	24,442	.07	.07
**Greenville News	(M)	20,190	.065	.06
**Spartanburg Journal	(E)	3,940	.05	.05
**Spartanburg Herald (M) 6,726	(S)	9,357		
TENNESSEE				
**Chattanooga Times	(M)	24,189	.08	.08
**Chattanooga Times	(S)	24,726	.08	.08
†Nashville Banner	(E)	54,189	.11	.11
†Nashville Banner	(S)	53,069	.12	.12
VIRGINIA				
**Danville Register and Bee	(M&E)	12,128	.05	.05
**Danville Register (Sunday)		7,184	.05	.05
**Newport News Times-Herald	(E)	7,326	.05	.05
**Newport News Daily Press	(S&M)	5,622		
**Roanoke Times & World-News	(M&E)	24,993	.07	.07
**Roanoke Times	(S)	16,894	.06	.06
**Staunton News-Leader (M), Leader	(E)	6,424	.035	.035

** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



TO THOSE INTERESTED IN "MIXER" MACHINES

We take pleasure in advising you that in the near future the Intertype Corporation will exhibit a

SIMPLIFIED AND STANDARDIZED INTERTYPE MIXER

Further announcement will be made later.

INTERTYPE CORPORATION
BROOKLYN, N. Y.

Standardized
INTERTYPE
TRADE MARK

BROOKLYN CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

"How Much" ---And "HOW"

¶ If you're judging solely on the basis of "how much" circulation, the Sunpapers are the "buy" in Baltimore.

¶ But we've always felt that "how" you get it is almost as important as "how much" you get.

¶ Sunpaper circulation isn't the result of artificial stimulus. It wasn't born overnight to wither the next day. It isn't forced by hothouse methods nor bolstered by "contests."

¶ Sunpaper circulation is the result of normal, healthy growth—growing with the community with which The Sunpapers are so inseparably linked.

¶ Sunpaper circulation is permanent. The figures prove that—those which show how large a percentage of the Sunpapers are delivered directly to the homes of Baltimore by the Sun Carrier Service.

¶ The Sunpapers' answer to "how?" is as satisfactory as their answer to "how much?"—and you can't ask any more than that!

Average Net Paid Circulation for January, 1925

Daily (M. & E.) . . .	**244,760**
Sunday	**180,933**

A Gain of 1,931 Daily and 5,529 Sunday over January, 1924

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

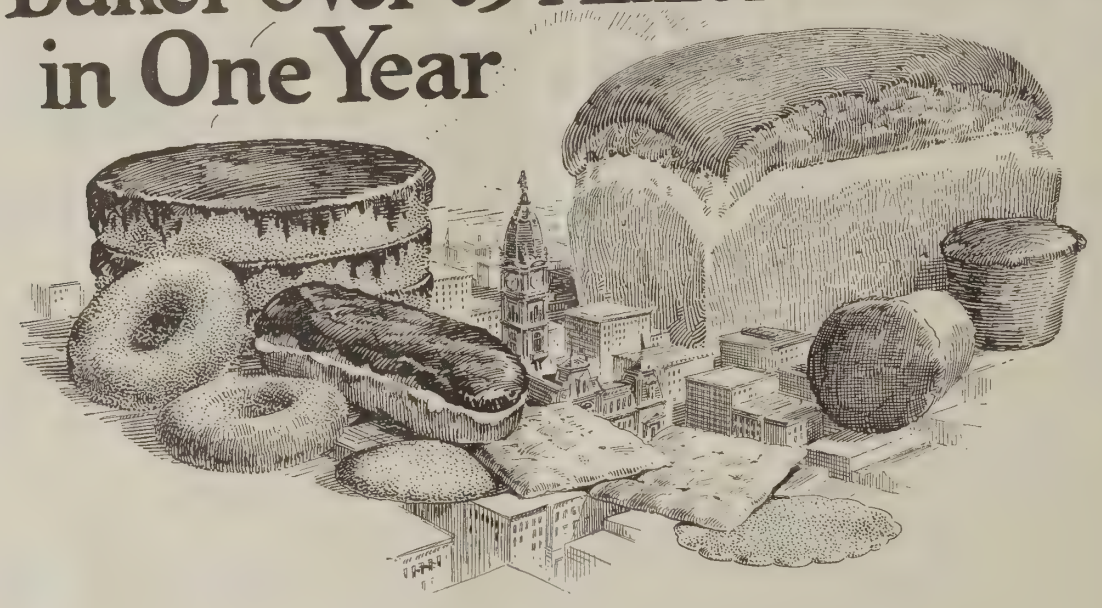
Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"

The Bulletin Reader Paid the Baker Over 65 Million Dollars in One Year



Out of a total of 414 bakeries in the Philadelphia district, 66% of the value produced in 1923 was manufactured by 31 leading Philadelphia bakers. These 31 bakers produced 383,954,729 loaves of bread valued at $24,957,057.40, and the value of their other bakery products was $18,221,242.40 according to incomplete returns made to the Pennsylvania State Department of Internal Affairs. The remaining $22,243,366.56 worth of business enjoyed by the other 383 bakers cannot be analyzed because production statistics were not given when returns were made.

"In Philadelphia nearly everybody reads The Bulletin"

PHILADELPHIA'S bakers collected that vast sum from Bulletin readers in 1923.

The Bulletin goes into practically all of the 412,000 separate homes of the city and more than 100,000 outside the city limits.

Philadelphia is a huge market of nearly three million people—third largest in America—instantly available through one newspaper, at one cost.

With over half a million copies daily The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
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Candy Firm Puts Newspapers to Test in 1925 Advertising Drive

Life Savers Inc. Made Scientific Study to Reach Conclusion Dailies Were Best Media for $500,000 Selling Campaign—Four Months' Experiment To Decide Proportion of Advertising Expenditure to Sales, Is Plan

By PHILIP SCHUYLER

NEWSPAPERS this year are being put under microscopic investigation in he advertising laboratory of an important ational advertiser.

Life Savers, Inc., of Port Chester, N. Y., turning out 10,000,000 candy mints day, has decided to rely exclusively on he daily press of the nation in its 1925 earch for consumers.

The decision, which culminated in what nay lead to more than a half million dollar newspaper appropriation for advertising out of a total appropriation of one million dollars, was reached after long nd exhaustive study of media and markets by Life Savers, Inc.

Merle B. Bates the company's advertising manager, is convinced that in theory newspapers are best. Now practical proof s sought.

A three-year successful test of New England newspapers has strengthened that belief.

Within four months the firm expects dollars and cents justification for its swing to the daily press in covering the entire United States. This time the firm considers as ample for a fair test to indicate a satisfactory trend towards economical use of newspaper advertising.

In an interview with "EDITOR & PUBLISHER," Mr. Bates gave a theoretical justification.

The newspapers which are being relied upon for practical reply, have a combined circulation of 16,000,000 copies daily.

The drive, which started Feb. 1, will use 319 newspapers in 293 cities divided among one magazine section, 52 rotogravure sections, 62 morning papers, 168 evening papers and 36 combination a. m. and p. m. papers. Copy is to measure 420 lines for each insertion in rotogravure, with similar size copy and extra one column "attention caller" copy for the dailies.

According to the company's computations, this selection, on the basis of frequency of insertion, will provide more than 50,000,000 separate impressions a month scattered strategically throughout the country.

When Mr. Bates explained why newspapers were selected, it was evident that no "hit or miss" policy was followed. Advertising at best is an inexact science, but Life Savers had approximated scientific precision to an amazing degree in reaching its advertising decision.

The story of how Life Savers reached the conclusion that it could with utmost safety intrust a half million dollars to the newspaper columns with the expectation, as Mr. Bates pointed out, of obtaining adequate return in increased sales is best told in the advertising manager's own words.

"We have been a consistent and successful advertiser since 1916," Mr. Bates began the interview. "Like the majority of big national advertisers we used practically all kinds of media. Most of them have been steadily employed throughout this period and most of them will be continued during 1925, according to the plan.

"Among the kinds of advertising we are to use this year to help sell Life Savers, there can be listed huge advertising automobiles with bodies built like our well known packages, the distribution of millions of samples and vast quantities of store display material and street car advertising.



"By study we had divided the nation into a combination of many local units, instead of just a conglomerate mass. What we wanted, of course, was contact with people. But we wanted, moreover, to reach as many people as we possibly could in each unit. The newspapers, therefore, appeared to be the obvious and natural selection."—Merle B. Bates, advertising manager, Life Savers, Inc., Port Chester, N. Y.

"The addition of newspaper advertising on a national scale is a distinct innovation. It will be relied upon for increased sales during 1925 to the exclusion of other meritorious national advertising media, not excluding of course, the kinds of special advertising referred to, which to us at present, are fundamentally essential.

"Newspapers were selected to carry our *selling* copy in contra-distinction to REMINDER copy for many reasons.

"Life Savers, we argued, while being a high class product, have no special class appeal. Therefore, no special selection of population groups needed consideration in our choice of media, any person who could read was a legitimate prospect.

"For ten years through sales and advertising pressure we built up an enormous consumer recognition, and a particularly fine distribution in retail stores throughout the nation.

"How best to exploit this advantageous relationship to our business was our problem.

"Certainly the distribution of and the consumer interest in and acceptance of Life Savers is a purely local matter, we obviously reasoned, so we set about to analyze and dissect all kinds of advertising that promised local coverage.

"To serve our purpose best we temporarily set aside all regard for the United States as a single unit in which 110,000,000 people lived.

"Instead, we thought of the United States as a group of local population units, each particular unit deserving its separate attention from a sales and advertising standpoint.

"In the middle of last year we started an exhaustive analysis of the company's business history. We sought to place a comparative value on the market possibilities of each State for our product. The market possibilities of each State as determined by us were designated with an asset value reduced for comparative purposes to an index percentage figure.

"The assets of any State were computed by compiling data as to the number of boxes of Life Savers sold in that State, the number of known retail and jobbing outlets for our product, the population and its literate element and a number of other factors.

"Another index percentage figure for each State was set up to indicate the advertising and sales effort that had been expended in building each State's assets. This 'effort-index' figure was evolved by computing sales and advertising expenses that had been incurred in each State. All expenses were reduced to a cost and percentage figure related to the population.

"By comparing asset values with effort values for each State it became relatively simple to observe how effort and result were out of line in many States.

"Some states were not getting the sales and advertising effort their assets recommended for them, while others were getting more than their proper share of effort.

"This state allocation of our advertising and sales budget became more sensible and practical upon the completion of this analysis.

"By the study, you see, we had divided the nation into a combination of many local units instead of just a conglomerate mass. What we wanted, of course, was contact with people. But we wanted, moreover, to reach as many people as we possibly could in each separate unit; and the newspapers appeared to be the obvious and natural selection.

"A supporting argument for the use of newspapers was that during the past three years, we had been spending increasing amounts in all New England states in newspaper campaigns. Our sales in New England have been constantly increasing. Our expenditures in the eastern dailies has been thoroughly justified.

"When we decided to extend the newspaper drive from New England to the entire nation, the question of cost came up. Would it be reasonable?

"On paper we figured out just how much money it would take to conduct a 10,000 line campaign using one newspaper with the largest circulation in every city of 25,000 population or over in the U. S.

"We found there were 287 cities of over 25,000 population. In order to get coverage in every state, we had to add to the list 76 cities of under 25,000, making the total 363.

"The cost of this hypothetical newspaper campaign we found would be approximately $300,000, or in exact figures $296,170. We decided, consequently, that the price of a newspaper drive was entirely reasonable."

Mr. Bates next proceeded to explain in more detail, how in the drive which started this month, the newspapers were to be definitely tested as advertising media.

"Within four months' time," he said, "we expect justification for our new advertising policy.

"During these four months, an arbitrary amount of money has been allotted. It is not one-twelfth of the expected 1925 newspaper expenditure. It is, in fact, below the average amount that would be spent if the total $500,000 was divided evenly over 12 months.

"The relation of the expenditure for newspaper advertising to sales during these four months will be closely watched. We want to test how near to the speed of consumption our advertising expenditure actually is.

"Perhaps it will be very much out of line,—either too much, or not enough.

"At the end of the four months we will thoroughly scrutinize the sales situation and revise the schedule, if necessary.

"Should the sales increase more rapidly than the relation the newspaper expenditure bears to it, the newspaper appropriation will be increased. From then on,

(*Continued on page* 24)

H. T. CLAUS NEW BOSTON TRANSCRIPT EDITOR

Succeeds James T. Williams Jr., Who Resigned Effective Feb. 18—New Editor Twenty Years With Paper

(*By Telegraph to* Editor & Publisher)

Boston, Feb. 18.—Henry T. Claus today became editor of the *Boston Evening Transcript*, succeeding James T. Williams, Jr., who resigned after holding that position for the past 13 years. Mr. Claus has been a member of the Transcript editorial staff for the past 20 years, having joined it following his graduation from Tufts College in 1905. He has been in charge of the school and college department of that newspaper for the past ten years or more. For the past three months he has been assistant to Mr. Williams and is thoroughly familiar with his new duties. Mr. Claus is married and a member of numerous clubs, including the Boston Newspaper Club, University Club, Boston City Club, and the Bellevue Golf Club.



Jas. T. Williams, Jr.

Mr. Williams, previous to his departure two weeks ago for South Carolina, where his father is seriously ill, tendered his resignation, accepted with keen regret. Previous to becoming editor of the Transcript, 13 years ago, he was connected with the Transcript's Washington Bureau.

The editorial page of the Transcript today carries announcement of Williams' resignation.

"We announce with regret the decision of James T. Williams, Jr., a delightful companion and efficient editor, to resign from that post. Henry T. Claus will succeed him. Mr. Claus, long a member of the Transcript family, already has been fulfilling the duties of his new position for some time. His appointment assures a continuation of the Transcript's policies and traditions."

Mr. Williams has not announced his plans.

TEXAS PUBLISHERS ELECT

F. G. Huntress, San Antonio Express and Evening News, Named President

(*By Telegraph to* Editor & Publisher)

San Antonio, Tex., Feb. 17.—Closing a two days' session at Medina Lake, where members were guests of the *San Antonio Express*, the Texas Newspaper Publishers' Association elected F. G. Huntress, publisher of the *San Antonio Express and Evening News*, as president for next year.

W. C. Mayborn, *Fort Worth Press*, was elected vice-president; A. E. Clarkson, *Houston Post-Dispatch*, secretary-treasurer, and G. J. Palmer, *Houston Chronicle*, re-elected commissioner.

The Texas publishers adopted resolutions endorsing the work of the Postal Committee of the American Newspaper Publishers' Association on postal legislation.

Louis C. Elbert, *Galveston News;* Harry Cohen, *Galveston Tribune;* G. J. Palmer, Houston Chronicle; J. H. Payne and Charles J. Lilly, *Houston Press;* J. L. Mapes, *Beaumont Enterprise;* W. P. Hobby, *Houston Post-Dispatch;* Walter E. Dealey and John L. Lubben, *Dallas News;* A. L. Shuman, *Ft. Worth Star-Telegram;* J. L. Greer, *Denison Herald* and W. M. McIntosh, *San Antonio Light*, attended the sessions.

World Editor on Mediterranean Cruise

William Johnston, suggestion editor of the *New York World*, and Mrs. Johnston, are spending two months on a Mediterranean cruise.

CANADIAN GROUP FLATLY OPPOSES PROPOSED PULPWOOD EMBARGO

Angus McLean, President Canadian Pulpwood Association Urges Campaign Against Export Tax—Says Question Should Be Settled by Commission

If an embargo or export tax is placed on pulpwood in Canada, it will not be until after the strongest possible efforts are made to prevent such action. This was made quite clear by Angus McLean, president, and Ralph W. Bell, secretary, of the Canadian Pulpwood Association, at a dinner tendered by them in Toronto on Feb. 14, to a gathering of newspapermen and others interested in the subject. The case against an embargo was set forth clearly and concisely and those present were invited, if the justice of the argument appealed to them, to use their influence in opposing the embargo agitation.

Mr. McLean, who is head of a company at Bathurst, N. B., manufacturing lumber, pulp and paper, said that he was not directly interested in the question because he was not an exporter of pulpwood, and in fact was doing all he could to retain the pulpwood cut in the neighborhood of his mill in Canada. However, he was absolutely opposed to an embargo because he believed that it would have such a prejudicial effect in the United States that the great and growing market there for Canadian pulp, paper and lumber would be endangered. It was his belief that Canada should do nothing to disturb her export markets because on them the prosperity of the country depended, and this was particularly true of pulp and paper. The United States, being the larger and stronger country, had it in its power to do great damage to Canadian industry and it would be folly, for the sake of the relatively small amount of pulpwood involved, to incur this danger. Besides, he felt that it was only a question of time until, with the expansion of the Canadian industry, there would be such a demand for pulpwood that exports would naturally dry up. As it was, Canadian consumption was growing rapidly, while the volume exported remained about the same from year to year.

Both Mr. McLean and Mr. Bell made it clear that the question at issue was a domestic one and should be settled by Canadians. There would be an inclination on the part of the public to resent interference from outside. They were convinced that, if the people of Canada only understood the facts and were not misled by the representations of the advocates of the embargo, they would never consent to the adoption of such a dangerous policy.

It was charged by the speakers that the real reason for their advocacy of an embargo was being concealed by the interests who were supporting it. The conservation plea was one that appealed strongly to the public and it was being pushed to the front. As a matter of fact, the saving in this direction was infintesimal compared to the loss from fire, insects, fungi, wind and other causes. Were the embargo advocates sincere in their reasoning, they would deal with the major sources of loss rather than press for the risky expedient of an embargo. Another aspect of the situation that was being overlooked was that fully 90 per cent of the pulpwood resources of the Dominion were on crown lands, from which exports were prohibited, and on lands in the possession of paper manufacturers. This left a very small portion that might be exported.

A popular plea was that the embargo would force the users of Canadian pulpwood in the United States to move their plants into Canada and give Canadians the benefit of enlarged employment. Apart altogether from the consideration that such a development, if undertaken, would explode the conservative idea, it was felt that this outcome was doubtful. Some mills might come to Canada, but it would be more likely that American mills would fall back upon their own resources or import pulp from Europe. There was always the possibility that the United States might place a duty on pulp, which would be a serious matter for Canadian pulp mills.

What the pulpwood exporters regard as the real object of the embargo advocates is the control of the pulpwood market in Canada and the domination thereby of the United States paper market. Much of the wood exported at present comes from settlers' lots and is a source of needed income to these pioneers. With the United States outlet closed, these producers would be largely at the mercy of Canadian mills and would be forced to sell at a low price. Further, much of the wood exported is poplar and for that, at present, there is no market in Canada. Another point in this connection made by the Pulpwood Association is that the embargoing of pulpwood would be a violation of the spirit, if not of the letter, of the agreements under which United States buyers hold various properties, particularly in the Province of Quebec. This feature was emphasized by Hon. J. H. Kelly, representative of Gaspe, in the Legislative Council of Quebec, one of the speakers at the dinner. In the predicament of the small holder or settler, were he forced to market his wood in Canada, the opponents of the embargo seem to have found their strongest argument.

The question has various angles and these were touched upon by different speakers. It was suggested, for instance, that if it was to Canada's advantage to ship pulp instead of pulpwood, it would be even more to her advantage to ship paper instead of pulp. There was therefore as sound a reason for advocating an embargo on pulp as on pulpwood and yet this had not been suggested and would obviously be a most disastrous policy. Another consideration brought forward was that, even with an embargo in force, there would be nothing to hinder the exporter of pulpwood from shipping it in the form of lumber, which shows the practical difficulty of enforcing such a measure.

It is understood that the Canadian Pulpwood Association intends to put on an advertising campaign in order to bring its side of the question before the people. In Mr. Bell it has a clever and aggressive young executive, who may be relied upon to put up a strong fight against any restriction on pulpwood export.

CHANGES IN ROCHESTER

A. C. Ross Now Democrat & Chronicle Editor; Sanford Takes Managing Editorship

Allan C. Ross, for the past four years managing editor of the *Rochester* (N. Y.) *Democrat & Chronicle*, has been made editor, succeeding the late O. S. Adams, who died last spring. Harold W. Sanford was promoted from news editor to managing editor, H. C. Harris from city editor to night editor, and J. R. Cominsky from assistant city editor to city editor.

Mr. Ross has been connected with the Democrat & Chronicle for 22 years, filling various positions, including those of editorial writer and associate editor, previous to becoming managing editor.

Mr. Sanford joined the paper immediately after being graduated from the University of Rochester in 1912, and had served as reporter, assistant city editor, city editor, editorial writer before becoming news editor. Mr. Harris had served as reporter and Sunday editor previous to going on the city desk, and Mr. Cominsky as reporter and copy-reader.

BRIGGS IS NEW EDITO LOS ANGELES RECORI

Former Editor of Cleveland Pr Leaves the East to Join Pacific Coa Scripps Group—In Association With Canfield and Sanders

Los Angeles, Cal., Feb. 16.—H. B. Briggs has joined the Scripps group Pacific Coast newspapers, operated by H. Canfield and LeRoy Sanders.

Mr. Briggs arrived this week fr Cleveland to become editor of the *Angeles Record*.

In the past two years, during his



H. B. R. BRIGGS

itorship of the *Cleveland Press*, th newspaper added 20,000 circulation. M Briggs brought together a strong editor and news gathering staff and in the e ecution of the Scripps-Howard LaFolle policy, the Press gave a signal demo stration of its editorial strength wh Cleveland, alone among the great citi gave Senator LaFollette a large plurali

Prior to his activities in Cleveland M Briggs was publisher of the *Denver E press*, editor of the Newspaper Enterpri Association and for several years edit of *St. Paul Daily News*, one of the Cl verleaf group.

His activities in both the Cloverle and Scripps-Howard organizations cluded the direction of efficient mecha ical production as well as direct editor work.

The Scripps Pacific Coast newspape with which Mr. Briggs is now allied cor prise *Los Angeles Record*, the *Seat Star*, the *Spokane Press*, the *Taco Times* and the *Portland News*.

OREGON DAILY SOLD

Dennis Disposes of La Grande Observ to His Business Manager

The *La Grande* (Ore.) *Evening O server* was sold Feb. 14, by Bruce Denn publisher, to Frank B. Appleby, form Iowa publisher, and since Oct. 1, last year business manager of the new paper.

Harvey F. Matthews, formerly of Nev ton, Ia., will succeed Appleby as busine manager and will have an interest in th firm, it was stated. There will be r other changes in personnel.

Mr. Dennis' plans are indefinite but h expects to devote a large part of his tim to his sheep ranch in the immedia future. Mr. Dennis published the Ob server for 15 years.

Newman to Return to London Tim

Ernest Newman, guest music critic fo the *New York Evening Post*, will leav New York early in March to resume h duties on the *London Times*. No succes sor on the Post has yet been named.

INLAND PRESS PROTESTS POSTAL INCREASE

Attacks Validity of Cost Ascertainment Report at Chicago Meeting—George D. Lindsay and Wil V. Tufford Re-elected President and Secretary—Cost Finding Committee Reports

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Feb. 18.—George D. Lindsay of the *Marion* (Ind.) *Chronicle* was re-elected president of the Inland Daily Press Association at its annual convention at the Morrison Hotel here, Feb. 17 and 18. Wil V. Tufford, of Clinton, Ia., was re-elected secretary-treasurer.



GEORGE D. LINDSAY

The convention was one of the most largely attended ever held by the Inland and was declared by veteran members to be one of the most interesting and profitable.

The following vice-presidents were elected: H. B. Burgoyne, *St. Catharines* (Can.) *Standard;* C. C. Marquis, *Bloomington* (Ill.) *Pantagraph;* Chester W. Adams, *Vincennes* (Ind.) *Commercial;* F. W. Woodward, *Dubuque* (Ia.) *Telegraph-Herald;* G. W. Marble, *Fort Scott* (Kan.) *Tribune-Monitor;* J. L. Roth, *Paducah* (Ky.) *Sun;* J. E. Campbell, *Owosso* (Mich.) *Argus-Press;* Fred Schilplin, *St. Cloud* (Minn.) *Times;* W. Southern, Jr., *Independence* (Mo.) *Examiner;* E. M. Marvin, *Beatrice* (Neb.) *Sun;* E. A. Tostevin, *Mandan* (N. D.) *Daily Pioneer;* Mrs. Zell Hart Deming, *Warren* (O.) *Tribune;* W. R. Ronald, *Mitchell* (S. D.) *Republican;* H. L. Davis, *Appleton* (Wis.) *Post-Crescent.*

S. G. Goldthwaite, *Boone* (Ia.) *News-Republican;* E. H. Harris, *Richmond* (Ind.) *Palladium;* and F. H. Burgess, *La Crosse* (Wis.) *Tribune,* were elected for three-year terms as directors.

The nominating committee consisted of E. J. Ottoway, *Port Huron* (Mich.) *Times-Herald;* A. W. Barnes, *Monmouth* (Ill.) *Review-Atlas;* and Linwood I. Noyes, *Ironwood* (Mich.) *Globe.*

The association adopted a resolution protesting vigorously against any increase in rates on second-class mail unless there is found convincing evidence that such advances are warranted.

The resolution in part follows:

"Whereas, The publishing business in its present use of the second-class mailing privilege is now paying the fourth successive advance in rates assessed against it in connection with special war taxes, all of which other special war taxes enacted at that time, excepting those laid upon the publishing business, having been repealed;

"And Whereas, No other class of mail is paying an advance in rates;

"And Whereas, The government has no ascertainment of postal costs which in our opinion represents a scientific and conclusive presentation of facts;

"Be It Reselved, That the Inland Daily Press Association protest against any further advance in second-class mail rates, particularly unless and until a cost survey of convincing accuracy shows such advance to be necessary and warranted;

"And Be It Further Resolved, That the Inland Daily Press Association protests as unsound and unfair the theory that an adjustment in salaries paid in the postal service must be assessed upon those who use the service, since no such practice is followed in reference to any other major government service.

"Be It Resolved, That we express our willingness to accept equitable obligations in this or any other relation to government needs, but we oppose an advance in costs which are already burdensome and in many cases destructive to the publishing industry. In the absence of convincing evidence that such advances are warranted.

"Resolved, That the Inland Daily Press Association pledges and invites a continuance of co-operative action in behalf of justice to the publishing interests, and that it particularly urges a closer co-operation between newspaper organizations and groups in order that such organizations, groups, and their individual members may work more effectively in the common cause.

"Resolved, That the officers and committees of this organization be instructed to such action as will advance the purpose and intent of these resolutions."

The old problem of the excess profits tax arose again. Attorney Arnold L. Guesmer, of Minneapolis, a member of the association's Income Tax Committee, submitted a report proposing that Congress be urged to amend section 281 of the law by adding at the end of subdivision (C) the following:

"In case of any proposed additional assessment for any of the taxable years 1917 to 1921, if the fact is that the taxpayer's invested capital has never been fully ascertained by either the government or the taxpayer, the taxpayer shall have the right to show his correct invested capital for all of the taxable years 1917 to 1921, and to have his taxes for said years corrected, and resultant underpayments and overpayments for said years shall be offset against each other, any net underpayment shall be paid to the government, and any net overpayment shall be credited or refunded to the taxpayer."

Mr. Guesmer's report pointed out that "the right given by this amendment is limited to cases wherein the government proposes to make assessments additional to what has already been paid. The right will, therefore, expire coincidentally with the government's right to make additional assessments for 1921, the last of the excess profits tax years."

He added that if the amendment is not made, the "government will do the work necessary to ascertain the overpayments, but will not hand them back."

The only question, then, he said, is "whether or not the government wants to keep money that belongs to the taxpayer."

Following the opening of the convention Tuesday morning by President Lindsay, Chester W. Adams, of the *Vincennes* (Ind.) *Commercial,* spoke on "Composing Room Equipment."

Mr. Adams was followed on the program by Lucile Brian Gilmore, Chicago representative of EDITOR & PUBLISHER who spoke on "Some Observations on Newspaper Publishers' Associations."

After reviewing the activities of publishers' associations, Mrs. Gilmore raised the question of whether newspaper publishers are "sold" on their markets, and added:

"It is strange how little discussion has been devoted to the subject. Many larger dailies do national advertising; there are certain groups of the smaller ones that do national advertising; but I have been interested in observing how little discussion has ever been held on how much individual papers are spending for their own advertising."

President Ernest Dewitt Burton, of the University of Chicago, guest of honor at Tuesday luncheon, spoke on "Newspapers and Universities".

Speaking on "Golden Butter and Golden Dollars," Charles F. Collisson, agricultural editor of the *Minneapolis Tribune,* answered at the Tuesday afternoon session the reports that the farmers of the Northwestern states are experiencing hard times. He spoke particularly of the profits of dairying in Minnesota, the Dakotas and Montana. Mr. Collisson declared that the War Finance Corporation had loaned in these four states about $60,000,000, and cited the fact that $32,500,000 already had been repaid as proof that the farmers are prospering and paying their debts.

H. L. Williamson, of Springfield, secretary of the Illinois Press Association, speaking Tuesday afternoon, outlined the work of his association, which he declared to be the largest and most active association of newspaper men in the United States, with a membership of approximately 800. He declared that one of the most important functions of a press association is the attention to legislative matters affecing its members and declared that this activity could not be properly conducted unless the members took an active interest.

"Newspapers and Community Advertising" was the subject of Don E. Mowry, general manager of the Madison (Wis.) Chamber of Commerce and author of a recently published book, "Community Advertising."

Closing the Tuesday afternoon program was a review by J. L. Doolittle, of the *Port Huron* (Mich.) *Times-Herald,* of the experience of his paper with delivery trucks in building and maintaining circulation. Mr. Doolittle declared that the circulation of the Times-Herald had increased from 12,000 subscribers immediately after the war to more than 18,000. He also pointed out the lack of adequate railway service for delivering the paper to nearby points. He said the cost of operating six trucks last year totaled $21,021.18, or 7.27 cents a mile. This cost has been more than offset, he declared, by the revenue derived from the added subscriptions.

Most of Wednesday morning was devoted to reports of the committees on the Audit Bureau of Circulations, income tax, postal matters, labor, paper, and cost finding.

The cost-finding report was followed by a talk by C. F. Karstaedt, of the *Beloit* (Wis.) *News,* on "What Real Accounting Means to a Publisher." Others on the Wednesday morning program were H. W. Henry, of Chicago, staff manager of Ernst & Ernst, Audits and Systems, Cincinnati, who discussed "Uniform Accounting Methods and Comparatives"; and F. H. Bird, director of research of the United Typothetæ, who spoke on "Research Work in Cost Finding."

Robert E. Crowe, State's Attorney of Cook County, spoke at the Wednesday luncheon on "The Newspaper's Attitude Toward Crime."

C. E. Broughton, of the *Sheboygan* (Wis.) *Press,* opened the Wednesday afternoon meeting, with a discussion of "Free Publicity." He urged the publishers to let all seekers of free publicity know that their staffs of reporters would obtain and write the news of their communities; that the newspaper's advertising columns were open to concerns having material to present to the public, and that their papers would not use free publicity matter. He attacked the policy of the government in sending free publicity matter to newspapers.



WIL V. TUFFORD

"If you will analyze these so-called news items that come to your desk, you will find that they are sent out by concerns who use magazines almost exclusively." Mr. Broughton declared. "Not a single magazine that I know of will print their propaganda, and they have been brought to realize this, and as a result the magazine is on a higher plane today than the newspaper."

The convention concluded with the reports of special committees, the election of officers and round-table discussion.

In diana publishers attending the Inland convention organized Tuesday night the Indiana Daily Press Club, with George D. Lindsay as president. The executive committee is composed of Thomas McCullough, *Anderson* (Ind) *Bulletin;* C. W. Adams, *Vincennes* (Ind.) *Commercial,* chairman; D. H. Swain, *Bluffton* (Ind.) *News;* Tom H. Keene, *Elkhart* (Ind.) *Truth;* Eugene Pulliam, *Lebanon* (Ind.) *Reporter.* Prof. T. H. Pearsy, of the School of Journalism, Indiana University, was elected secretary of the club.

The Inland Association voted to hold its May meeting at West Baden, Ind. That meeting will be the first the association has ever held away from Chicago.

Meeting at West Baden at the same time will be held by the Southern Newspaper Publishers' Association, the Indiana Daily Press Club and the Indiana Republican Press Association. It is planned to hold several joint sessions of all of the associations.

President Lindsay was called away from the Inland convention, after the Tuesday sessions, because of the sudden death of his father.

Papers joining the association at this convention were the *Nebraska City News,* the *Anderson* (Ind.) *Bulletin,* and the *Fremont* (Neb.) *Tribune.*

On the invitation of Lucile Brian Gilmore, Chicago representative of EDITOR & PUBLISHER, the association voted to make Mrs. Gilmore's office at room 714, 30 North Dearborn street, its Chicago headquarters.

COMMUNITY ADVERTISING A FIELD WORTH DEEPEST STUDY

The following address on "Community Advertising," quoted in part, was delivered before the Inland Press Association at Chicago this week by Don E. Mowry, general secretary Madison (Wis.) Association of Commerce, and chairman Extension Committee, Associated Advertising Clubs of the World.

THE time is rapidly approaching when all forms of advertising will require a knowledge and understanding of what constitutes community advertising.

This is a broad statement to make, but in the light of an experience covering the eight years since the Community Advertising Department of the Associated Advertising Clubs was formed, it seems inevitable that the time is rapidly approaching when the underlying principles governing community advertising cannot be disregarded in any advertising program without lessening that program's effectiveness.

For years we have built a campaign of advertising around a product or an article. Many of us have failed to realize that cities, communities, states and districts are applying advertising methods to sell their communities in one way or another. If we have successfully marketed articles and products through truthful advertising, why can we not market the assets of communities through the same or similar methods, applying new colors and new designs where others have faded or have become obsolete?

Now what is community advertising? This type of advertising does not simply mean the advertising which is done by a community, through its commercial organization, or through a specially created committee of citizens to advertise the assets of a community. Community advertising implies the application of all of the agencies, in a given

community on the problems and the aims of that community. The object of all community advertising, whether done by the centralized committee or by the many agencies in the community applying a portion of their copy to the community, is to bring in to the community more and profitable, permanent patrons for the community which may be a city, a number of cities, a county, a state, a district, or a combination of one or more of these units. Every angle to the problem which confronts communities in their constant endeavor to "sell" themselves to themselves as well as to the outside world, should be the main consideration by enterprises and organizations that come in close touch with community affairs.

People are becoming community-wise and are thinking in terms of local-self-pride. Advertising men cannot overlook this fact. Last year more than $3,000,000 was spent for community advertising, publicity and convention work. Fully $500,000 of this sum came from cities and states that are now authorizing such appropriations by law. Florida, alone, spent nearly $400,000 for 1924 through the mill tax plan which may be adopted by cities and counties of that state. Last week I received a letter from George T. Armitage, executive secretary of the Hawaii Tourist Bureau in which he stated that they boast of a budget of $115,000 for advertising and for information on Hawaii this year and are petitioning the legislature at the forthcoming session for $150,000.

The mediums for community advertising should be those which are employed to obtain results for commercial advertising. That is why the newspapers of the country are considered one of the most logical methods to employ. A campaign is designed to reach the average person and to arouse interest, on his part, in our community advertising. The newspapers are read daily, regularly. One community leader relates that it took him a long time to come to the conclusion that the newspaper is the chief medium through which to advertise a community. The next campaign fund of $50,000 which he administers will be spent 80 per cent in purchased newspaper space.

If the average community advertiser believes that the rates for newspaper space are high, he must remember that the cost includes printing plus the cost of circulation and distribution. The message goes to at least one member of an American family who is so anxious to see that newspaper that he is willing to pay for it. It is more difficult to judge what booklets and magazine space should cost than it is to estimate what newspaper space should cost. The average well-established American newspaper is giving one about the right consideration if its minimum rate is somewhere about one-eight of a cent per line, per thousand of A. B. C. circulation. This is all the more true if the newspapers are willing to accept community advertising on the same basis as commercial advertising, which many of them are now doing.

When it comes to selling the community to itself, the newspapers, the local newspapers, are the most effective and practical mediums to employ. In planning a campaign at home, if some paid space is taken there will follow a great deal of publicity for the undertaking. Editors, I believe, always welcome the opportunity to assist in the development of the community they are serving.

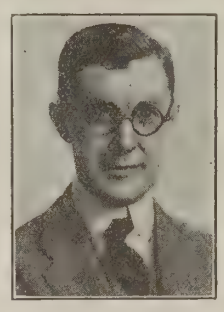
The newspaper is specific circulation in a territory you desire to reach. One can buy the circulation in the communities or sections he desires to reach by using the newspaper mediums in that community or that section. The whole question is approached in much the same manner as one approaches a problem involving the sale of any commodity. Commercial successes can be credited to the newspaper by the hundreds. Communities are recognizing the value of the newspaper.

The newspaper is a community force. The editor puts human interest into his editorial and news columns. Much can be accomplished if factionalism is not allowed to interfere with the policies.

INLAND TO PREPARE MANUAL OF METHODS FOR NEWSPAPER COST ACCOUNTING

(*By Telegraph to* Editor & Publisher)

CHICAGO, Ill., Feb.—Waste and direct cash losses in newspaper making through the lack of knowledge of production costs were stressed when members of the Inland Daily Press Association discussed cost finding at their annual meeting.



C. R. Butler

By unanimous vote the meeting Wednesday adopted a resolution providing that the Cost Committee of the Association prepare a manual of methods for uniform cost accounting for the newspaper industry and employ an accountant for consultation in this work.

The resolution, proposed by C. R. Butler of the *Mankato* (Minn.) *Free Press,* answered the vital point raised in the animated and enthusiastic discussion of cost finding.

The point was that while many newspapers are working under cost finding systems today, lack of uniformity of methods of allocating costs in accounting often render the compiled returns of individual newspapers of no real statistical worth to the industry as a whole.

Speakers emphasized that as long as cost accounting systems are not uniform no morals can be drawn from averages taken from production cost statistics of a group of newspapers.

A summary of other points advanced in discussion follows:

1. Newspapers exist which are operating without more than the vaguest idea of their production costs. There is wide divergence of method among newspapers operating with cost finding systems, but these newspapers know momentarily where they stand on every point, and are able to weather depression swings of the business cycle.

2. Federal taxation has made knowledge of costs and full and accurate accounting essential. The newspaper without an adequate accounting system may be paying unnecessary taxes through lack of knowledge of its own fiscal position.

3. Composite statements—average figures of costs by departments in large groups of newspapers of similar circulations and relatively similar operating conditions—can be of inestimable value to the individual publisher who, analyzing them, can find out what leaks are draining his own profits.

4. Composite statistics, however, are useless unless reached from cost statements prepared on a uniform basis, the condition the inland's projected manual of methods is designed to attain.

World interest among publishers in cost finding was demonstrated when Wil V. Tufford, of Clinton, Ia., secretary-treasurer of the Inland stated that he received requests for information on the cost finding program from South Carolina, Honolulu, New York and an organization enquiring on behalf of newspapers in Australia.

C. F. Karstaedt, of the *Beloit* (Wis.) *News* delivered the first address of the day on "What Real Accounting Means to a Publisher." He outlined the detailed accounting system of the Beloit News, and cited examples showing where the News had profited by accurate accountancy methods.

"We know to a certainty what our costs are, and while conditions have sometimes interfered with our collecting what we know should be a fair rate, yet the fact remains that we know what we should get," he said.

Karstaedt explained that the News uses the accrual method of accounting which requires that earnings of a given period be shown as such, even though not realized in cash in a later period. This requires setting up as assets in the balance sheet items of income accrued but not yet received. It demands, he said, that one keep accurate accounts of one's own business.

"All of you know how much others owe you, no doubt, and how much you owe others," he said, "but are you good stewards with yourselves? Do you know what the business owes you to a certainty?"

He told how the News received a refund of $8,000 in Federal taxes when, after having made an excess profits return in which, through lack of information, full credit was not obtained for amounts to which the newspaper was entitled, checking of accounts enabled the News to present the government with data which made rectification and the refund possible. Had full books not been kept the data would not have been available.

Under the accounting system used on the News, he said, earnings are classified under local advertising less allowances, classified advertising less allowances, city circulation earnings and country circulation earnings and miscellaneous revenues.

Under expense accounts, or cost accounts the News has first, editorial; second, composing; third, press and stereotyping; fourth, local advertising cost; fifth, classified advertising cost; sixth, foreign advertising cost; seventh, city circulation cost; eighth, country circulation cost.

These are the direct departmental newspaper expense accounts.

Then there are two overhead expense accounts called plant and office expense, and furthermore bad accounts, Federal income tax and depreciation, also interest, if any.

H. W. Henry of Ernst and Ernst, Chicago, addressed the meeting on "Uniform Accounting Methods and Comparatives."

"In many lines of business it is more or less difficult to determine profits each month," he said. "This is not true of your business. You can ascertain your operating results 12 times each year instead of once, and profit by the information obtained. It is not difficult to take an inventory of newsprint, ink material at the close of each month and this is the extent of physical inventory involved."

Among facts which he said should be revealed monthly by books are: "Statement of condition as reflected from the balance sheet and profit and loss from a statement of operations.

"Comparative schedules of expenses in detail, classified with respect to departments.

"Analysis of income from circulation and advertising. Correct ascertainment of income from circulation giving effect to deferred income arising from prepaid subscriptions. Analysis of advertising income by classifications in terms of lines or inches or amount.

"Average cost per line or inch of advertising, and average mechanical department cost per page. These are averages only and should be considered as such."

He urged compilation of newspaper cost data.

"If you install a uniform system of accounts and submit periodically the percentage reports called for by the prescribed questionnaire (of the Inland) a mass of vital statistical information will be obtained which will be of the greatest possible value to every one of you," he said.

Francis H. Bird, director of the department of research, United Typothetæ of America, spoke on "Research Work on Cost Finding."

Outlining the elaborate cost finding work done by Typothetæ, he told how voluntary returns had been furnished the headquarters office from member organizations since 1913, and how annual composite statements were made showing costs in the industry.

Printing executives found in these reports material of aid in formulation of future plans and policies, he said. Such questions as what ratio of rent to sales was proper a member's office might be answered by the member's study of the average figure, he said. All other phases of the industry are demonstrated in averages drawn from member reports of production costs.

Keen interest and desire for wider knowledge of cost finding methods marked discussion from the floor after the addresses.

RESEARCH NEWSPAPER'S GREATEST FUNCTION, SAYS UNIVERSITY PRESIDENT

The following address on "Newspapers and Universities," quoted in part, was delivered by Ernest DeWitt Burton, president of the University of Chicago, before the Inland Daily Press Association meeting in Chicago this week.

PERHAPS the conjunction of terms in the title of my address may strike you as a bit peculiar, bringing together things that are too remote to be related. I contend, however, that newspapers and universities have a good deal in common.

In the first place, they are both large consumers of printer's ink and white paper, and by this I mean more than the mere physical fact. I mean that both are dealers in ideas, and the expression of them in legible form. In other words, they are both in the true sense of the words "Educational Institutions"; they are stimulators and directors of thought, formers of public opinion, and directors and builders of character.

But perhaps a more important point of resemblance is that they are both public service corporations. The justification of their existence is that they serve the public. It is true that the newspapers are, as is well known, great money makers for their proprietors, while the universities' only dividends are knowledge and character and they pay these to anybody that will prove his capacity to carry them away. Yet this is a minor difference. Neither a newspaper nor a university has any right to exist wholly for private profit, but must vindicate its right by its real service to the community.

But it is of research as a function of both institutions that I wish especially to speak, not because research is necessarily more important than education and publication, but because it is most fundamental both for the newspaper and for the university, and because it is perhaps least understood and its importance most likely to be overlooked.

Research is the pursuit of the unknown. It is the resultant of three causes—human need, human curiosity and a world capable of satisfying the former and of exciting the latter.

Research, has enriched the world immensely both materially and spiritually; but the spiritual benefits always outweigh the material, and the material have their chief value in that they enable us to avail ourselves of the spiritual.

Now what has this to do with newspapers? This: that research is the fundamental task of the newspaper and that every newspaper man is engaged in research. He does not, indeed, cover the whole field of research, but neither does any prosecutor of research. The chemist is not also a sociologist, and the historian is not also a physicist.

The newspaper man is engaged in a particularly difficult kind of research, and one that is preeminently entitled to be recognized as research. He is dealing with the facts at first hand.

To be sure, he cannot always be accurate. Perhaps he does not always try to be so. But possibly we shall have to

(*Continued on page* 29)

SPIRIT OF THE WEST IN LIFE OF M. H. DE YOUNG

Pioneer Newspaper Publisher, Dead at 75, Launched San Francisco Chronicle on Borrowed $20 Gold Piece—Was a Political as Well as a Journalistic Figure—Built Success by Sheer Force of Indomitable Personality

THE column rules of *San Francisco Chronicle* were turned on Monday of this week. The broad black lines announced to the people that M. H. de Young, founder and publisher of that newspaper, was dead, at the age of 75, following an emergency operation for an acute intestinal condition.

The news swept over the country, for there is not a city where M. H. de Young did not have friends or acquaintances, through his broad newspaper associations, his patronage of the arts or his devotion to political objects.

He was a valiant newspaper figure, strikingly typical of the spirit of the golden west. His life story is a remarkable romance, reading in this prosaic day more like fiction than fact. A glimpse of his amazing ability to succeed is had from the single fact that the Chronicle was launched on a borrowed $20 gold-piece that was returned within a week.

Eleven pages of the Chronicle, of this week, were required to record the history of the pioneer and his works. The news deeply stirred California and there were many manifestations of grief at the parting and many testimonials to honor the memory of one who had contributed richly to the city and the people of the far west.

On Wednesday a low mass, the most simple of the rites which the Catholic Church accords its dead, was held in St. Mary's Cathedral. Mr. de Young had wished for a simple ceremony.

Mgr. Charles A. Ramm, who recently baptized Mr. de Young into the Catholic Church, administered the last rites. The Most Rev. Edward J. Hanna, Archbishop of San Francisco, pronounced the final blessing. There was no eulogy.

The procession from the residence to the cathedral was led by a company of police and two companies of firemen. There was no procession. Interment was in Holy Cross Cemetery.

On Feb. 19, the Chronicle announced that George T. Cameron, Mr. de Young's son-in-law, would assume charge with the title of publisher and president of the Chronicle Publishing Company.

Meichel H. de Young, was the son of a banker and merchant of Baltimore, of the same name. His mother was born in Bordeaux, France. The son was born Sept. 30, 1849, and when he was five years of age his father and mother decided to take up their residence in California. The household goods and the father's stock of merchandise was shipped on a clipper ship, voyaging around the Horn, and the family started west, via the Mississippi River to New Orleans. En route the father suddenly died.

Mrs. de Young and her remaining family halted for a time in Texas, and finally, with great hardship, made their way to California by way of the Isthmus of Panama, where the railroad was then being constructed by the French. Part of the dangerous trip was made on mule back.

Mr. de Young received his education in the public schools. With his brother he published a small school paper, where he learned to set type. His first money was earned as a carrier boy for the San Francisco *Sunday Mercury*, and so large was his route that he was compelled to work all night to cover it.

Mr. de Young's brother Charles and he started the *San Francisco Dramatic Chronicle* in 1865, on borrowed money, printing it in a job shop on Clay street. It was little more than a program and was distributed free by the publishers.

The paper soon got a reputation for its little squibs and facetious attacks upon the town's notables and Mark Twain, attracted by it, made his headquarters in the office and occasionally wrote for the little paper. He attracted other Bohemians of that day, including Bret Harte, and the paper took on a real literary quality.



Typical picture of M. H. de Young, at his office desk, surrounded by treasured portraits and art objects.

From these small beginnings the San Francisco Chronicle evolved, being published as a daily in 1868. Writing of the incidents of the early days some years ago Mr. de Young gave this incident:

"The *Bulletin* and the *Call* made a deal to smash us. It was not unexpected, as their threats had given us plenty of warning. But it turned out to be the greatest thing that ever happened to the Chronicle among the many things that have happened during its career.

"The Call and the Bulletin arranged with a large number of the interior papers of the State for a simultaneous attack on the Chronicle. The stories published attacked the reliability of the paper, of its news, and particularly of its news of prize-fights and sporting events, with which, at the time, we were having a great deal of success in arousing the interest of the public.

"The outcome was something entirely different from what the Call and Bulletin had expected. Their attack made the Chronicle as a newspaper. The stories they published about us, the wide publicity they gave us, interested the public in the Chronicle and made the readers investigate.

"The Call and Bulletin did not carry the battle very far. They found out at once that the attack was a mistake and had only advertised to the whole State a San Francisco paper that previously had not been very well known. We got a tremendous country circulation out of the curiosity aroused by this statewide attack. That was the beginning of our country circulation.

"This was a bright spot in our career—we have had bright spots all the way through, as well as great troubles—but this was the one that brought us to success."

A little touch of his business genius was shown when the Chronicle was started as a daily. The brothers determined to borrow no money. To raise money they sold their circulation routes in advance of publication of the daily.

From that day to this the paper has been a live factor in the field, until today it is housed in the recently completed Chronicle plant, said to be the finest modern newspaper building west of Chicago, with the paper at present at the peak of its influence and commercial success.

From an editorial, evidently expressing the feeling of the staff, published in the Chronicle on Monday, the following summary of events is taken:

"M. H. de Young was the last representative in America of an era that is past, the era of personal journalism, so-called, that brilliant nineteenth century period in which men like Dana, Bennett, Pulitzer, Medill, Watterson and the de Youngs built from the ground up commanding newspaper institutions by the sheer force of their personalities. He was until yesterday the sole survivor of that historic group. With his passing that epoch comes to its final end.

"This is a far different age in the newspaper world. It is no longer possible to do what the de Youngs and the other great newspaper builders of their time did. Never again will a metropolitan newspaper be launched, as the Chronicle was, on a borrowed $20 gold piece that had to be returned within the week. The complexity of the modern newspaper bars repetition of these romances of the past.

"M. H. de Young lived through that older period and far into the new. Nor did the modern change set him at all out of place in his world. Alone of all his group he has been a figure in this present no less than in the past which formed him. He was able to be because his brain and spirit never hardened into the mold of a particular period, but remained plastic and responsive to the impress of changing conditions. The surviving figure of an era that is past, he died a modern.

"The figure of M. H. de Young was national in many other views than the journalistic. In politics he was a Republican leader for decades, for many years a national committeeman, a leader in five Presidential conventions, and the dominant figure in one. In many ways his share was large in shaping national Republican policies and candidacies.

"In the art of international exhibitions Mr. de Young was America's foremost exponent, with a wider experience than that of any other man of his country. He was national commissioner to two Paris expositions and to the Chicago World's Fair; organizer, president and director-general of the California Midwinter Exposition; California's commissioner-general at the Omaha Exposition, and vice-president and director of concessions of the Panama-Pacific International Exposition of 1915.

"He founded and built up, with ever-increasing generosity, a museum which now has national rank, the Museum in Golden Gate Park, which a grateful city has now called by his name.

"Again in the newspaper world, Mr. de Young was an organizer and for twenty-four years a director of the Associated Press, the greatest news-gathering organization in the world. His was a vital part in the shaping and the building of what is the model and the conspicuous success among news-collecting agencies.

"These are views of merely the large activities of a notably many-sided man. The public saw these, and realized the man of affairs. It never realized the many other sides on which Mr. de Young's energy and interest found expression.

"With all his immense labors as a newspaper builder, as a political leader, as a manager of expositions. Mr. de Young found time to cultivate an unusual number of other interests.

"He was an art collector of experience and judgment, familiar with the contents of the world's museums and known and respected by every European dealer and many in Asia. It seems almost impossible now that he could ever have found time to do it, but somehow he managed to make more than a score of collecting journeys to Europe for the benefit of the Museum.

"It will be remembered that the Chronicle began as the *Dramatic Chronicle*. Though it soon ceased to be the chief concern of his newspaper, the drama, with music, remained all his life

(*Continued on page* 10)



View of magnificent new San Francisco Chronicle building, which now stands as a huge monument to the late M. H. de Young.

THREE UNITS IN NEW JERSEY JOURNAL HOME

Office Building, Executive Departments and Machinery Housed in Articulated Structures on Magnificent New Thoroughfare — Several Novel Mechanical Ideas Appear

PRESENT needs and future growth are both provided for in the new building which will house the *Jersey City Jersey Journal* on and after Tuesday, Feb. 24. The present building was erected only a little over 12 years ago, across the street from the new home. The block on which it is located has been condemned by the city for conversion into a plaza. This plaza, known as "Journal Square Plaza," is 400 feet square and will join a new $2,000,000 bridge over the Pennsylvania Railroad cut at Journal Square tube station. The new Jersey Journal building is located at the head of the square with a fine outlook over the plaza and the new bridge.

The new home embodies the latest features in newspaper building, including a three-phase alternating electrical system, "straight line" copy routine, oil-heating plant, fire-sprinkling system with central controls, and expansion reserve. The approximate floor area is 250,000 square feet, a 150 per cent increase over the old building. It may be described as a three-unit structure 313 feet long.

Fronting on Journal Square is an office building, 70 x 83 feet and five stories high. Facing on Newkirk street at the rear is the building housing the pressroom, composing, stereotyping, delivery, paper storage and boiler rooms and which measures 108 x 146 feet. This is three stories high.

Connecting these two buildings is another, 38 x 84 feet, and also three stories, and housing the editorial, executive, and business offices. This unique layout is made possible because of the fact that the plot is somewhat in the form of capital I.

To provide a site for a building giving additional paper storage space the Jersey Journal has acquired a plot, 60 x 100 feet extending from the "neck," joining the two larger buildings, to Enos place on the side, thus giving outlets to three of the four streets forming the block in question. The office building fronting on Journal Square is finished in brick and granite and is so erected that ten more stories can be added. The remaining buildings are finished in brick. The construction throughout it of steel and reinforced concrete, completely fireproof. The buildings are so constructed that there will be room for new equipment at all points as needed.

Shower baths for the mechanical force and a kitchenette and rest room for women employes are among the features calculated to provide maximum comfort to the workers.

One of the most interesting mechanical features of a comprehensive lighting and ventilating system is the use of iron grill work in the first floor press room, permitting both light and air to enter the reel room. There is a cork inlay about the bases of the presses which eliminates vibration.

The buildings are surrounded by courts. Storage space permits the housing of 23 carloads of paper, 10,000 gallons of fuel oil, and two large ink tanks. Two superimposed water tanks of 15,000 gallons capacity are for a fire sprinkler system. The tanks are enclosed in a tower as a protection from the elements. The presses have a two-source power system connecting them with sub-stations all less than a mile distant. The new plant will consume so much electricity for light and power that a wholesale rate will be obtained from the Public Service Corporation supplying it. The current is brought into the building at a voltage of 2,400. It passes into a room equipped with six large transformers and thence "stepped down" to a 220 volts. In the control room adjoining there is a switchboard 13 feet long and well supplied with switches and the other devices necessary for the automatic operation of the intricate electrical system.

For ordinary purposes, three transformers will be of sufficient capacity. The presses "hook in" to three other transformers by long distance control through switches in the pressroom. By using these three latter transformers only while the presses are in operation there is avoided transmission loss in current consumption when the presses are not running. A seventh transformer is a "reserve," to be used in event of one of the other transformers giving out. By a system of electrical duplication throughout the plant, a breakdown will bring only momentary difficulties as there are two independent sources of power supply. The current supply is three phase, 60 cycle, 220 volt.

The transformer vault and switchboard room are in the cellar where also are the boiler, waste paper and paint storage rooms, the oil and ink tank rooms, reel room, and paper storage room having an area of 11,000 square feet. Paper is lowered from the street by a gravity chute.

All storage rooms housing combustible materials, including oil, waste paper, gasoline and kerosene, either are outside of the buildings or are insulated by fire doors and walls.

On the first floor, the general business offices are located just back of the lobby of the office building. Behind the business offices is the press room, housing two Hoe superspeed octuple presses. There is room for another unit on each press, and for a third press.

Between the business office and the press room is a covered driveway for staff cars with a separate room for washing and repairing cars. Beyond the press room is the delivery room supplied from presses by conveyors, a loading platform and driveway—recessed into the building—for delivery cars, capable of housing more than a dozen trucks. The driveway faces on Newkirk street.

Circulation office, mailing room and filing room are a part of the second floor of the printing building. A balcony for spectators has been built around the presses. In addition, there are complete machine shops, stock rooms, welding, electricians' and air compressing rooms.

On the second floor of the executive building are located the telephone exchange, the business manager's quarters, other private offices and the women's rest room and kitchenette.

The third floor is given up to the editorial department. In the rear of the editorial department on this floor the composing room and stereotyping departments are located. The composing room is equipped with 19 Intertypes, 3 Linographs and 2 Lanston Monotypes. Provision has been made for a total capacity of 34 machines.

The composing room has an area of 9,000 square feet and the stereotype room is 24 by 106 feet in area, with a 17-foot ceiling. A water-cooling system supplies both rooms.

The stereotyping room is equipped with five steam tables, one Junior Auto Plate, and a Semi-Auto Plate, removed from the old building and being held as a reserve pending later installation of the second caster.

The direct movement of copy has been worked out to the finest detail. Lamson pneumatic tubes, used for communication in all parts of the building, carry copy from the editorial and advertising departments to the composing room. The correction and proof-readers' rooms are in line. Forms are pushed across the composing room on tables which never leave the room. Apertures in the wall permit the forms to be pushed into the stereotype room, directly onto the mat tables. Mat dryers, casting machines, etc., are all in line, the plates passing down to the press room on a pneumatic gravity conveyor which works automatically.

The new plant was designed by John T. Rowland, Jersey City architect, and was constructed by W. H. & F. W. Cane Jersey City builders. The many innovations will be of special interest to newspaper publishers attending the annual session of the American Newspaper Publishers Association scheduled for New York in April, and these publishers are invited to inspect the Jersey Journal's new home.

The Jersey Journal was founded in 1867. It was incorporated as the Evening Journal Association ten years later The late Joseph A. Dear, father of the present owners, was the business manager from 1868 to his death in 1908. He was succeeded by two of his sons, Joseph A. Dear, jr., and Walter M. Dear.

The paper was located at 37 Montgomery street, near the waterfront for 37 years but moved to Journal Square in 1912.

School Adopts Seitz Suggestion

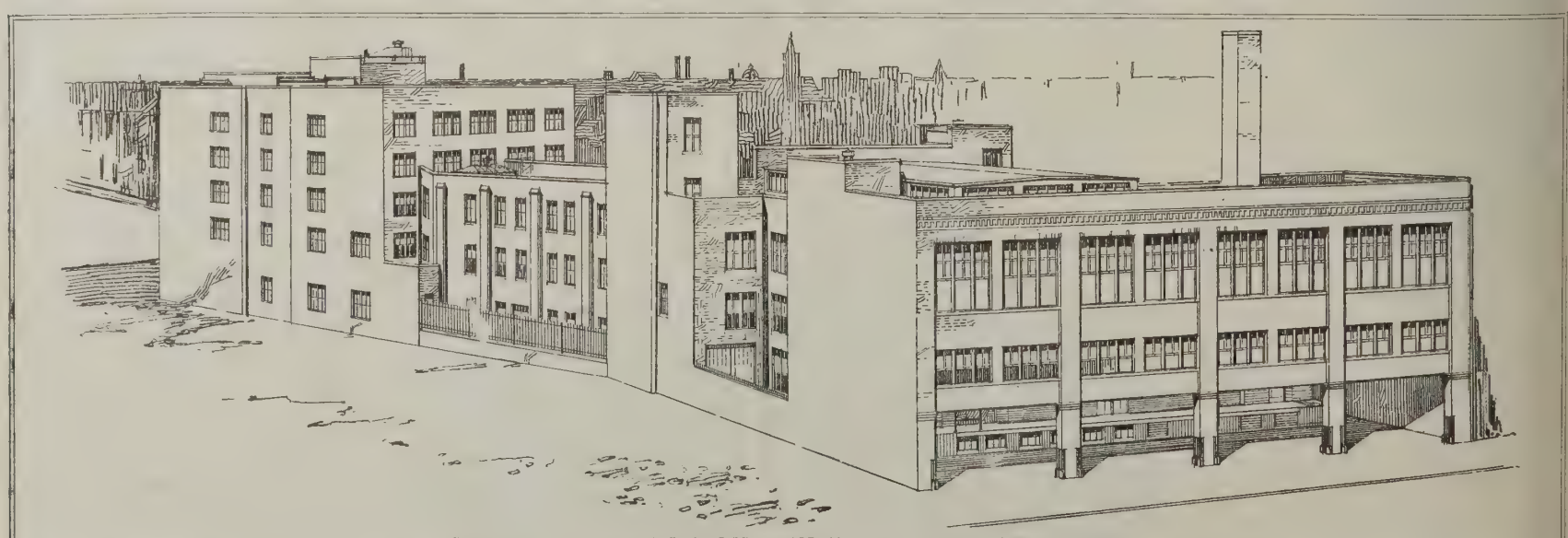
As a result of the suggestion by Don C. Seitz of the *New York World,* that community newspapers throughout the state have a column of brief items of national and world importance summarized each week, students in the Department of Journalism at Syracuse University started the service this week. Each student in the community newspaper class is assigned to a newspaper and the items are gleaned up to the end of each week. Small dailies as well as weeklies may have the service upon application to Professor John O. Simmons. The suggestion was made by Mr. Seitz in his address at the annual meeting of the New York State Press Association and a number of editors have already received the service.

Mergenthaler Pays Dividend

The board of directors of the Mergenthaler Linotype Company this week declared an extra dividend of 1¼ per cent on the capital stock of the company, in addition to the regular quarterly dividend of 2½ per cent. Both dividends are payable March 30 to stockholders of record March 4.

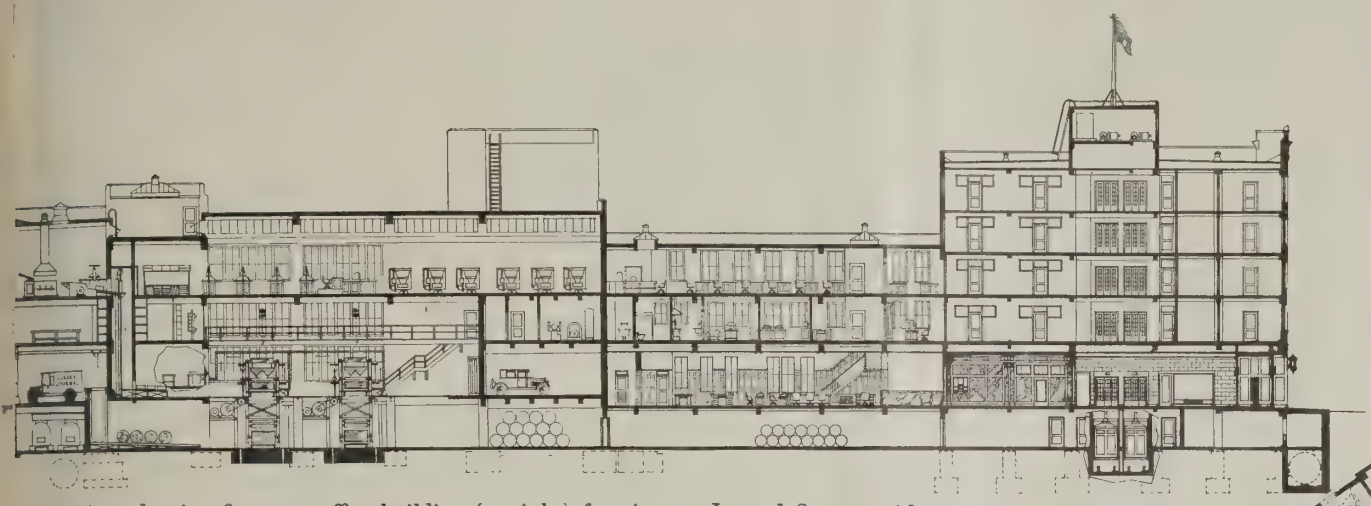
Syracuse Journal Company Elects

At the annual meeting of the Syracuse Journal Company, Louis D. Burrill was chosen secretary of the company to fill the vacancy caused by the death of the late Howard Burrill. Other officers are: Alexander T. Brown, chairman; Harvey D. Burrill, president and publisher; Stewart F. Hancock, vice-president; M. M. Andrews, treasurer.



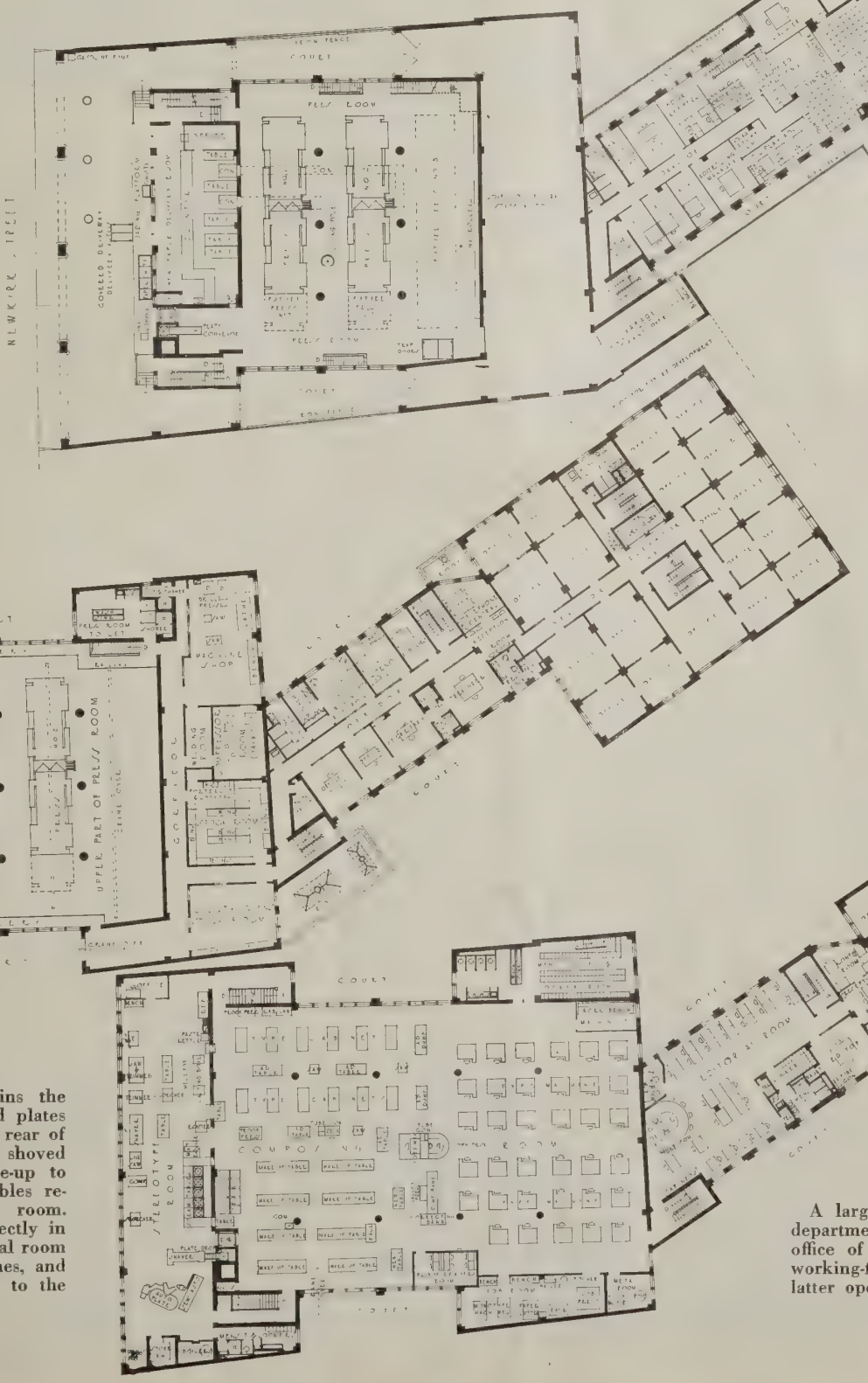
SIDE AND REAR VIEW SHOWING UNITS OF NEW JERSEY JOURNAL HOME.

FLOOR PLANS OF JERSEY JOURNAL'S BUILDING



Cross section, showing five-story office building (at right) fronting on Journal Square, with executive offices and plant behind it. Note the spacious storage rooms for paper.

Presses are at street level, with ample room provided for additional machinery. The plan (at right) of the ground floor shows two enclosed driveways for staff cars and trucks, and the convenient access given the latter to delivery room. White paper, as shown directly above, reaches the basement by a gravity chute. Stores occupy the front building and the advertising and accounting forces are housed in the central structure.



Second floor plan (left) shows public offices in the Journal Square building unit, behind which are the offices of the newspaper's business directors. The upper part of the pressroom, with the public gallery and electrical control and storeroom, machine shop and mail room are included on this floor. Six pillars extend the two-floor height of the pressroom, so placed as to consume the least possible floor area. Spacious side windows assure abundant air and light.

Stereotype machinery adjoins the composing room, and finished plates are dropped two floors to the rear of the press-line. Forms are shoved through apertures from make-up to steam tables, the make-up tables remaining in the composing room. Proofreaders are enclosed directly in line of operations. The editorial room adjoins the composing machines, and has pneumatic tube-conveyors to the copy-cutter's desk.

A large reception room connects the editorial department with the public office building. The office of the editor is accessible both from the working-floor and the reception room and the latter opens also upon a conference chamber.

N. Y. DAILIES PROTEST A. B. C. REPORT

Members Look With Disapproval on Report Broadcast by Newspaper Committee — Matter for Directors, They Say

Following the conference between officials of the Audit Bureau of Circulations and its New York and Brooklyn daily newspaper members, held in New York, Jan. 7 and 8, on a question of interpretation of A. B. C. auditing rules, it was this week learned that the Bureau had broadcast to all newspaper members a statement which has called out another protest from the New York publishers.

The New York and Brooklyn members had objected to a request for an examination of certain books and accounts, which, it was held, did not concern circulation.

It appears that the management of the A. B. C. referred the disputed point to the Newspaper Divisional Committee, which met in Chicago, and considered the question. A result of this meeting was the broadcasting of a report to all A. B. C. newspapers, containing the following recommendation:

"That in order that the Bureau may function to the greatest efficiency in determining circulation data, a newspaper publisher shall submit to the Bureau, when requested to do so, in the course of an audit and following a circulation ramification, all his payrolls, general books and ledgers and all other records in his possession that may have any bearing whatever on a proper audit, provided that when the publisher deems fit to submit such information only to the managing director, the chief auditor, or one of his immediate assistants, he shall have the privilege of so doing provided he pays all the additional expenses of having the managing director, chief auditor, or one of his immediate assistants to come to perform such work."

In reply to this the New York members declared in a letter to Stanley Clague, managing director sent Feb. 12:

"At a meeting of the New York members of the A. B. C. we were instructed to write you as follows:

"To your letter of Jan. 28, is attached a report of the 'Newspaper Divisional Committee.'

"Paragraph 3 of the report refers to the rights of the Audit Bureau of Circulations to examine all books and records in the case of an audit, with further provisions applying if a publisher should question the right of an auditor to examine 'all his payrolls, general books and ledgers, and all other records, etc.'

"The New York members of the A. B. C. look with disapproval on the issuance of such a communication, in view of the fact that the question of the scope of examination is still, on your agreement, a matter to be considered by your board of directors and a committee representing the New York members.

"The attitude of the New York members has in nowise changed since the meeting of Jan. 8, with you and your associates, and they herewith repeat their disagreement with and protest against the attitude of the A. B. C. and of the Newspaper Divisional Committee as expressed in the report broadcast by your office.

"The New York members do not consider the action of the Newspaper Divisional Committee binding and await the result of the agreed meeting in New York of their committee with your board of directors before expressing their attitude more explicitly."

The New York committee is headed by J. F. Bresnahan, business manager of the *New York World.* Other members are: Howard Davis, *New York Herald Tribune;* Fred A. Walker, of the Munsey newspapers; J. C. Dayton, *New York Journal,* and Edwin G. Martin, *Brooklyn Eagle.*

E. Lansing Ray, of the *St. Louis Globe-Democrat,* is chairman of the Newspaper Divisional Committee, which consists of Gardner Cowles, *Des Moines Register and News-Tribune;* Hugh A. O'Donnell, *New York Times;* T. R. Williams, *Pittsburgh Press,* and Galt Burns, *Washington Star.*

STORY OF M. H. DE YOUNG'S CAREER

(*Continued from page 7*)

long a highly placed interest of Mr. de Young. It was to him and to his brother, Charles, that San Francisco was indebted for its earliest first-class theater, the California. He was an ardent reader, also, and, as his memory was extraordinarily retentive, he was extremely well informed on a great variety of subjects.

"Of the personality of Mr. de Young few but those close to him ever obtained a proper picture. He was a positive character in every sense of the word. He was a straight thinker, and his will to carry out that which he thought the right thing to do was strong, and found expression in extreme directness.

"Mr. de Young was essentially a kind-hearted man. He was extremely reluctant to hurt the feelings of another. There were cases, well known to the staff of his newspaper, where he permitted his interest to suffer severely rather than hurt the feelings of men for whom he had regard; there are many individuals who experienced his kindness and who mourn for him now.

"The public picture ever contained the beautiful lights of Mr. de Young's extraordinary tenderness toward his mother and his wife and children. The consideration both he and his brother showed to their mother was extreme. She was their sweetheart as long as she lived. Nothing was permitted to interfere with the nights appointed in each week for dinner at home with their mother. On the night of the greatest crisis in the life of the Chronicle, the night that decided whether the Chronicle was to be crushed out of existence by the great constitutional fight of 1878, the de Young boys dined at home with their mother.

"Deep, too, was the affection Mr. de Young bore to his wife and children, and tender his care of them. His children, and later their children, were the joy and solace of his life. In the end he lived for them. The loss of his only son, on whom he had built his hopes and to whom he was just then preparing to transfer his active responsibilities, was the heaviest blow of Mr. de Young's life. It is doubtful if he was ever quite the same man after his son died.

"These are intimate lights. But without them it is impossible to understand and appraise the personality of the man.

"On another side is the enterprise always shown by Mr. de Young, the sound eagerness with which he kept abreast of progress in everything connected with his business. He had a sense uncanny of the practicability or impracticability of new inventions and methods. He was quick to seize on every useful one.

"He put in the first electric lights in San Francisco, installed on of the first, if not the first, of San Francisco's telephones, built the first metal frame, fireproof building on the Pacific Coast, was the first in America to use illustrations with news, and when he died had completed building the first modern newspaper production plant west of Chicago.

"On the public side his patriotism is unquestioned. He believed in the destiny and mission of the United States. If his political partisanship was pronounced, it was because his sincere conviction was no less so. He was positive in it because it was not in his nature to be negative.

"M. H. de Young was a San Franciscan of San Franciscans. He loved this city. Its every success was a personal triumph to him, its injuries wounded him. In this is an explanation of the strong position he and his newspaper displayed in San Francisco matters.

"Mr. de Young engaged in many bitter struggles in a period when battles, political and otherwise, were not conducted with the amenities of the present. Few of the participants engaged—and all were strong men—escaped the general barrage of calumny.

"The older generation has forgotten, the younger knows nothing of, the extremity of bitterness and calumny that was engendered by this violence of the political warfare of the epoch that is past. It is sufficient to say that out of a period in which irresponsible slander was the common ammunition of all warring parties, M. H. de Young came through to a time when men are accepted for what they are and when reputations depend upon those who know most and not upon those whose malignant imaginations are most vivid.

"In the Chronicle the name of M. H. de Young can never be forgotten. His history and that of the newspaper have been one and inseparable. It is impossible for an outsider to know how dearly he regarded this, his creation. Nothing can be more moving than his own recital of the gray morning in 1906 when he looked down upon the burned city where all his property lay in ruins; when he pondered whether, with his subscribers and his advertisers all scattered and out of business, it were possible to reconstruct his newspaper, and when at last his pride in the Chronicle as his own child determined him to rebuild it at any cost or go down with it."

The editorial concludes with a touching personal farewell.

MICHIGAN WOULD BAN GAMBLING NEWS

Senator Introduces New Bill to Prohibit Publication of Betting Odds—Replaces Defeated Measure Sponsored by Detroit News

LANSING, Mich., Feb. 19.—Prospects of a renewal of the old newspaper fight in Detroit over publication of racing forms and betting odds generally are seen in the introduction Wednesday by Senator Joseph Bahorski of another anti-gambling bill to replace the Vorrhies Bahorski Act, passed at the last session of the Legislature, but thrown out on a technicality by the state Supreme Court.

Senator Bahorski, a Detroit man, has designed his new bill to be an almost exact replica of the old law, changing only a few minor portions of the measure. A clause is also added to provide that in event certain portions of the act be declared unconstitutional other sections remain in effect.

This, however, would not prevent upsetting the law on similar grounds to those employed before, when the Supreme Court found an error in the procedure of passage.

The bill, which is said to be the most stringent except for its predecessor ever proposed in the nation, not only prohibits publication of betting odds before a sporting event but afterward, and it bars entrance into this state of any publication carrying such gambling information. This feature was opposed before by the *Detroit Times,* in the evening field, and the *Detroit Free Press,* in the morning, while the *Detroit News* strongly sponsored such prohibition.

FURTHER EXTENSION GRANTED

Replies to Federal Trade Commission's Agency Complaint Due March 16

All three respondents in the complaint issued by the Federal Trade Commission, alleging conspiracy in restraint of trade in connection with certain advertising practices, were granted further time extension to March 16 to make replies, it was announced this week.

The three respondents are the American Association of Advertising Agencies, the American Press Association, and the Southern Newspaper Publishers' Association.

Prints 80-Page Auto Section

The *Grand Rapids Herald* on Feb. 9 published an 80-page automobile section.

SENATORS MAY INSIS ON ODDIE CLAUSE

Senate Conferees Indicate They Fav Postal Amendment — Publishers' Appeals Against Rate Boost Swamp Congress

WASHINGTON, D. C., Feb. 19.—Repr sentatives of the publishing interes launched a final drive this week to pr vent enactment of the House postal ra and wage increase bill which was se to conference with the Senate measu the House rejected.

Appeals poured in upon the Senate a House conferees from newspaper a magazine publishers, individually and c lectively, not to report the House leg lation which would boost second cla rates approximately fifty per cent.

The pointed warning was repeated th if the House bill were to become a la many newspapers would be compelled withdraw from the mails.

In some quarters the belief was e pressed that the House bill would nev get past the Senate, nor the Senate b past the House.

With but two weeks of the prese Congress left the thought was also a vanced it might prove impossible to e fect a compromise between the tv branches despite orders of administrati leaders that the proposed postal wage i crease must be taken care of.

The conferees—Senators Moses, New Hampshire, Phipps, of Colorad and McKellar, of Tennessee and Co gressmen Paige, of Massachusetts; Kel of Pennsylvania, and Bell, of Georgia got together for the first time Thursd at a luncheon with Senator Moses.

It was indicated that the Senate confe ees would insist upon the Oddie amen ment, although it seemed probable t House conferees might remain adama against this or any of the other Sena proposals for keeping second class rat virtually where they are.

C. Williams, manager of the Southe Newspaper Publishers Association a rived on the scene Thursday for a seri of conferences with Southern Senato and Congressmen in the hope of helpi to block the House bill if it did for t basis of a conference report.

There was no indication how long t conferees would remain at their task attempting to adjust the radical diffe ences between the Senate and Hou measures, or whether or not they wou be able to reach an agreement befo Congress adjourns sine die on March 4.

Both Senator Moses and Mr. Kelly e pressed the opinion, however, some ki of legislation would be woven into conference report which the Senate a House could then vote up or down.

Congress continued to ignore con pletely the flood of protests from new paper publishing interests still pourir in upon both branches.

Members of Congress were again a vised some of the smaller daily new papers are already contemplating wit drawal from the mails in the event t postage rates are increased.

E. J. Ottaway, publisher of the *Po Huron* (Mich.) *Times-Herald* sent letter to the Michigan delegation e plaining how his paper intends to ove come the handicap of increased rates.

The Times-Herald is now employir six trucks throughout the thumb distric traveling almost 1,000 miles each day expedite the delivery of the papers. M Ottaway believes with the addition another two trucks all the distributi problems of his paper would be solve Furthermore, he believes by this priva method of distribution the Times-Herai would reach subscribers many hou sooner than through the post office "an the ever-decreasing steam railway se vice."

Shipping Board to Advertise

The Shipping Board will soon advertis its entire fleet for sale, T. V. O'Conno chairman, announced in Washington. Ac vertisements will be inserted in new papers throughout the country under t terms of the merchant marine act.

The Cleveland PLAIN DEALER

Goes into the Home and STAYS *there*—



91.9%
of all Plain Dealers which are delivered into the home stay in the home all day
8.1%*

*Of the 8.1% Plain Dealer circulation taken away from the home, 3.2% is always returned to the home.

The Plain Dealer has the BUYERS

Somebody once said that very few morning papers stayed in the home.

Which may be a fact—but *not* in Cleveland.

The Plain Dealer has *proven* otherwise. In this great market, women as well as men read their Plain Dealers. They read the news, the features, the editorials—and what is most important to newspaper space users—the advertisements.

The confidence its readers have in the Plain Dealer is reflected in as great a confidence by the advertisers.

1586 national advertisers believe that the Plain Dealer has the BUYERS; they were responsible for 51% of the total national lineage in Cleveland newspapers in 1924, being placed in the Plain Dealer ALONE. 965 used no other Cleveland newspaper.

J. B. WOODWARD
110 E. 42nd St.,
New York

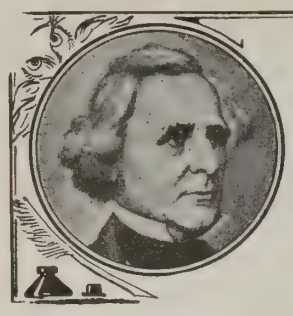
WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

The Plain Dealer

The Plain Dealer* ALONE *Will Sell It



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER THIRTY-THREE

Bennett Moves His Editors Like Pawns on a Chess Board—Pulitzer Buys the World, and Warfare Begins

THE "Commodore," as Mr. Bennett was familiarly known, now began to manifest a disposition to make startingly sudden and arbitrary changes among the members of his editorial staff—the victims of his policy naturally resenting the sudden demotions or dismissals, and an undercurrent of uneasiness was apparent all along the line—no one knew upon whose neck next the axe might fall.

Mr. William J. C. Meighan, who had been appointed city editor in 1877, probably, held that difficult post about as long as anyone, while Edward T. Flynn, as managing editor of the Evening Telegram, with the able assistance of G. A. Shaw, ran it for eight years on the most economical basis possible.

In August, 1881, a special cable in the World announced that Mr. Bennett had invited Frank Lawley, of the *London Telegraph,* to take general charge of the Herald. Mr. Connery had held that responsible position ever since the retirement of Mr. Hudson, but latterly had not approved of Mr. Bennett's vigorous attacks on Kelly and incidentally Tammany Hall, with its influential political coterie, and also on the Catholic Church. Lawley, however, never accepted Bennett's offer. The dispatch went on to say that Mr. Meighan, then city editor, would be sent to represent the paper in London, while Charles Nordhoff, formerly of the Evening Post, was to be the principal editorial writer in place of the late Mr. Chamberlain, with the aid of John R. Young and Joe Howard, Jr. The latter statement was correct, and with this brilliant staff the Herald continued its meteoric career.

In this connection mention should be made of Ivory Chamberlain, the political leader writer and for a time the night editor. He was a tower of strength in the office, and Mr. Bennett wisely manifested the utmost confidence in his politics.

A native of New Hampshire, he became a teacher, and as the principal of the Buffalo High School, he contributed articles to the *Buffalo Commercial Advertiser,* resulting in his becoming a member of its staff in 1855. In 1863, James R. Spaulding, editor of the World engaged him, and he controlled that paper's political columns until 1874, when he accepted an attractive offer from Mr. Bennett. He literally died in harness, his last leader appearing shortly before his death on March 9, 1881, due to pneumonia. The Herald, in its lengthy obituary, said:

"Few men in America have exercised as great an influence in moulding the politics of this generation as he.

"To speak the truth, and so to speak that the world would know it to be the truth was his one aim."

Finally on December 23, 1882, Mr. Connery tendered his resignation, and it was immediately accepted. He told his friends that after 12 years of continuous strain as managing editor, he needed a rest. Joe Howard at the time said:

"The idea that there is any quarrel or trouble between him and Mr. Bennett is absurd. He has illustrated the best qualities in journalism in his distinguished position, and he leaves a great post for needed rest, with the respect of all, and the affectionate regard of many of his associates. His successor is Edward Flynn. Flynn is a Herald boy, who has made a great reputation as editor of the Telegram for eight years."

"Eddie" Flynn, as he was familiarly known, was appointed managing editor a few hours after Mr. Connery had cleared out his big desk in the inner sanctum, and announced jubilantly that he had been given control of every department of the Herald. Mr. Shaw succeeded him as editor of the Telegram, while Mr. Meighan was retained as city editor.

It was at this time that another name, famous in the annals of journalism, was added to the Herald's payroll; it was that of Ballard Smith, member of a distinguished Kentucky family, and who was known as "one of Col. Henry Watterson's young men." He had resigned the managing editorship of the *Louisville Courier Journal* to come to New York as city editor of the World. He set a new pace for his rivals, and it is memorable that he received an unusual welcome from his fellow workers, for a dinner was given him at which every city editor in town was present. Later he was managing editor of the Sun for two years, and his excellent work attracting Mr. Bennett's attention, he came to the Herald under rather peculiar circumstances. Mr. Bennett got the idea in his head to have two city editors on the staff, and for a time W. J. C. Meighan and Ballard Smith alternated at the desk; each when on duty being known as city editor, with full powers, each independent.

Things ran along smoothly for a few months thereafter, when another drastic "shake-up" occurred. A lot of good men were let go and for the third time in twelve months the Herald had a new managing editor in the person of Ballard Smith, who succeeded Edward Flynn on Nov. 21, 1883.

Mr. Flynn was suddenly summoned by cable to Paris for a conference with Mr. Bennett on the causes which had led up to the implacable war that had developed with the newsdealers. Bennett expressed his indignation that the news company he had a hand in organizing through Tyson, should have merged with the American News Company. Poor Flynn hesitated to obey the summons, but finally had to go.

In this connection the World noted how rapidly the New York newspapers were passing under the control of Western men.

"Mr. Ballard Smith is in the Herald's editorial chair; Whitelaw Reid, of Ohio is in charge of the Tribune; Carl Schurz, of Missouri, is in the Evening Post office and the World, we may modestly remark is essentially saturated with the spirit of Western journalism. By the way, Brother Dana of the Sun is an ex-Chicago editor; and Bromley, the new editor of the Commercial Advertiser, is an Ohio man. We feel moved to congratulate Brother Bennett on the promptness with which he caught the progressive step!"

(To Be Continued)

The Loud Speaker of Radio Advertising

Speaking of radio, which everybody is doing nowadays, brings up the subject of radio advertising. Cincinnati, which not only manufactures more radio equipment than any other city but also is the home of three of the greatest broadcasting stations in the country, is naturally a tremendous market for radio merchandise. Cincinnati fans can tune-in on good programs three hundred and sixty-five days in the year. This means a steady demand for sets and parts and a steady response for local newspaper radio advertising.

It is perfectly natural that the Times-Star should be carrying more radio advertising than any other Cincinnati newspaper because the Times-Star is the one outstanding newspaper of selected home circulation in the city and territory immediately adjacent to it. The Times-Star reaches daily, except Sundays, every family in this territory that has enough money to be a purchaser of radio goods. Its waste circulation is practically nil.

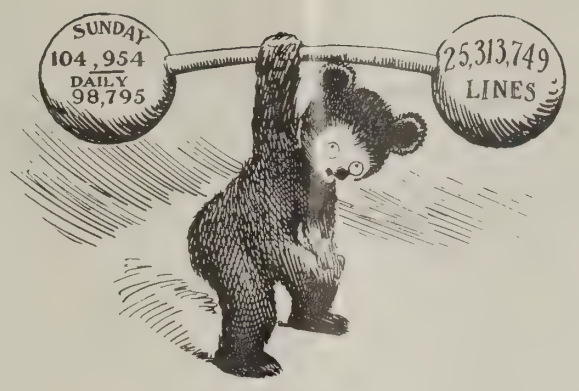
With such a circulation it was also natural that the Times-Star should have been the first Cincinnati newspaper to publish a regular radio section. That it would publish the greatest amount of radio advertising was a foregone conclusion. With 60,345 lines of radio advertising in December and January the Times-Star led the second evening paper by 28,400 lines. Its lead over the leading morning paper on the same publication days was 55,388—over the same paper, including its Sunday editions, six days against seven its excess was 7712 lines.

The Times-Star is the loud speaker of the Cincinnati market in radio as in most of the important fields of merchandising.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



THE REAL REASON

That The Star with its practically complete coverage in circulation—Evening and Sunday—should carry nearly a MILLION LINES MORE advertising last year than all the other papers here combined is only natural. But that is only one reason.

The real reason is that with its vastly larger circulation it combines READER CONFIDENCE—which gives its advertising an influence more important than mere circulation volume.

25,313,749 lines is the record of 1924

An analysis of the Washington Market and how The Star completely dominates it, making it both easy and economical to cover, is very interesting. Yours for the asking.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

FARMERS SELLING PRODUCE DIRECT THROUGH CLASSIFIED COLUMNS

Potency of This Medium Attested to by Those Who Have Tried It Successfully—Some Typical Ads Shown

By F. L. THOMSEN

ONE of the main difficulties in the way of direct marketing has been the lack of means for getting the farmer and consumer together. One way of overcoming this difficulty has been found in the want-ad sections of daily newspapers. The merchant and city dweller have long recognized the value of this medium in getting in touch with each other at the least possible outlay of time and expense. If the farmer is to enter the field of business through direct marketing, why should he not "do as the Romans do"?

At least, so thought E. T. Brown, of Hart, Mich. While located a considerable distance from Chicago, he reads the daily papers of that city, and ran across a section in the classified advertising columns headed "Parcel Post and Express." He has about 300 apple trees just coming into bearing. Owing to the late frosts, the crop was small and on top of this he was offered only 50 cents a bushel in the local market. Inserting a small ad in the Chicago paper in November, he had enough orders to move the crop at $2 a bushel, being compelled to return some of the money and orders unfilled. Expenses of shipping and advertising were about a dollar a bushel, leaving a dollar net for the apples, or about twice as much as could be obtained locally. He plans to do a great deal more business in this way in the future.

This method of reaching consumers has been tried in many other instances. The classified manager of a large city newspaper reports that "We have a list of more than 200 who use our columns during the season for selling their products. Many of them have told us voluntarily of replies and sales they have made in this way."

Another way in which the classified sections have been utilized is in connection with marketing "at the farm." Thousands of city people go for evening or week-end drives on country roads. They are potential customers for all kinds of non-processed farm products. But it must be remembered that they do not know where to go for the things they want, when they can get them, and what products are available at what price. City consumers are accustomed to convenience in buying, and if the farmer is to sell to them direct, it is necessary to furnish this information. Want-ads inserted in the local papers a few days in advance is an easy, satisfactory, and inexpensive way of doing this.

Practically all the products of a 700-acre farm near Springfield, Mass., are disposed of to consumers right on the farm. City people are invited out to see the haying and other farm operations, and they usually take a load of produce home with them. Twenty acres of potatoes, dug by machine, were advertised; people came out, had the fun (Yes, city people think it's fun!) of picking them up, and saved considerably over the store price. This farm ran regular ads in the local papers, and had no trouble to dispose profitably of its various products in this way.

J. S. Roherty, Jr., who has a farm near Janesville, Wis., became dissatisfied with marketing conditions in his community. Apple growers were faced with apples rotting in the orchards, while consumers in town were paying above $3 a bushel. He began advertising in the local paper in September, and sold more than $500 worth of apples and cider from a farm of which the orchard was a side-issue. While this involved considerable work, as Mr. Roherty did the picking and sorting himself, he reports that "people do answer want-ads, and if you can produce a quality product at a reasonable price, you can build up a big trade, as people prefer the clean, fresh product, and some will pay a premium for it."

R. T. Glassco, county agent at Janesville, Wis., reports that "a small ad in the local paper does a vast amount of good. A large number of our farmers use this method of selling their surplus, and almost any issue of our paper contains such ads."

Newspapers at Ottumwa and Davenport, Ia., instituted a farm products section in the classified columns which met with good success. Some merchants objected to the idea, thinking it would take business away from them, but if properly approached, they can be made to understand the situation. Newspapers who fear the wrath of advertisers, in this connection, have simply not put the matter up to them in the right way.

Some products which can be marketed on the farm through the use of want-ads are:

Onions, rhubarb, asparagus, radishes, lettuce, sweet corn, peas, beans, cabbage, watermelons, canteloupes, potatoes, strawberries, raspberries, blackberries, huckleberries, tomatoes, peaches, pears, cherries, apples, plums, grapes, honey, eggs, poultry, butter, cheese, cider, nuts, preserves, jellies, meat products.

The advantages which come from using want-ads in marketing these products may be summarized as follows:

First, when the farm is not on a good road, near a city of 5,000 population or more, they enable the producer to get into touch with consumers in the city, who can be supplied by parcel post, freight, and express.

Second, for farms which specialize in certain products, such as eggs, they furnish a means of getting in touch with retail stores, which may be supplied by parcel post, freight, express, or by personal delivery. Many farmers load up and "hawk" their produce from one store to another until everything is disposed of. If want-ads were used to get in touch with stores, they would know just where to go, and their list of customers would be constantly added to, with a consequent saving in time and enlargement of business.

Third, many farmers with a good location near a city can advertise their products for sale "on the tree" or "in the field." Consumers, being notified ahead of time, can take containers with them on their trips, and do their own picking. This arrangement would be almost impossible without want-ads. This avoids one of the main objections to direct marketing, namely, the time taken from farm work.

Fourth, if roadside markets are desirable, an increased volume of business is made possible by the use of want-ads, because the city consumer likes to go to a denifite place for a definite article at a definite price. In addition to this, the necessity of staying open all the time is avoided, as a certain time during the day may be specified in the ad.

Fifth, on all farms there are certain products, produced in small quantities for home consumption, of which there is usually a surplus. The latter is often too small a quantity for marketing through the regular channels, and want-ads in connection with parcel post or "at the farm" marketing can be used effectively to dispose of them.

In writing the ad, the farmer should get the assistance of the advertising people of the paper. It should, above all, be interesting, with a "farmy" touch to it—human interest. Before writing the ad, jot down the important things you wish to mention, then choose the most interesting point for the first sentence. Use short, snappy words, and finish up with some positive suggestion to get action. The advertisement should give a description of goods, price, and full directions as to location of farm, especially where the parcel post is to be used. Several examples follow:

"Ripe, juicy melons, all kinds of vegetables, right from the garden, at Sunrise Farm's roadside stand. Four miles out on Highway Twelve. Drive out tonight."

"Delicious grapes—pick 'em yourself at Sunrise Farm. Best for jellies and jams. Bring your own container, save money, and have loads of fun. Four miles out on Highway 12."

"Fun-exercise-economy. Get your winter's supply of potatoes now. Pick-em-up at Sunrise Farm, 4 miles out on Highway 12. We furnish the sacks. Save —— a bushel and enjoy an outing on a real farm."

"Our Plymouth Rocks are proud of the eggs they lay for you. Strictly fresh, prepaid by parcel post. Send ——— for ——— dozen. Fairview Farm, Blank, Ia."

Woman Becomes City Editor

Mrs. Roy W. Lewis, formerly a reporter on the *Marion* (O.) *Star*, has become city editor of the *Bellefontaine* (O.) *Index-Republican*.

FORESHADOWED EVENTS

Feb. 23-24—Advertising Managers of New York State Dailies, Geneva, N. Y.
Feb. 25-27—Iowa Press Assn., annual meeting, Des Moines, Ia.
Feb. 27-28—11th District, A.A.C.W., annual convention, Boulder, Colo.
Feb. 27-28—Assn. Managers, A.A.C.W., meeting, Traymore Hotel, Atlantic City.
March 1-3—Fourth District, A.A.C.W., annual convention, Jacksonville, Fla.
March 6-7—Osark Press Assn., 15th annual meeting, Springfield, Mo.

Applegit Resigns from Brooklyn Eagle

Elmer M. Applegit, feature and radio editor of the *Brooklyn Eagle*, has resigned after 15 years' service to be associated with the Vacuum Oil Company in charge of publications.

MOST of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Assn.

Executive Offices, Evening Star Building, Washington, D. C.

New classified ads that won't stick aren't worth any more than that kind of friends

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia



FEG MURRAY

A Champion Athlete and
A Champion Sports Cartoonist

ACTION!

And he does it in only 2 columns with a 4-col. Saturday spread.

Murray also knows what he's writing about; and he can write.

For sample proofs and for terms Wire to

METROPOLITAN NEWSPAPER SERVICE
MAXIMILIAN ELSER, JR., *General Manager*
150 NASSAU ST. NEW YORK CITY

And now the best is also the cheapest

Newspapers cannot afford to burn their bridges behind them by scrapping steam tables, using narrower paper, and making their plants solely dependent upon a supply of dry mats without being absolutely *certain* of the supply and of the uniform quality of the mats. That nearly 400 newspaper publishers have already done so shows their faith in the WOOD DRY MAT and their confidence in the people behind it.

Wood Flong Corporation can truly say that never once in its twelve years of existence has it failed to promptly ship any quantity of dry mats ordered. During the war and post-war period when print paper was almost unobtainable at any price WOOD DRY MATS were in ample supply and at a level price.

This Corporation does not and never has made special runs of samples, free or otherwise. Every WOOD DRY MAT is a sample of the one before and the one behind it. Quality and uniformity in product come first. Low selling price comes not from cheapening materials or manufacture but solely from increased production of a superior dry mat.

Wise publishers appreciate the comfort and sense of security that comes with their use of WOOD DRY MATS. They know that "free samples" are extremely costly in the end as invariably they misrepresent quality and uniformity of thickness. The confidence in us of hundreds of publishers has not been gained by the distribution of "free samples," specially made for demonstrating purposes.

They know this Corporation is a solid and reliable concern which makes the best possible dry mat and in ample supply, and voluntarily gives its customers the full benefit of decreased manufacturing costs as soon as effected.

The WOOD DRY MAT is not the only dry mat, but it is the only *safe* one for the newspaper to use. And in this commodity *the best is also the cheapest.*

WOOD FLONG CORPORATION

501 FIFTH AVENUE NEW YORK CITY

NEW JERSEY EDITORS MEET IN TRENTON

Round Table Discussions Supplant Set Program of Speeches at Mid-Winter Gathering of Dailies and Weeklies

(*Special to* Editor & Publisher)

Trenton, N. J., Feb. 17.—With the largest attendance in its history the annual mid-winter business session and luncheon of the New Jersey Press Association was held here yesterday in the Stacy-Trent Hotel. At the business session there were two round table discussions. R. E. Lent, of the *Passaic Daily News,* president of the Association, announced that a departure from the practice at other winter meetings had been taken this year, which eliminated from the program prominent men in the field of journalism and turned the business session over to a discussion of methods used in getting out a newspaper.

There were two round table discussions along this line. One for the New Jersey dailies was led by William D. Bryant, of the *Paterson Press-Guardian,* and the other for the weekly publications by D. H. Moreau, of the *Hunterdon County Democrat.* The program for each of these classes was not confined to strictly business topics, but was open to anything that an editor had on his mind to suggest. This produced a wide range of subjects.

One of the most interesting discussions among the dailies was provoked in response to the query: "Co-operation and Merchandising. How Far Should a Newspaper Go?" The thought was expressed that the publisher of the daily newspaper is not expected to go out and sell the advertiser's goods for him and put them on the counter. That is not the function of the newspaper. But it might be very helpful all around to determine whether a national advertiser's goods have really reached the city and been distributed ready for sale before the advertising campaign begins. Otherwise, the effect may be lost and the concern taking the space may blame the newspaper for his advertising vehicle and mark it down as a poor medium if business does not result.

The thought was also expressed that it is legitimate co-operation to furnish mailing lists of retailers and other local available data of advantage to the national advertiser when he wants to market his wares in a publisher's particular territory.

The consensus of opinion heard from the weekly editors was that chain store advertising is a good proposition and pays. If postal rates discriminate against the country weekly and in favor of the magazines, it is because the latter maintains a stronger lobby at Washington. If a member of the Association cuts the rates for legal advertising he should not be permitted to remain a member, it was stated.

A school of journalism at Rutgers College, New Brunswick, is being backed by the New Jersey Press Association. The organization is now in its greatest strength, having more than 200 members. For his work in devolping the Newspaper Institute held for several years at Rutgers College, under the auspices of the New Jersey publishers, Carl Woodward, of the college, was made the recipient of a handsome gold watch.

Two deans of the profession, Samuel L. Garrison, of the *Boonton Bulletin,* and Eugene K. Burke, of the *Hackensack Republican,* were felicitated upon having reached the 80th milestone of life, in resolutions adopted.

Governor George S. Silzer, of New Jersey, and the Rev. Dr. S. Parkes Cadman, well known Brooklyn clergyman, were the chief speakers at the luncheon held in connection with the meeting.

Among the new members announced were Lionel Scheurer, of the Amusement Publishing Company, Atlantic City; Alva E. Lamberton and Ernest H. Smith, *Morristown Daily Jerseyman;* George W. Swift and Elmer E. Stanion, of the *Elizabeth Daily Journal.*

SONGS OF THE CRAFT

Written Exclusively for Editor & Publisher

By Henry Edward Warner

SOME PEOPLE FRET

Some people fret when things go wrong,
When things go wrong in the shop;
The tremolo sticks in the daily song
And the office boy pushes the tears along
At the end of the office mop!
They weep and fret and cuss and swear,
But it never seems to get 'em anywhere.

The City Desk is a roaring howl
When something goes on the skid!
It's something fearful to hear the yowl
And to tremble with fear at the M. E.'s growl
When a bad scoop lifts the lid!
They pass the buck, and they kill life's joy
From the editor-in-chief to the office boy.

Some people fret; as for me, I sit
And smile as the wails pass by!
It doesn't seem to worry me a bit,
For tomorrow is another day for all of it,
And we all gotta live till we die!
So weep and fret if you like, and swear,
It'll never, never, NEVER get you anywhere!

COOLIDGE AT PRESS BANQUET

Staff of Washington Evening Star Holds Annual "Speechless" Affair

President Coolidge and other government officials attended the annual "speechless" banquet of the *Washington Evening Star* Club, Feb. 11.

Among notables present were: Senator Arthur Capper; Postmaster General Harry New, formerly of the old *Indianapolis Journal;* Senator George Moses, formerly of the *Concord* (N. H.) *Monitor;* Senator Carter Glass, *Lynchburg News;* Frank Kent, *Baltimore Sun;* Richard Probert, of the Associated Press Washington bureau; and David Lawrence, of the Consolidated Press.

Frank B. Noyes, president of the Evening Star Company, and Rudolph Kauffman, the Star's managing editor, had seats of honor.

Instead of speeches, the *Morning Star,* a replica of the evening newspaper, replete with gibes and satire, in print, cartoon and photograph, was distributed to guests.

Officers of the Evening Star Club, which is composed of employes and officials of The Evening Star Company, are:

C. Fred Cook, president; Royal E. Corwin, vice-president; J. Emory Ellett, secretary; Neville D. Miller, treasurer, and these members of the board of governors; William H. McLean, junior past president; Henry G. Hanford, Edward E. Miller, T. Doran McCarty, Gilbert H. Crim, Charles D. Keller and Roy K. Whitford.

CALL BUYS NEW EQUIPMENT

Allentown Daily Installs Speedaumatic Machine for Mailing

The Allentown Call Publishing Company, publisher of the *Allentown Call* has just purchased a complete installation of Speedaumatic equipment to perfect the delivery of their subscription mail. Call claims to be the first paper in Pennsylvania to utilize this service.

This is the same type of equipment operating in the *New York Times, Christian Science Monitor, Chicago Tribune* and other large metropolitan dailies. The large mail circulation of the Call makes this method of benefit to a considerable percentage of the subscribers in their trading area.

Mr. Publisher

The value of your staff of reporters would be increased if they read

GETTING THE NEWS

By William S. Maulsby

Buy a copy for each!

$2.25

Harcourt, Brace & Co.

Hodapp Joins New York Group

Henry G. Hodapp, advertising manager of the Wells-Dickey Company and the Wells-Dickey Trust Company of St. Paul for the past ten years, has joined the advertising department of the National City organization of New York. Mr. Hodnapp is president of the Advertising Club of Minneapolis and vice-president of the Financial Advertisers' Association.

IOWA PRESS TO AWARD CUPS FOR MERIT

Community Service and General Excellence to Win Prizes at Annual State Meet in Des Moines Feb. 25-27

The Iowa Press Association will present four cups to state publishers for outstanding newspaper endeavor during the year and the announcement of the awards will be a feature of the annual association meeting in Des Moines, Feb. 25-27. The publication with the most noteworthy community service in 1924, in both the daily and the tri-weekly, semi-weekly or weekly group will receive a cup; the third cup goes to the paper with the best front page and general excellence in the smaller paper field and the fourth cup, donated by the *Des Moines Register and Tribune-News* to the paper in a city of more than 1,000 for the best general newspaper excellence. The first two cups will be given by the Iowa State Chapter of Sigma Delta Chi, journalistic fraternity and the third cup is from the association itself.

Principal speakers at the first day's meeting will be George F. Thayer, of the *Marshalltown Times-Record* on the cost of securing out-of-town subscribers; Lafe Young, Jr., *Des Moines Capital,* will discuss the postal rates increase and Joe Carmichael, former business manager of the *Davenport Times* but now director of public utilities information bureau will talk of the relationships between the utilities and the newspapers. The second day, Ben J. Gibson, state's attorney-general, will talk of "Iowa Banks and Newspapers."

Ad Manager Made City Editor

James A. Beach, advertising manager of the *Gloversville* (N. Y.) *Morning Herald* has been made city editor. He is succeeded by Lauren K. Hagaman.

An Unusually Fine Outfit For Sale

Plant of

ALBANY EVENING JOURNAL.

The Albany Journal having been sold to The Evening News through the agency of Palmer, DeWitt & Palmer, the entire mechanical outfit has been placed in our hands for sale.

Hoe Sextuple Web Press with complete stereotype equipment

2 Model 8 Linotypes
2 Model 9 Linotypes
1 Model 17 Linotype
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1 Model C Intertype
1 Linotype Slug and Border Caster
1 Ludlow Typograph with 4 matrix cabinets

Complete outfit of Hamilton Steel cabinets, desks, tables, etc.

Furniture of editorial and business departments, desks, safes, typewriters, etc.

This entire equipment (except the Model 1 Linotypes) was purchased new in 1918 or later, and is in fine condition in every respect.

For appointment to see the equipment or further details, wire or write

PALMER, DEWITT & PALMER
350 Madison Avenue
New York

BAKER SALES COMPANY
200 Fifth Avenue
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MIXED FACES

Continuously Composed—Continuously Distributed

WITHOUT removing his hands from the keyboard, the operator of a Model 26 Linotype can set intricate catalogue, directory or advertising matter in which several different faces are combined in the same paragraph or even in the same line. He can set it practically as fast as straight matter because the matrices from the two main and two auxiliary magazines can be mixed at will and are automatically returned to their respective magazines.

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THE DOUBLE JUNIOR AU

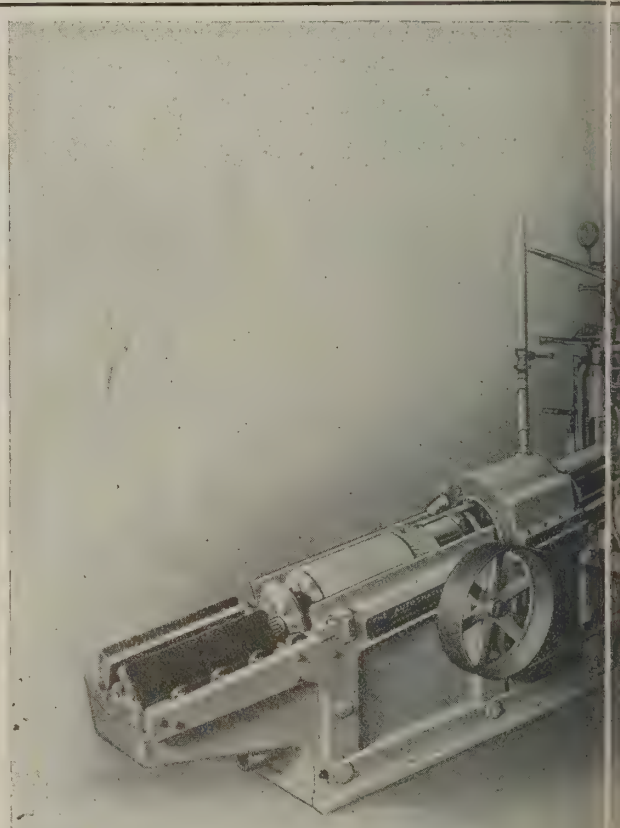
Is the Standard Platema

It is built for heavy production, and is capable
Its capacity is six

The extent to which the modern metropolitan daily has found it necessary to develop its platemaking capacity is illustrated by the following facts:

The PHILADELPHIA INQUIRER, the PHILADELPHIA EVENING BULLETIN, and the CHICAGO DAILY NEWS, have each five Double Junior Autoplate-Autoshaver units with a capacity of thirty plates a minute, while the NEW YORK TIMES, the NEW YORK AMERICAN, and the CHICAGO TRIBUNE have each four units with a capacity of twenty-four plates a minute.

Other newspapers having in use from one to three Double Junior Autoplate-Autoshaver units are the ATLANTA JOURNAL, the BALTIMORE SUN, the BALTIMORE AMERICAN, the BALTIMORE NEWS, the BOSTON POST, the BOSTON GLOBE, the BOSTON HERALD, the BOSTON AMERICAN, the BIRMINGHAM NEWS, the BROOKLYN EAGLE, the BUFFALO NEWS, LA NACION, Buenos Aires, the CINCINNATI POST, the CINCINNATI TIMES STAR, the CLEVELAND NEWS LEADER, the CLEVELAND PRESS, the CLEVELAND PLAIN DEALER, the CHICAGO HERALD EXAMI-



It embodies the fruits of th

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Remember, upon the volume per minute of your pla
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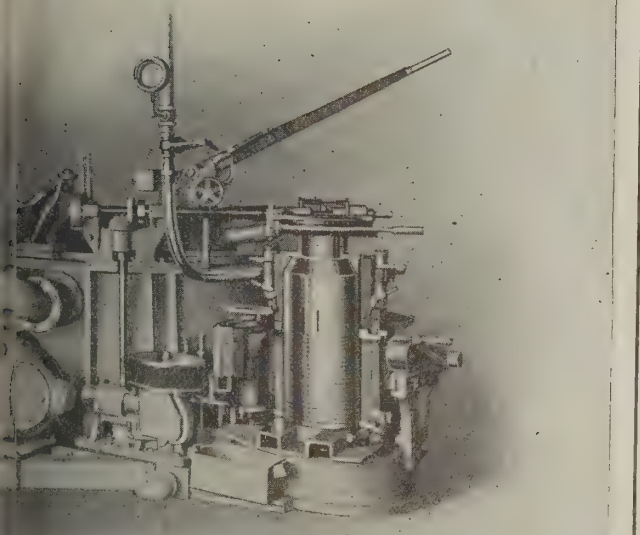
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curing long periods of hard work at high speed.
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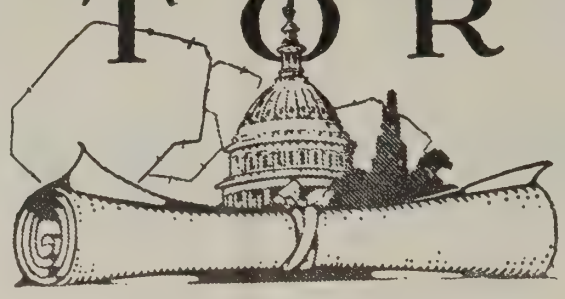
rce of all who have used it.

ETROIT NEWS, the DETROIT TIMES, the ALAS NEWS, the DENVER POST, the FORT WORTH STAR-TELEGRAM, the HAMILTON SPECTATOR, the HOUSTON CHRONICLE, the HOUSTON POST DISPATCH, the HARTFORD TIMES, the INDIANAPOLIS NEWS, the KANSAS CITY POST, the KANSAS CITY STAR, the LOUISVILLE COURIER-JOURNAL, the LOS ANGELES HERALD, the LOS ANGELES EXAMINER, the LOS ANGELES TIMES, the MILWAUKEE JOURNAL, the MILWAUKEE SENTINEL, the MINNEAPOLIS TRIBUNE, the MINNEAPOLIS JOURNAL, LA PRESSE, Montreal, the MONTREAL STAR, the NEWARK EVENING NEWS, the NEW ORLEANS TIMES-PICAYUNE, the NEW YORK TELEGRAM-MAIL, the NEW YORK SUN, the NEW YORK EVENING POST, the NEW YORK NEWS, the NEW YORK WORLD, the NEW YORK HERALD-TRIBUNE, the NEW YORK DAILY MIRROR, the OAKLAND TRIBUNE, the PHILADELPHIA PUBLIC LEDGER, the PHILADELPHIA RECORD, the PITTSBURGH GAZETTE TIMES, the PITTSBURGH PRESS, the PROVIDENCE JOURNAL, the RICHMOND NEWS LEADER, the ROCHESTER TIMES-UNION, the SAN FRANCISCO EXAMINER, the SAN FRANCISCO CHRONICLE, the SAN FRANCISCO CALL, the SEATTLE TIMES, the ST. LOUIS POST DISPATCH, the ST. LOUIS GLOBE DEMOCRAT, the ST. LOUIS STAR, the ST. PAUL NEWS, the ST. PAUL DISPATCH, the TORONTO GLOBE, the TORONTO TELEGRAM, the TORONTO STAR, the WASHINGTON TIMES, the WASHINGTON POST, the WASHINGTON STAR.

capacity must always depend the celerity of your away

INERY CORPORATION
EW YORK CITY

EDITORIAL



Lie not one to another, seeing that ye have put off the old man with his deeds;
And have put on the new man, which is renewed in knowledge after the image of him that created him:
And above all these things put on charity, which is the bond of perfectness.
And let the peace of God rule in your hearts, to the which also ye are called in one body; and be yet thankful.—Colossians; III, 9-10-14-15.

HOAX HOAXING

KIPLING has said "any horror is credible." For torturing suspense the Kentucky cave tragedy has no parallel in modern news annals. The fate of the obscure country boy, Collins, became the intimate, personal concern, through newspaper communications, of perhaps two-thirds of the population of the globe. The agonizing experience of the trapped lad called out the sympathy of mankind.

It remained for a single reporter, although privileged to be at the scene, to play a stupid part of skeptic. With abundance of authentic information upon which to base the primary fact that Collins was in the tomb, this newspaper man, whether from genuine doubt or to whip up a fake "exclusive," took the pathetically puerile hoax angle. The press in general immediately challenged this view with definite facts and authentic statements, but an official investigation was required to set aside this false notion.

True enough, there are plenty of rogues capable of impudent advertising plants. Reporters are required to sense such impositions. But it seems incredible that a discriminating man at Cave City could have gone so far wrong as to play, in good faith, a hoax angle on this story. The official report indicates that it was a deliberate and conscious fake. The reporter is alleged to have defended news faking as an institution. He failed to appear before the Governor for an open hearing. Such work, compared with the really heroic enterprise of the correspondent of the *Louisville Courier-Journal* and the patient night and day work of the other men on the assignment, was shabby stuff indeed. The official condemnation of the hoax story needs no embroidery here. The newspapers of the country did well to give full publicity to the official finding that this silly fake was the crude work of a single individual.

Many newspapers spend more than $10 per year to get, serve and hold a country subscriber. It's worth it only if the advertising department is capitalizing such circulation.

A TECHNICAL OBJECTION

SIDNEY THATCHER recently said, in an EDITOR & PUBLISHER interview, that "certain English men and women have found that their views are wanted by American newspapers and have set and demand their own price," * * * "it is quite easy for an American newspaper man in England to obtain an 'exclusive interview' with an 'authority' if he is willing to lay the cash down on the table for it."

The Labor Government, Lloyd George and Winston Churchill, were mentioned, but *The Newspaper World*, of London, declares it an "unfounded statement."

The denial appears to be technical. Interviews with Mr. George or Mr. Churchill may not be paid for, but there is a procedure something like this: A reporter calls for an interview. Comes a good question. Mr. George or Mr. Churchill may say: "Let me consider that; I might like to write an article on it." There are authentic instances where Mr. Churchill has been paid $250 for a newspaper length article; Ramsay Macdonald, $500; Lloyd George is now under contract to write regularly for the American press.

But, why all this denying and explaining? Bradford Merrill, of the Hearst newspapers, this week said: "We have paid as high as 85 cents per word for interviews or statements from British celebrities, and were glad to. We do not criticize the system. Lloyd George is an excellent writer and he has to earn his living. Writing is Macdonald's profession. Churchill was once employed by the *New York World* to report the Boer War as a staff correspondent. Lady Astor requests pay for interviews, negotiates, although her husband's income is estimated as between $500,000 and $1,000,000 per year. People have a right to sell their words, or opinions, as a commodity."

Every newspaper editor in New York has had experience in dealing with British authorities on special subjects, such as Shaw and Wells. The system is not uncommon in America. Nearly 20 years ago we recall visiting Lincoln, Neb., for an interview with Bryan and returning with a "signed statement" for which a check was written.

NOT A SUBSTITUTE

JUST what do you think is meant by the following statement contained in the newly adopted code of ethics of the Wisconsin Press Association: "We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated."

We are convinced that it was accepted in the best of faith, but it is the sort of declaration which suits the artful publicity exploiter of the press to perfection. It is exactly what the ponderous, ingratiating "public relations" expert asks for. His argument that his publicity is "news" fits in nicely. He has no objection to being quoted, although his name may carry no conviction to the reader nor absolve the newspaper if statements are challenged. His business is to stand between some employing person or industry and the public press, and although he may assume to be a proper news source, he may easily be repudiated, as we well know. He is not in the position of a lawyer representing a client, although he often assumes that stand. A lawyer is an officer of the courts, responsible and checkable. A propagandist or press agent, here today and there tomorrow, is responsible to no one.

There is no substitute, in prescribed rule or regulation, for the practiced, balanced, intuitive selective sense of the individual editor on the job. Intelligently he discriminates between right and wrong, fit and unfit, "propaganda" and "news." Rules need not be made for his guidance.

We agree that science has something to tell police authorities and newspapers concerning unsolved crime mysteries—in fact, the investigator who deals with crime in true terms of psychoanalysis should prove the greatest detective of the age.

February 21, 1925 Volume 57, No. 39

EDITOR & PUBLISHER
Published Weekly by
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1115 *World Building*, 63 *Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 34 rue Thiers, Boulogne-sur-Seine (Seine).
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

GOOD CANADIAN SENSE

THE clearest statement we have so far seen o the issues in the agitation for a pulpwood em bargo by the Dominion of Canada is the repor on page three of this issue of EDITOR & PUBLISHE of a meeting at Toronto under the auspices of th Canadian Pulpwood Association. Here you hav representative Canadian pulp and lumber men, speak ing plainly of conditions which they well understand These statements indicate the character of the propa ganda that has been fostered in Canada during th past six months, until it has become a political issue

We agree that it is a Canadian problem, fo Canadians to solve. The propaganda has been nois and clamorous, but we are convinced that any dis tortion of facts, particularly as regards conservatio of resources in relation to spruce cut for pape uses, is apparent to the government and the cool headed business men of our good neighbor across th northern boundary.

The wonder among radio men, experts and novices, is how a radio amplifier connected with the electric light wire which stretched through the earth to Floyd Collins' body, could possibly indicate sound. An interesting explanation is due.

DANGEROUS "HOT STUFF"

THE caption that a deskman wrote under a one column picture of Professor M. F. Guyer, of th University of Wisconsin, read: "Why death Professor Guyer believes that death can be averte He bases his belief on the fact that he has been ab to keep cells and tissues of a human body alive f an indefinite period. He uses a chemical soluti containing lithicum chloride. Death, he says, resul from parasitic accumulations in human cells, and c be corrected by rejuvenating the tissues."

The picture and cut-lines appeared in many new papers, across the country.

An EDITOR & PUBLISHER correspondent at Madiso Wis., advises that this obviously misleading captio written to create sensation, has brought to the do of the scientist a pathetic grist of woe. From vario parts of the country letters have "poured in" fr helpless cripples, persons suffering from believed curable diseases, old men and women, all begging f pills, tablets, or "this chemical," as a means of escapi the Grim Reaper, or delaying his visitation. C correspondent sends excerpts from such letters wh would wring the heart of any man.

It appears that Professor Guyer, of the biolo department of the university, gave a public lecture "Recent Advances in Biology." This was repor by a local newspaper correspondent who wrote popularized story for lay consumption. He play up Profesor Guyer's summary of experiments keep tissues alive indefinitely in the laboratory throu repeated destruction by a chemical solution of parasitic accumulations that collect in the cells. T professor theorized on the possible application these experiments to human life.

This story seems to have been fair enough repo ing, but it was when another writer attempted "boil" it for a cut-line the mischief was done.

"I am like a drowning man anxious to grab t any straw hoping to find one that will bear me u wrote one paralytic to Professor Guyer. He w on pathetically about his family responsibilities implored the professor to tell him if he could juvinate the tissues of my body," and to "please cept the undying gratitude of a helpless fellow ma

An old man at Butte, Montana, victim of a ma nant disease, begged that the "cure" be sent C. O. because his "physical and mental ability" was be "ruined" by a "peculiar form of eczema, perha which with a tenacious, creeping, crawling and itch seems determined to reach every part of my bod

Such is the character of the agonizing appe each based upon false hope created by a reckless c line writer, mind fixed on conclusive "hot stu rather than ordinary honest reporting of a phase scientific experimentation and theorizing.

New York Publishers' Association is considering the principle of group purchasing of supplies as a measure of economy.

PERSONALS

ROBERT P. SCRIPPS and Mrs. Scripps sailed from New York Feb. 7, on the Cunarder *Mauretania* to spend about three months on the Riviera.

William Randolph Hearst, accompanied by a large party of friends, arrived in Los Angeles by special train recently, from a trip through Mexico.

Willis J. Abbot, editor of the *Christian Science Monitor,* and Mrs. Abbot are spending three weeks at Pinehurst, N. C.

William F. Metten, publisher of the *Wilmington* (Del.) *Every Evening,* was recently unanimously elected president of the Chamber of Commerce of Wilmington.

G. C. Willings, vice-president of the Intertype Corporation, left New York recently for his annual vacation in Florida.

Fred Naeter, publisher of the *Cape Girardeau* (Mo.) *Southeast Missourian,* left Cape Girardeau Feb. 17, with his family on a boat trip to the Mardi Gras in New Orleans.

Harvey D. Burrill, president and publisher of the *Syracuse* (N. Y.) *Journal,* is on a trip to Bahama Islands and Miami, Fla. During his absence Mr. Burrill's front page column of news "Flashes" is being conducted by Louis D. Burrill, recently elected secretary of the company.

Ralph Beaver Strassberger, publisher of the *Norristown* (Pa.) *Times-Herald,* accompanied by Mrs. Strassberger, have arrived at Palm Beach, where they are opening their villa, El Hura, on Ocean Boulevard.

John Skinner, editor of the *Austin* (Minn.) *Herald,* and Mrs. Skinner left recently for a six months' tour of Europe.

IN THE BUSINESS OFFICE

HARRY COMPTON, formerly classified advertising manager of the *Springfield* (O.) *Daily News,* is now assistant display advertising manager of the News.

Victor Burschell has resigned as advertising manager of the *Scranton* (Pa.) *Scrantonian.*

Ralph Hirsch, advertising manager of the *Columbus Ohio State Journal,* has returned from a trip to Florida.

Eugene Fellows has joined the advertising staff of the *Scranton* (Pa.) *Republican.*

B. F. Grant, general manager of the *Salt Lake City Deseret News,* accompanied by his daughter Delora has gone to the Pacific Coast on a business and pleasure trip.

G. C. Krause, circulation manager of the *Parsons* (Kan.) *Daily Sun,* and Mrs. Krause are parents of a daughter, Carrol Kathryn.

W. B. Andrus is now circulation manager for the *Sioux City* (Ia.) *Journal* in the Black Hills section of South Dakota.

Frank C. Burchard has joined the staff of the New York office of *Better Homes and Gardens* to fill the vacancy caused by the resignation of John V. Fallon.

Tom Darlington, manager of national advertising for the *San Antonio Express and Evening News,* has been made a director of the San Antonio Advertising Club and chairman of the Educational Committee.

IN THE EDITORIAL ROOMS

EUGENE FOWLER, managing editor of the *New York American,* returned to New York this week from a visit to the William Randolph Hearst ranch at San Simeon, Cal., and an inspection of Hearst newspapers on the Pacific Coast.

Howard Kahn, managing editor of the St. Paul (Minn.) *Daily News,* has been named a director of the St. Paul Athletic Club.

Ian W. Gallagher, head of the telegraph desk of the *Cleveland News* and *Sunday News-Leader,* spent 10 days at Sand Cave, Ky., covering the Collins story for his papers.

Lawrence G. Holmes has resigned as Cleveland correspondent for the *Christian Science Monitor,* Boston. Marshall R. Hall, financial editor of the *Cleveland Times,* succeeds him.

Pat Purcell, formerly with the *Fargo* (N. D.) *Forum,* has joined the sports staff of the *Minneapolis* (Minn.) *Tribune,* succeeding Bernard Swanson, who has joined the sports staff of the *St. Paul Dispatch and Pioneer Press.*

John H. Sines, associate editor of the *Trenton Times,* is in Atlantic City, recuperating from a major operation.

W. L. Huggins, business reporter of the *Topeka* (Kan.) *State Journal,* has resigned to become assistant to the vice-president of the St. Louis and San Francisco railroad.

Ralph Hull, formerly with the Associated Press, has joined the local staff of the *Columbus Ohio State Journal.*

E. A. Vandeventer, formerly managing editor of the *Salt Lake City Telegram* and one time editor and publisher of the *Oakland* (Cal.) *Post-Enquirer,* has been named managing editor of *Sunset Magazine.*

Charles E. Clayton, assistant librarian, School of Journalism, University of Missouri, has returned to his former place on the *St Louis Globe-Democrat* news staff.

Fred Burgner, former reporter of the *Trenton Times,* has returned to the Times as a desk man. Previous to his return, Mr. Burgner had been connected with the Associated Press in Newark and New York.

Alonzo Cinq-Mars, representative of *Montreal Le Presse* in the press gallery of Quebec Legislature, has been appointed translator of debates at Ottawa.

Preston Williams is now Jackson correspondent of *New Orleans Times-Picayune,* succeeding Keeton Arnet, who has become managing editor of the *Vicksburg* (Miss.) *Herald.*

Deane Van Luven, formerly a member of the street staff of the *Windsor* (Ont.) *Border Cities Star,* has taken over the sports desk succeeding F. J. Carveth, who has joined the sports staff of the *Detroit Free Press.*

Roger W. Foster, reporter, has been made dramatic editor of the *Springfield* (O.) *Daily News.*

Clayton W. Pryor has been promoted from the city hall run to the night city editorship of the *Springfield* (O.) *Morning Sun.*

E. M. Hager of Brookston, Ind., has been made news editor of the *Rossville* (Ill.) *Press.*

Allen Eddy, Sunday editor of the *Syracuse* (N. Y.) *Herald,* is taking a winter vacation at Rockledge, Fla.

Henry Wadsworth Kenny, formerly of the *Honolulu Advertiser* editorial staff, has resigned as editor of the *Tokio Trans-Pacific* to become managing editor of the *Peking Leader,* English daily. He will act as Peking correspondent of the *Tokio Japan Advertiser.*

T. M. Vesey has resigned from the news desk of the *Cleveland Times.*

Walthall Littlepage, for two years *San Antonio Evening News* police reporter, has resigned to become assistant manager of a bus transportation company.

William R. Stotler, formerly city hall reporter for the *Tacoma* (Wash.) *News Tribune,* has been transferred to the commercial run, his place being taken by Nelson Hong.

Charles W. Penrose, journalist and poet of Salt Lake City, one time editor of the *Salt Lake City Deseret News* and other Utah papers, is seriously ill at his home. Mr. Penrose celebrated his 93rd birthday on Feb. 4.

HOLDING NEW POSTS

ROSS McMICHEL, from editor, *Bellefontaine* (O.) *Index-Republican,* to city hall run, *Springfield* (O.) *Daily News.*

FOLKS WORTH KNOWING

SINCE graduation from St. Benedict's College at Atchinson, Kan., Carl Brockhagen, managing director of the *San Fanrcisco Daily Herald,* has had a wide newspaper experience, which has put him well up in the worth knowing class.



CARL BROCKHAGEN

He has held various positions with the *Des Moines Capital, Spokane Spokesman Review, Seattle Post-Intelligencer, San Francisco Call, Chicago Herald,* and *Oakland Enquirer.*

For several years he was part-owner of the Oakland Enquirer selling his interest to William Randolph Hearst in January, 1922. He remained with Mr. Hearst as vice-president and business manager until September, 1924, when he became associated with the Vanderbilt tabloid in San Francisco.

In addition to his newspaper work, he has been active for the last 20 years in the direction of advertising clubs. He was president of the Seattle Advertising Club for two years, and served as president of the San Francisco Advertising Club.

Harold F. Hartley, from *Dayton* (O.) *Herald* to *Springfield* (O.) *Morning Sun.*

W. B. Grauel, from *Little Rock Arkansas Gazette* to state desk, *Jackson* (Miss.) *Daily News.*

T. M. Davenport, from *Jackson* (Miss.) *Daily News* to Associated Press Bureau, New Orleans.

Arthur C. Prine, from *Cincinnati Post* staff to *Cleveland Press.*

Miss Anna Dienst, from assistant city editor, *Shenandoah* (Ia.) *Sentinel-World,* to news staff, *Pocatello Idaho State Journal.*

Ray H. Pfau, from real estate run, *Milwaukee Journal,* to staff, *Indianapolis Star.*

Otto Bordenkircher, from *Milwaukee Sentinel,* to *Emporia* (Kan.) *Gazette.*

Paul E. Conway, from city staff, *Marshalltown* (Ia.) *Times-Republican,* to city hall reporter, *Davenport* (Ia.) *Democrat.*

Harvey Clark, from *Harrisonville* (Mo.) *Cass County Democrat,* to staff, *Independence* (Mo.) *Examiner.*

Edward Doherty, from *Stroudsburg* (Pa.) *Morning Press,* to news staff, *Scranton* (Pa.) *Times.*

WITH THE SPECIALS

VEREE & CONKLIN has obtained the representation of the *Oakland* (Cal.) *Post-Enquirer.*

W. S. Grathwohl has resigned as Chicago manager for the S. C. Theis Company, Inc., newspaper representatives, and is now merchandise and advertising manager for the Grathwohl Stores, dealers in ladies' wearing apparel, Chicago.

Weaver, Stewart Company, Inc., Chicago, has been appointed to represent the *Marinette* (Wis.) *Eagle-Star* in the West beginning March 1.

MARRIED

SYDNEY INGALLS SNOW, night editor of the *Reading* (Pa.) *Tribune,* to Miss Olive Barton Bremner of the Reading high school for girls, in Philadelphia, recently.

Miss Melba Parker, women's editor, *Wichita Eagle,* to Harold W. Sullivan, of Wichita, recently.

Charles D. Tucker, of the *Parsons* (Kan.) *Republican,* to Miss Georgia Davis, of Parsons.

Martin H. Donahue, telegraph editor of the *Sioux Falls* (S. D.) *Argus-Leader,* to Miss Wanda Raymond.

SPECIAL EDITIONS

GREENSBORO (N. C.) *Daily News,* an 80-page building and development edition, Sunday, Feb. 8.

Charlotte (N. C.) *News,* a 58-page automobile show edition, Sunday, Feb. 8.

Minneapolis (Minn.) *Tribune,* a special automobile edition Feb. 1, in connection with the Twin City Automobile Show.

St. Cloud (Minn.) *Daily Times,* a 60-page magazine supplement celebrating the 5th consecutive year Stearns county has been first in butter production in Minnesota.

CHANGES OF OWNERSHIP

W. E. HASSLER, manager of the *Gold Beach* (Ore.) *Curry County Reporter,* has taken over the *Port Orford Tribune* and will merge it with the Reporter.

Verle V. Kramer, student in the University of Missouri, has purchased the *Dallas City* (Ill.) *Enterprise,* which he is now editing.

J. B. Miller has purchased the *Elk City* (Okla.) *Democrat News* from the Blackburn family.

Manford C. Evans has sold the *Sherburn* (Minn.) *Advance-Standard* to Claude Dickinson of Storm Lake, Ia.

Valley Junction (Ia.) *Valley Express* has been sold by Homer Thompson to Horace Barnes of Creston, formerly publisher, with his father, of the *Albia Union.*

WITH THE ADVERTISERS

SOL S. SCHOLDER, advertising manager of Bannon's department store, St. Paul, has taken charge of the advertising department of the W. H. Block store, Indianapolis.

Roscoe Gillaspie, graduate of the School of Journalism of the University of Missouri, has joined the advertising department of the Martin Livestock Commission Company, Chicago.

ON THE MECHANICAL SIDE

FRANK H. COLEMAN of the mechanical department of the *Salt Lake City Tribune* and Mrs. Coleman are parents of a daughter.

SCHOOLS

FRANK THAYER, assistant professor of journalism at the Medill School of Journalism, Northwestern University, has resigned to take effect Sept. 1. Professor Thayer has become educational counsel for the American City Bureau of New York and Chicago, an organization specializing in institutional and community financing and organization.

A total of 473 columns of news matter, totalling 9,454 column inches without headlines, were written for, and published in Madison and other Wisconsin newspapers during the last four months, by student reporters in the sophomore class in newspaper reporting in the University of Wisconsin Course in Journalism.

ASSOCIATIONS

NEWSWRITERS' Union of Scranton, Pa., recently observed its 18th anniversary with a banquet to which were invited all former members of the union and the publishers of Scranton. E. J. Gerrity was toastmaster with the reporters permitting but one speaker, J. Fred Henne, formerly associate editor of the *Scranton Times.*

Boston Photo Engravers recently held an annual banquet at the Wedgewood restaurant in Boston. Entertainment included specialties by Joe Toye of the *Boston Traveler,* Frankling Collins of the *Boston Herald* and Ray Benoit, also of the Traveler.

Ontario Legislative Press Gallery has elected the following officers for the 1925 session: honorary president, Sir Adam Beck; president, C. Sabiston, *Toronto Telegram;* vice-president, W. E. Elliott, *London Free Press;* secretary, Paul Dowling, *Toronto Globe;* treasurer, C. Foster, *Toronto Mail and Empire.*

ADVERTISING AGENCY AFFAIRS

Green Broadcasts Talk on "Advertising and the Public"—Rankin Moves to New Offices—World-Wide Elects

CHARLES C. GREEN, president of the Charles C. Green Advertising Agency, Inc., New York, started Feb. 11, a series of weekly radio addresses over WEAF, New York, dealing with advertising problems and romance. The talks are listed in radio programs under the title of "Advertising and the Public." His first address was on "The Romance of Newspaper Making," and on Feb. 18, he spoke on "How Advertising Reduces the Cost of Distribution."

The New York division of the William H. Rankin Company has moved from West 37th street to larger offices in the Canadian Pacific Building, 342 Madison avenue, because of the necessity of greater space. The Rankin company also maintains offices in Chicago, Washington, Philadelphia, Akron, San Francisco and Toronto.

Stockholders of the World Wide Advertising Corporation, New York, have elected the following directors: Emil Maurice Scholz, S. H. Somerton, Donaldson Douglas, Miss E. M. Majer, E. M. Cameron and W. G. Fallon. The directors elected the following officers: Emil Maurice Scholz, president; S. H. Somerton, vice-president; Donaldson Douglas, treasurer; Miss E. M. Majer, assistant treasurer and secretary.

The National Advertising Corporation has been incorporated in Boston to deal in advertising with a capital of $300,000. The incorporators are John J. O'Neill of Brookline, James G. Longhurst, Jr., and P. Cyril Shaw of Boston.

Albert Frank & Co. have acquired additional space of approximately 1000 square feet in their Chicago office in the National Bank of the Republic Building, found necessary in the development and expansion of their business in financial and commercial advertising.

Fletcher Richards has been promoted to assistant general manager of the Campbell-Ewald Company, General Motors Building, Detroit. Mr. Richards was formerly contact man, and was engaged on a number of the larger accounts handled by the company. The agency has also just increased its floor space 1,000 feet, owing to additional activities of the company.

Clyde Tompkins has resigned as advertising manager of the Creamery Package Mfg. Company, Chicago, to join the Hertz-Hadley Direct Advertising Company, Chicago.

Francis D. Crosby, formerly with the Ronald Press Company, New York, is now a member of the staff of James F. Newcomb & Co., Inc., New York.

Hugh G. Van Pelt, formerly professor of dairying at Ames, Ia., Agricultural College, has joined the copy and counselor staff of the E. T. Sadler Company, advertising agency, Chicago.

Harry Hann, for the last nine years advertising manager of the Morehouse-Martin department store, Columbus, O., has resigned t enter the advertising business for himself.

WHAT'S WHAT IN THE FEATURE FIELD

Adam Breede Goes Lion Hunting—Flo Ziegfeld Writes for Newspapers—Genius in the News

"I DON'T know whether I will be eaten alive or not; but, if I do, before I do, I want to get some pictures and write a newspaper story about it."



ADAM BREEDE

This rather cynical remark was made this week by Adam Breede, widely known editor of the *Hastings* (Neb.) *Tribune*, former war correspondent, and big game hunter, when he announced his intention of sailing from New York, March 20, on a trip around the world, including some lion and elephant hunting in British East Africa. The stories he writes will be distributed to newspapers by United Feature Syndicate, New York.

"Perhaps," he added, "I may shoot a few tigers in India, too."

Mr. Breede has hunted game in the western states, Alaska, British Columbia, Mexico, and South America. His present trip, as he puts it, will be his first "crack" at lions and elephants.

Sailing on the liner Providence for Naples, the hunter-editor will first hunt news in Europe, visiting Italy, Germany, Turkey, Egypt, and the Holy Land. He plans to return to the United States by way of China.

Clinton T. Brainerd, president of the McClure Newspaper Syndicate, left New York Feb. 17, on the Cunarder Mauretania for a Mediterranean cruise.

Nancy Spence, fashion writer, has returned to the New York office of Styles Service Syndicate, Inc., after a year spent in various European Capitals where she made an extensive style survey.

Flo Ziegfeld, Jr., so-called American girl glorifier, has decided to write articles for women in the newspapers through McNaught Syndicate, Inc., New York, having prepared a series of nine stories, telling them how to dress correctly and be beautiful.

From the same syndicate it is announced that O. O. McIntyre, who writes letters about Broadway and is now on a visit to the Continent, has signed a new long-term contract. And also, Will Rogers, writer of "slanguage" for McNaught Syndicate, Inc., is now planning to pound out a daily feature, in addition to his present Sunday releases.

Now that readers have successfully cultivated the "strip reading habit," as various syndicate managers say they have, the present tendency is said to be away from the comic to the more serious side of life. Witness, the managers say, the "Highlights of History," called a remarkable success by its distributor, the McClure Newspaper Syndicate. And this week, United Feature Syndicate, New York, announces a natural history strip called "Dad and I." It is drawn by Charles Stafford, a Canadian newspaper artist. Dad, in the strip, takes his son out through the woods and each day introduces him to some strange fish, flesh or fowl.

On the other hand, United Feature Syndicate states the revival of the "Doings of the Duffs" is going over big.

National News Service, Philadelphia, held a banquet Feb. 9, in commemoration of its tenth anniversary. Sidney A. Silberman, president of the board of trustees, was given an Elks charm by employes.

Genius is in the news. George T. Hargreaves, former editor of Universal Service, has completed a series of 24 articles on the human side of great writers, called "Tragedies of Genius," for Premier Syndicate, Inc., and J. P. Glass is telling newspaper readers about the "Discoveries of Genius" through the Republic Syndicate, New York.

Francis J. Starzl, it was announced this week, has been appointed assistant manager of the Des Moines Register and Tribune Syndicate. He is a graduate of the University of Iowa and was formerly managing editor of the *Iowa City* (Ia.) *Press-Citizen*. Miss Agnes Kelleher, also a University of Iowa graduate, joined the same syndicate this month.

Ken Kling, cartoonist, creator of Joe and Asbestos, for the Bell Syndicate, Inc., New York, made his debut as a stage entertainer this week in a N York vaudeville house.

Billy DeBeck, comic artist, creator f "Barney Google and Spark Plug," is r in a New York private hospital, suf ing from a nerve trouble. Doctors clare Mr. DeBeck's condition is alarming, but complete rest has b prescribed.

"The Cross-Word Fairies," by Wa Gag, New York, a cross-word pu feature for children, is being handled Premier Syndicate, Inc., New York.

FLASHES

Detroit woman robbed men and g the money to her husband, but they hard to train that way.—*Colum Record.*

Ours is the most powerful nation France is the most promising.—*Cl land Times.*

Charley Chaplin will have to be awf comical from now on to make his mot in-law laugh.—*Detroit News.*

A pessimist is a man who phones the ambulance before he inserts the c screw.—*Baltimore Sun.*

What we need is a treaty against elevation that will apply to hold-up —*New York Evening World.*

Soon or late government stores hooch will be small enough for the r lar army to guard—*Hartford Times.*

Fanny Butcher says Americans do write easily. Fanny ought to sit i the copy desk of a newspaper for a days.—*J. R. W. in Milwaukee Journ*

Malted Cereals Co.

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Quality Plus

We make Certified Dry Mats with but one thought in mind, and that is that they give you the utmost satisfaction in your stereotyping.

And while Certifieds are made and sold on the basis printing results first, last and all the time, they are reasonably priced. We can tell you of many good things which publishers and stereotypers everywhere are saying of our dry mats, but in the last analysis it is what you can do with them that matters.

That is why we make it simple for you to have demonstrated to yourself the real worth of Certified Dry Mats. A trial in your own plant under your actual working conditions costs you nothing, as it is a pleasure for us to furnish you with samples free of any charge or obligation.

We prefer to let Certified Dry Mats speak for themselves; all we ask is that you compare the printed pages! Then you'll know Certified Quality.

CERTIFIED DRY MAT CORPORATION
340 Madison Ave. New York, N. Y.

"Made in America to Insure Quality and Service"

MADE IN U.S.A. BY THE CERTIFIED DRY MATS ORIGINAL CLAUS IDEAL PROCESS

I. E. A. SETS JUNE 1-3 AS CONVENTION DATES

Fllowing Sessions at Richmond, Va., Delegates Will Make Two Weeks' Tour of Historic Points by Train and Automobile

ollowing the announcement of the decion of the executive committee of the Less Congress of the World to postpne the meeting in Rome, Italy, until fl or next spring, Executive Secretary E C. Hotaling of the National Editorial Aociation, and James C. Latimer, secretby of the Virginia Press Association, greed upon Monday, Tuesday and Wdnesday, June 1, 2 and 3, as the dates fc holding the fortieth annual convention othe National Editorial Association in Rhmond, Va. Headquarters will be in th Jefferson Hotel.

ollowing the three days' convention th N. E. A. party will tour the State fc two weeks.

unday, May 31, will be the day upon wch the delegates will begin arriving nRichmond for the convention. The ccvention dates and the schedules for th educational tour of the State follow:

londay, June 1—Richmond (conveni).

uesday, June 2—Richmond (conveni).

/ednesday, June 3—Richmond (conre ion).

hursday, June 4—Train to Williamsbu; autos to Jamestown and Yorktown. Spnd night at Newport News.

riday, June 5—Newport News, Old Pot, Hampton, Buckroe Beach; steamer oNorfolk to spend the night.

aturday, June 6—Norfolk.

nday, June 7—Norfolk and Virginia Bch. Sleepers will be parked at 10 'ock, special train leaving at 12 p. m.

onday, June 8—Danville for breaka; 30 minute stop at Altavista; arrive ynchburg 1:45 p. m.; spend night on leer.

uesday, June 9—Bedford, Elks Naoul Home; arrive Roanoke 2:15 p. m.

'ednesday, June 10—Breakfast at Rnoke; Natural Bridge; supper at Lexington.

'hursday, June 11—Charlottesville, rring at 6 a. m. Spend day at Uniersity of Virginia, Charlottesville and Mticello; arrive in Staunton for the ight.

AUTO TOUR

Jiday, June 12—Staunton, Augusta Mary Academy, Harrisonburg. Spend ight at Harrisonburg.

Sturday, June 13—Endless Caverns, Te Market battlefield; arrive Winneer to spend the night.

Snday, June 14—Day of rest at Winneer; side trips to points of interest.

Dnday, June 15—Charles Town, Haer's Ferry, via Leesburg; arrive Vshington, D. C., for the night.

Tesday, June 16—Special train to Fredericksburg and battlefields, return to Vshington for the night.

Vednesday, June 17—Mount Vernon, Alexandria, Fairfax Courthouse, Arlingn. (End of tour—delegates leaving for ei homes.)

EORGIA EDITORS TO VISIT N. Y.

Wil Leave by Boat from Savannah April 25, for 3-Day Visit

Te Georgia Press Association memrsare preparing to meet in Savannah pr 25, spend a day in session and then t ail for New York on the steamship ty of Chattanooga. They will spend vel days in New York returning m on the same ship.

Ts will be the first outing Georgia its have had outside the state in many ar In the "good old days" when railac passes were plentiful they planned nil pilgrimages to various sections of e untry. But in the past ten years the ne dering" has been confined within at bounds and the editors are about "fed up." The Ocean Steamship Line has arranged for the transportation to New York at a very attractive rate and it is expected at least 100 editors with their wives will make the trip.

Meeting in Savannah April 25 the group will be entertained at breakfast at the Hotel Savannah by the *Savannah Press* and the *Savannah Morning News*. In the afternoon they will embark for New York, arriving Tuesday morning April 28 at 6 o'clock. The Waldorf-Astoria Hotel will be headquarters during the stay.

Charles D. Rountree, editor of the *Wrightsville* (Ga.) *Headlight*, has arranged a most attractive program during the New York stay. The Merganthaler Linotype Company will give a luncheon for the visitors and the Georgia Society will give them a dinner. The Hammerhill Paper Company is to give the visitors a luncheon on the second day and the American Press Association is to act as host for dinner during the second evening. There will also be a breakfast on the United States Steamship Leviathan.

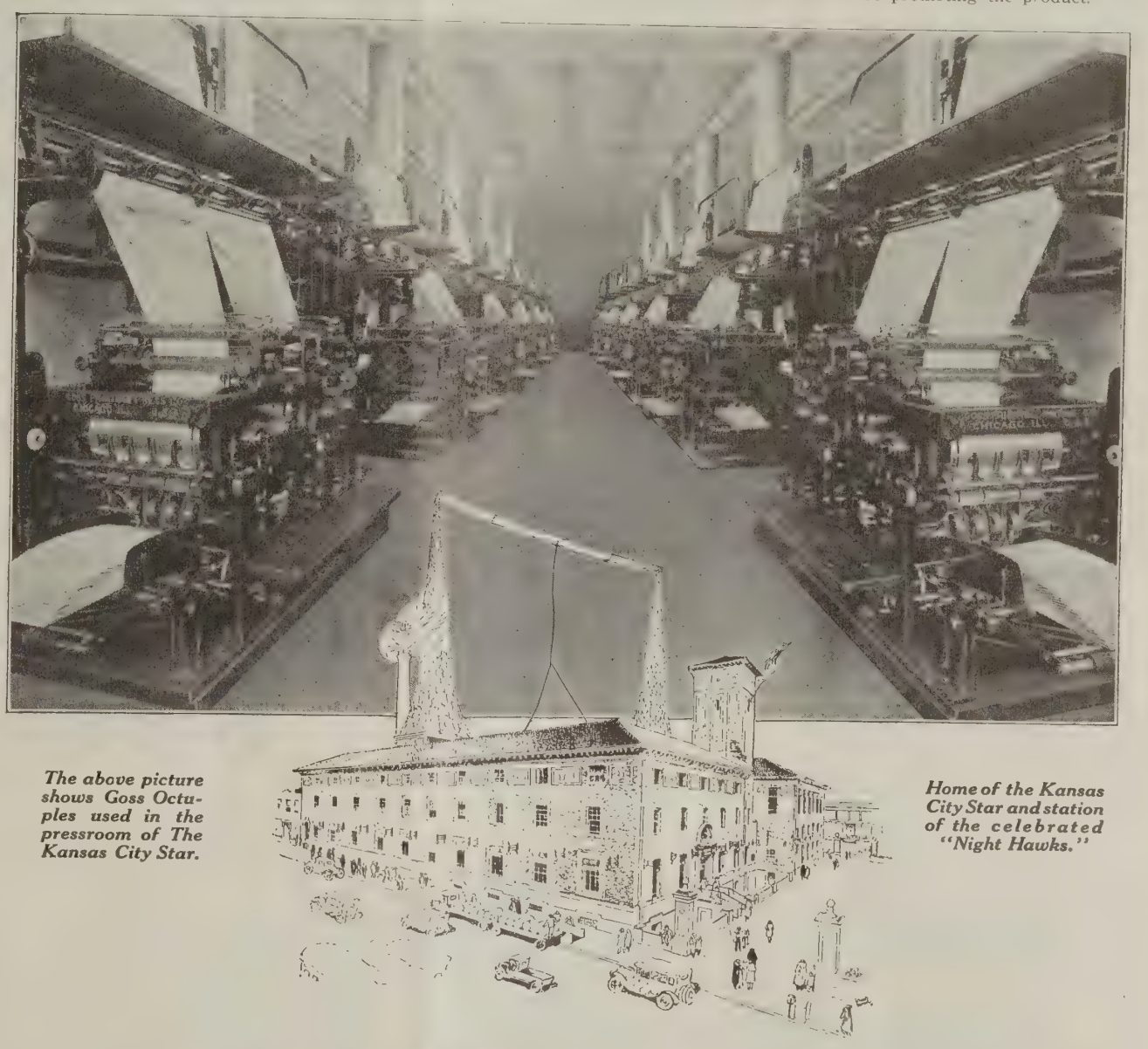
The editors will embark for the return trip Thursday, April 30.

Notice—Addresses of W. W. Mayes and Karl W. Kessler are wanted.

Tuberculosis Cure Held Fraudulent

Advertisements of "Tip Sin," an alleged cure for tuberculosis, are fraudulent, according to the National Vigilance Committee of the Associated Advertising Clubs of the World, in a current bulletin, urging the co-operation of business publishers and the public in reporting promptly to it all examples of doubtful proprietary advertising. The advertisements, the report said, claimed that Tip Sin, at $3 a bottle, "destroyed tuberculosis bacilli in six days."

John Hamberg of Couer d'Aleur, Ida., is said to be promoting the product.



The above picture shows Goss Octuples used in the pressroom of The Kansas City Star.

Home of the Kansas City Star and station of the celebrated "Night Hawks."

THE KANSAS CITY STAR

For years Goss Presses have faithfully served the ever-growing needs of The Kansas City Star with its bounding circulation.

Today, nine Goss Octuples print the half million morning and evening "Stars", the 275,000 Sunday "Stars" and the 350,000 weekly "Stars."

Recently a large eight cylinder Goss Color Press was added to the equipment "on which," to quote The Star's General Manager, Mr. August F. Seested, "is produced the best printed four color comic section in the country."

Goss Presses are in the service of good publishers everywhere who print small weeklies, great metropolitan dailies and national magazines. Catalogs on request.

THE GOSS PRINTING PRESS COMPANY, CHICAGO

The Goss Printing Press Co. of England, Ltd., London

GOSS STRAIGHT LINE HIGH SPEED

CANDY FIRM TESTS NEWSPAPER SPACE

(*Continued from page 3*)

the newspaper advertising expenditure will continue to increase directly in proportion to the increase in sales, in order that advertising pressure will be uniformly applied to the momentum of sales increases.

"In other words, as long as our sales increase can be computed on a daily or weekly basis, there is no reason why our newspaper advertising appropriation can not be more closely related to such increase, rather than having the appropriation split up, for convenience sake, into twelve equal monthly amounts."

"If the newspapers fail to bring the expected increased sales during these four months," I asked, "will you try some other medium?"

"No, not necessarily," Mr. Bates replied. "We will merely adjust the appropriation. It is our present intention to carry on with the newspapers for the entire year."

"How much is this four months' appropriation?"

"Since it is an arbitrary amount it would be misleading if disclosed," Mr. Bates answered. "We considered it ample for a fair test."

Considerable care has been taken in preparation of copy for this 1925 test drive, Mr. Bates said. It is more of the "reason why" variety than has ever before been used in Life Savers advertising history.

"We concluded that we must make people realize our candy was a purposeful confection," he explained.

"Our usual exclamatory copy underscores the points that Life Savers are always in good taste, that they are refreshing, that they aid the digestion, and that they are good for both young and old people. In our newspaper copy we have enlarged on these points, telling the reasons why.

"Copy is of fundamental importance in successful advertising, and we have stressed this fact in preparing our newspaper drive."

While we were on the subject, I asked Mr. Bates what he considered were the fundamental requisites of good advertising copy.

"I have found it easy to remember what I consider the elementary requirements of good advertising copy, by thinking of the title of the well known opera 'Aida,'" he replied.

"The four essentials of good copy, to my mind, are: attention, interest, desire and action."

Mr. Bates came to Life Savers, Inc., in 1916 as the corporation's first advertising manager. The company was established in 1913. In 1916 the first magazine advertisement was placed. Newspapers were brought into play later. Since 1919, with gradually increasing use of newspaper space, the greatest bulk of business has been done. There has been a rapidly ascending curve, Mr. Bates said, corresponding with the increasing advertising appropriations.

The firm has made advertising pay in a scientific way.



"Mother—*can't I have five cents?*"

"Bobby's mother gave us some money to go to the movies," the child lisped excitedly, "and could I have five cents to buy some candy to eat at the show?"

"Here's a better idea," the mother said. "Father brought home some Life Savers last night, and I'll give you some of them. They are the best candies for children."

How true it is!

These china-hard circles of pure goodness are just the thing for sugar-hungry little tummies so easily upset by sweets that are too rich. And for tiny teeth that fare best with candy very carefully chosen.

The ideal candy for children

The active bodies of growing boys and girls crave sugar. Their blood requires it.

But children's candy should be pure; also you must control overeating. Life Savers answer both problems:

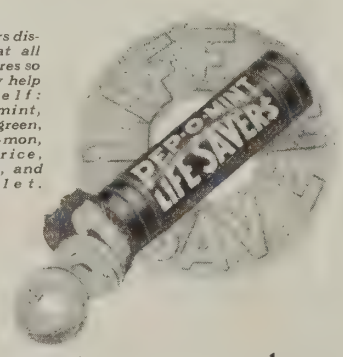
Be generous with them

Rich sweets, hurriedly eaten, upset little stomachs. Not so with Life Savers. Children eat them slowly because they are so hard and because they want to enjoy longer those delicious, delicate flavors.

You may conscientiously be generous with Life Savers; they are so pure and wholesome. It is far better to let children have the right candy regularly. They are less likely to overeat than when they get it only now and then.

Also, Life Savers leave no sticky, sugary debris to start tooth decay. They are safe for children's teeth. Have Life Savers always handy at home when the youngsters call for sweets. There is no candy better for them.—*Life Savers, Inc., Port Chester, N. Y.*

Six flavors displayed at all good stores so you may help yourself: Pep-o-mint, Wint-o-green, Cinn-o-mon, Lic-o-rice, Cl-o-ve, and Vi-o-let.



Good for little tummies and tiny teeth

Example of "reason why" copy being used in Life Savers' 1925 campaign.

NEBRASKA WRITERS ORGANIZE

Guild Formed at Annual Journalism Week—Abbott is President

LINCOLN, Neb., Feb. 19.—Organization of the Nebraska Writers Guild was perfected at the first annual journalism week held at the University of Nebraska, Feb. 17-21. Keen Abbott, of Omaha, was elected president and W. B. Kerr, of Omaha, secretary-treasurer.

An executive membership council was composed of Mrs. Bess Streeter Aldrich Elmwood, Neb., George Shedd, Omaha, and A. E. Sheldon, Lincoln. Forty-five applications were accepted.

Mrs. Marie Weekes, of Norfolk, retiring president Nebraska Press Association, was made an honorary charter member.

Speakers on the program of journalism week of the Nebraska Press Association included: Ole Buck, field manager, Nebraska Press Association; Frank O. Edgecombe, editor of the *Geneva Signal;* J. G. Alden, *York Republican;* E. R. Purcell, *Brockenbow Custer County Chief;* J. P. O'Furey, *Harrington Cedar County News,* and M. A. Brown, *Kearney Hub.*

U. S. Issues New Ad Pamphlet

A pamphlet "Advertising in India" has been issued by the Department of Commerce at Washington.

TO PLACE INDIA TEA COPY

Sir Charles Higham Coming to U. S. March 10 to Direct Campaign

Sir Charles F. Higham, of Londo advises EDITOR & PUBLISHER that upo his arrival in America, on March 10, h will immediately go to Chicago to in augurate an India Tea advertising dri for the Chicago territory during 1925.

"The India Tea campaign, so far, h been very successful," he said. "All th New York, Philadelphia, Boston an Brooklyn papers which carried the a vertising last year are carrying the sam amount this year, and the America Weekly Section of the American new papers is also being included in the list

Sir Charles is engaged in writing book on Advertising to be published Henry Holt as a volume in the Hom University Library, representative scientific works by leading authorities.

"I consider this not only a person honor, but a deserved recognition of o great advertising industry," Sir Charl said.

Williams to Address Florida Group

Walter Williams, dean of the School Journalism of the University of Missou and president of the World Press Co gress, will address the Florida Pre Association during the First Journalis Week to be held at the University Florida at Gainesville, March 26.

Two Dailies Join A.N.P.A.

The *Chicago Journal of Commerce* a the *Bridgeport* (Conn.) *Times* are n active members of the American New paper Publishers Association.

Detroit Times



Evening 220,000

Sunday 250,000

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., New York.

"S T O R I E S"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Fashions

WEEKLY STYLE PHOTO SERVICE.
20 latest fashions and captions weekly.
More than 100 papers use it. Write for low rate.
Styles Service Syndicate, 353 5th Ave., N. Y.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that m radio fans regular newspaper readers. A plete department.
American Radio Relay League, Hartford,

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington,

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LE
The Standard Religious Feature of Ame Newspaperdom. Twenty-five years of conti publication. Non-Controversial, Readable, T
The Ellis Service, Swarthmore, Pa.

NEWSPAPER MAKERS AT WORK



PHILIP JACKSON—" 'The Journal shall be a FAIR newspaper and not a dull and selfish sheet' is our policy."

"THE Journal shall be a FAIR newspaper and not a dull and selfish sheet."

So wrote C. S. Jackson, founder of the Journal Publishing Company on July 23, 1902, when he took over what has become the *Portland* (Ore.) *Journal*.

In the intervening years this expression has become a creed with all Journal workers, and especially with his son, Philip L. Jackson, president and publisher, who has been charged with the responsibility of administering this newspaper property for the past five years.

At the close of 1919, failing health compelled C. S. Jackson to withdraw from active endeavor with the newspaper which he built and which he loved, and at that time the conduct of the paper was delegated to his son, Philip L. Jackson, who became associate publisher and publisher upon the death of his father, Dec. 27, last.

When the younger Mr. Jackson assumed this burden he had just attained his twenty-sixth birthday and had but recently returned to Portland, after four years at Princeton, two years in the Harvard graduate school, and two years overseas in the army. He brought with him an engaging personality, sound business sense, and what is perhaps of the greatest importance, a saving sense of humor.

He made it his business to see that the newspaper machine so carefully assembled by his father functioned with the same effectiveness. He cultivated the confidence of the men and women who have been with the institution throughout the years, and inspired them with appreciation that he too, had the same zeal as his father, to make the Journal an outstanding medium for public service in the Oregon country.

During the last five years the Journal has continued to gain in influence in the circulation and in advertising, and its present publisher and his associates subscribe to the theory that the Journal has not begun to go yet.

In discussing C. S. Jackson's creed that "The Journal shall be a FAIR newspaper and not a dull and selfish sheet," Philip Jackson stated:

"We on the Journal will always follow his maxim laid down by the founder and builder of the Journal. In editorial direction it is broad enough and specific enough to keep us on the right track; to compel us to keep faith with the public and to keep faith with ourselves. On the business side this principle makes it possible for us to give the advertiser more than value for his advertising appropriation, to the reader the greatest value for his subscription price, and in our relations with our personnel, or 'The Journal Family' as they are proud to call themselves, it makes for a high morale.

"This internal organization has profited the Journal mightily, and we consider organization and morale our greatest asset. So that the direction of the paper is aimed at all times to keep this organization most perfect without any sacrifice of individual efficiency or initiative.

"Fully delegated responsibility has been answered by the greatest personal effort, most gratifying results in all departments and those pleasant personal relations between departments and individuals. Without this 'Journal family' spirit the organization would be impossible, and without this organization the Journal, as its founder meant it to be, could not continue to serve the best interests of the whole people of the Oregon country."

Mr. Jackson's time and talents are also delegated to a certain amount of civic activities. He is a regent of the University of Oregon. His hobbies are golf and motor boating, although he admits that his golf is terrible and most of his motor boats sink.

His capacity for discharging the responsibilities of his job is stimulated by that happy philosophy that the most important thing in life is not to take life too seriously.

NEW LONG ISLAND WEEKLY

Great Neck News Will Appear March 13th—H. W. Lanigan Editor

The *Great Neck News*, a weekly, is to be launched Friday, March 13. It will be published by the Great Neck Publishing Corporation, 78 Middle Neck Road, Great Neck. The town is a Long Island suburb of New York.



H. W. LANIGAN

The new suburban publication will be a pictorial tabloid. Besides giving the general news of the Great Neck section of the populous North Shore, the paper will go in extensively for social activities, paying particular attention to country club and golf life throughout the exclusive district.

John E. Hazzard, well-known comedian, resident of Great Neck, will edit the dramatic page. Glen E. Towns will serve as golf editor.

Hal W. Lanigan, of Manhasset, formerly of the *New York American* and *New York Daily News*, and previously connected with leading papers in St. Louis and Boston, is to be the editor.

Albert McCool, formerly of the Hearst papers and *Brooklyn Eagle*, is advertising manager.

Mr. Lanigan said: "No expense will be spared in making the *Great Neck News* the best suburban newspaper in the country. We have made a survey of Great Neck and vicinity and are of the opinion there is room for a high class paper, such as we intend publishing, and the early response is encouraging."

CAHAN JOINS JOURNALISM STAFF

Syracuse Post Standard News Man Now University Instructor

Samuel Cahan, for more than four years a member of the news staff of the *Syracuse* (N. Y.) *Post Standard*, has been made instructor in the Department of Journalism at Syracuse University until the end of the college year. Mr. Cahan will act as assistant to Professor John O. Simmons, recently appointed acting head of the department to fill the vacancy left by the death of Professor George C. Wilson.

Mr. Cahan is a graduate of the Department of Journalism, Syracuse University, 1924. He helped work his way through college by doing newspaper work for the Post Standard. During the World War Mr. Cahan served with the American Expeditionary Forces in France and with the Army of Occupation in Germany.

FOR advertising and job composition. The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality type faces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Black Series

Bold Type
48 Point Ludlow Black

Metal Slugs
42 Point Ludlow Black

Clear Display
36 Point Ludlow Black

Denote Strength
30 Point Ludlow Black

Beautiful New Faces
24 Point Ludlow Black

Multiple Form Possible by
18 Point Ludlow Black

The Ludlow System Supplies all
14 Point Ludlow Black

New Ideas Developed by Ludlow Make
12 Point Ludlow Black

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago, Ill.

San Francisco, Hearst Building
Atlanta, Ga., 41 Marietta Street
New York, World Building
Boston, Mass., 261 Franklin Street

LUDLOW QUALITY COMPOSITION

MERCHANTS DISCUSS SELLING

1,500 Attend "Move-More-Merchandise" Conference in St. Louis

More than 1,500 retail merchants operating in St. Louis trade territory attended the Move-More-Merchandise conference of the Advertising Club of St. Louis in conjunction with the meeting of the American Retailers' Association, in St. Louis last week. Problems of the retailers in the smaller towns were discussed.

The importance of well-prepared copy was emphasized by S. P. Preston, editor of the *Gillespie* (Ill.) *News*, who spoke on "Making Newspaper Advertising Pay." All advertising pays, no matter what kind, whether it be good or bad, large or small, intermittent or regular, but the returns are in accordance with the efforts put into it, according to Mr. Preston.

James Fisk, merchandising counsel for the *Milwaukee* (Wis.) *Journal*, spoke on "Making More Money in Retailing." He declared that the function of the retailer and his economic justification lie in the fact that he adds three values to merchandise; time, place and form. In discussing store arrangement, he pointed out the importance of utilizing intensively certain spots in every store that offer unusual opportunities because of location.

W. Leonard Thompson, assistant chief of the Domestic Commerce Division, United States Department of Commerce, declared that the retailer serves as the purchasing agent for his community and he must not degenerate into a distributing agent for manufacturers, if he is to fulfill his economic destiny.

Theodore H. Price said that he had come to the conclusion that "the hand-to-mouth policy has been carried to an absurd extreme in the United States of late, and that the time had come when the retailer must apply it a little less vigorously if he is to succeed in his business. The retailer who would succeed must carry a well-assorted stock so that he will be able to offer the shopper a comparatively wide choice."

Others who spoke were R. T. Whitnah, display manager for Crosby Bros., Topeka, Kan.; E. U. Berdahl, secretary of the South Dakota Retail Merchants Association; A. J. Willman, Willman & Son, Hannibal, Mo., and E. S. Charles, Charles Company, Napoleon, O.

O'BRIEN ON PARIS TRIP

Vanderbilt Editor on Political Mission in French Capitol

Donald O'Brien, one of the editors of the Cornelius Vanderbilt group of tabloid newspapers, sailed for Paris late last week on the liner *Olympic*.

He indicated to New York ship news reporters there was a possibility of Mr. Vanderbilt starting a daily tabloid in Paris. In response to an inquiry from EDITOR & PUBLISHER, Mr. Vanderbilt telegraphed he was not "anticipating starting any newspapers in any city for the next several months."

O'Brien, he said, was going abroad on a political mission.

ST. LOUIS ADVERTISING CLUB AT STATE CAPITAL

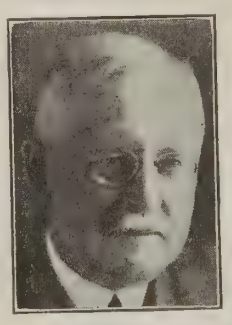


First row, from left to right: C. R. Hatfield, the St. Louis conventions bureau, C. H. Hughes, J. Hart Vance, Felix Coste, P. M. Fahrendorf, C. E. Williams, Vice-President, and R. Fullerton Place, President of the Advertising Club of St. Louis, Governor Baker, Mayor Henry Kiel, of St. Louis, Clarence H. Howard, St. Louis capitalist, W. Palmer Clarkson, President of the Chamber of Commerce, Walter W. Weisenburger, Roscoe Baker, Tom Berkeley, and George Gayou, of the Advertising Club, Dr. Hugh Enloe of Jefferson City, and Dell Dutton of Advertising Club.

G. O. P. EDITORS ELECT DICKEY

Kansas City Journal-Post Owner Honored by Kansas Group

Walter S. Dickey, owner and publisher of the *Kansas City Journal-Post*, was elected president of the Republican Editorial Association of Missouri at the annual meeting in Kansas City, Kan., Lincoln's Birthday, Feb. 12. Mr. Dickey succeeds C. M. Harrison, of Booneville.



WALTER S. DICKEY

Charles W. Frear, Jefferson City, Mo., editor of the *Missouri Blue Book*, and the *Missouri Trades Unionist*, was re-elected secretary-treasurer. Fifty eight editors from over the state were in attendance. J. S. Hubbard, executive secretary of the Missouri Press Association, Phil A. Bennett, lieutenant-governor and for 17 years editor of the *Buffalo Reflex*, were among the speakers.

District vice-presidents from each of the 16 congressional districts were chosen.

HEIGHTS PRESS CLUB DINES

New York Group Holds Annual Banquet—115 Attend

The Jackson Heights Press Club, established in that New York suburb four years gave its annual Lincoln Dinner, Feb. 12, at the Jackson Heights Country Club. More than 115 persons attended.

Among those included in the press circle of Jackson Heights are J. H. Furay, foreign editor, United Press Associations; Dr. Van Buren Thorne, editor of *New York Times;* Carl Dickey, *New York Times;* Edwin J. Clapp, financial editor, *New York American;* Charles P. Garde, managing editor, *New York American*, Miss Hazel Canning, feature writer, *Sunday American;* William R. White, financial bureau, *New York Herald Tribune;* John F. Lowther, financial writer, *New York Herald Tribune;* Stanley W. Prenosil, financial editor, Associated Press; Alan H. Temple, managing editor, *Commerce and Finance;* David Kennedy, marine editor, *New York Herald Tribune;* Livy S. Richard, editor of the Star Company; Milo W. Whittaker, newspaper advertising representative, and J. H. McMullen, financial writer, *New York Times.*

Mergenthaler Company Host

The Mergenthaler Linotype Company was host at luncheon given members of the Long Island Press Association, Feb. 16.

New Cleveland City Editor

Floyd Barker, at one time with the *Cleveland Press*, has been named city editor of the *Cleveland Times.*

DOMINANCE

A circulation exceeding the next two New York Evening Papers combined by more than 97,000 copies daily.

NEW YORK EVENING JOURNAL

"Prosperity Zone" is the name that has been given to the Dallas market-territory (of which The News is the accepted paper) because many authorities and most statistics agree in designating it as the most consistently prosperous single market in America today.

Write to The News for facts and data

THE DALLAS MORNING NEWS
Supreme in Texas

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Over 50,000 workers are employed in Akron's 25 Rubber factories; not to mention the thousands employed in other industries.

These employes are well paid. They are able to buy luxuries as well as the necessities of life. Their wants are largely supplied through the columns of

THE AKRON EVENING TIMES

Charles H. Eddy Co.
Boston New York Chicago

ROME WASN'T BUILT IN A DAY AND IT TOOK US OVER FIVE YEARS TO BUILD THIS SERVICE OF VALUE

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and —efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK

first! in OHIO
1,586,936 Lines
IN JANUARY, 1925

The Dispatch published in January nearly 250,000 more lines of paid advertising than all other Columbus newspapers combined. In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION
City 52,891
Suburban 23,639
Country 21,928
Grand Total 98,458

LARGEST IN CENTRAL OHIO

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

The Nucleus of a Nation is an Ideal Nucleus for an Advertising Campaign

A few hundred brave, trusting souls staunchly holding on to their ideals and principles, in the face of great oppression and hardship, settled on the coast of what is now NEW ENGLAND believing that at last they had found what long they had been seeking. This small band was the beginning of what is now the greatest nation on earth.

As even so great a thing as a nation must have a small and humble beginning so likewise must even a merchandising and advertising campaign have a nucleus about which to grow. In NEW ENGLAND, national advertisers will, as those courageous settlers of old, find what they have long been seeking—an ideal try-out territory. By the right endeavors, your business can grow even in the same gigantic proportions as is evident in the growth of a nation from a mere handful of people in a few scattered settlements.

Now in NEW ENGLAND, there are 7,764,000 people
Now in NEW ENGLAND, there are 39 cities of over 30,000 population

Now the people of NEW ENGLAND are still seekers—they are still seeking all the things that make life more liveable and comfortable — in fact everything that you have to offer. Offer it to them through the pages of these daily newspapers, the finest to be found anywhere.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,628	.0275	.0175
*Boston Globe	(M&E)	274,892	.50	.50
*Boston Globe	(S)	322,030	.55	.55
Boston Transcript	(E)	34,990	.20	.20
*Boston Post	(M)	371,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
*Fall River Herald	(E)	15,553	.05	.05
*Fitchburg Sentinel	(E)	11,383	.055	.045
*Haverhill Gazette	(E)	15,400	.065	.05
†Lynn Item	(E)	16,345	.06	.04
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
*New Bedford Standard Mercury	(M&E)	33,383	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
*North Adams Transcript	(E)	9,491	.04	.035
*Salem News	(E)	20,784	.08	.07
*Taunton Gazette	(E)	8,479	.04	.03
*Worcester Telegram-Gazette	(M&E)	66,049	.24	.21
*Worcester Sunday Telegram	(S)	49,849	.18	.15

MAINE—Population, 768,014

*Augusta Kennebec Journal	(M)	11,264	.05	.05
†Bangor Daily Commercial	(E)	14,750	.055	.05
*Portland Express	(E)	27,251	.10	07
*Portland Telegram (Sunday Edition Express)	(S)	29,992	.10	.07

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot	(E)	5,104	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
*Manchester Union Leader	(M&E)	27,864	.09	.07

RHODE ISLAND—Population, 604,397

†Newport Daily News	(E)	6,249	.0336	.0296
†Pawtucket Times	(E)	25,555	.07	.07
†Providence Bulletin	(E)	64,524	.17	(B).23
*Providence Journal	(M)	36,686	.10	(B).23
*Providence Journal	(S)	61,575	.15	.15
*Providence News	(E)	26,845	.07	.07
†Providence Tribune	(E)	23,603	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
*Woonsocket Call	(E)	13,580	.05	.05

VERMONT—Population, 352,428

*Barre Times	(E)	6,944	.03	.025
†Bennington Banner	(E)	3,067	.0125	.0125
*Burlington Free Press	(M)	12,983	.05	.05
*Rutland Herald	(M)	10,765	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†Hartford Times	(E)	48,875	.12	.12
*Meriden Record	(M)	7,348	.045	.03
*Middletown Press	(E)	8,050	.0325	.025
†New Haven Register	(E&S)	42,171	.12	.11
*New London Day	(E)	12,079	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.06
*Norwalk Hour	(E)	5,842	.04	.04
†South Norwalk Sentinel	(E)	4,280	.025	.025
*Stamford Advocate	(E)	9,805	.05	.04
*Waterbury Republican American	(M&E)	22,836	.08	.08
*Waterbury Republican	(S)	15,043	.06	.06

*** A. B. C. Statement, April 1, 1924.

††† Government Statement, April 1, 1924.

† Government Statement, Sept. 30, 1924.

* A. B. C. Statement, Sept. 30, 1924.

(B) Combination rate Daily Journal and Eve. Bulletin.

STANDARDS OF ADVERTISING ADOPTED BY RETAIL DRY GOODS MEN

Truth in Copy Stressed as Only Means of Gaining Reader Confidence in Code Adopted at Annual Meet in New York

"CONSUMER confidence must be regained and kept, if the retail store is to continue to expand."

With this thought in mind new standards of advertising for department stores all over the country were adopted late last week at the fourteenth annual convention of the National Retail Dry Goods Association.

It was one of the outstanding accomplishments of the big meeting, which brought together merchants from every state in the union—merchants who spend a total of $40,000,000 a year on advertising.

"Advertising should not only be truthful," the new code states, "but should at all times avoid even the semblance of untruth or the suspicion of insincerity.

"Understate, rather than overstate," the merchants were advised.

Authors of the "Standards of Retail Advertising," which were fifteen months in preparation, are: James Goold, advertising manager, R. H. Macy & Co., Inc., New York, chairman; Edward S. Morse, advertising manager, Saks & Co., Fifth avenue, New York; W. A. Holt, publicity director, Bullock's, Los Angeles, Cal.; Beatty Stevens, publicity and sales manager, Shepard Stores, Boston, Mass.; Paul R. Eager, advertising manager, Hahne & Co., Newark, N. J.; Robert H. Durbin, Strawbridge & Clothier, Philadelphia, Pa.

The complete text follows:

As retail advertising men, it devolves upon us to conserve and advance the reputation of retail business, and of the institutions we represent. Recognizing that our duty to the public, as well as the best interests of retailing, call for honesy, sincerity and candor in advertising, we have formulated these Standards of Practice to govern the profession.

Advertising is socially useful, because it enables the consumer to buy more intelligently and with less effort. We have thought of advertising as commercially useful in performing a twofold function:

(a) To sell the merchandise advertised.

(b) To "sell" the institution advertising.

We should think of it as performing a third function also:

(c) "Selling" advertising itself.

As advertising men, we should be as jealous of the reputation of our profession as the wise merchant is jealous of the reputation of his establishment. We urge, therefore, the adoption by all retail advertisers of a set of principles which we present, together with specific examples intended to be illustrative and not exhaustive.

1—Advertising should not only be truthful, but should at all times avoid even the semblance of untruth, or the suspicion of insincerity. Understate rather than overstate. To this end:

(a) Avoid "superlatives" such as the "greatest sale," "the biggest stocks," "never before," etc. Not only is it unsafe to make such statements without qualification, but the public is inclined to discount their accuracy.

(b) Be as careful about the implications of your statements as about their direct meaning. Avoid ambiguous phrases and statements capable of misinterpretation.

(c) It is often wise to moderate even true statements when they are so startling as to appear incredible.

2—In advertising "sales" or "special prices" the language used should be so plain as to readily and unmistakably convey the actual facts in the case. We believe that carelessness and misunderstanding of terms is responsible for at least as many inaccuracies in advertising as dishonest intent. We recommend, therefore, the standardization of terms used in describing reduced or "special" prices, to minimize the possibilities of error and disagreement. We offer the following partial list of definitions:

(a) The term "formerly" or "reduced from" should be understood to mean that the article has just been reduced in price. It is equivalent to the phrase, "Yesterday's price was—"

(b) Where several successive reductions have taken place if the term "originally" is used, the last previous price should also be given.

(c) Such expressions as "worth—," "value—," "—grade," should not be used for comparative price purposes. If we are to assume that advertising is read by the public, then the lowest advertised price of an article fixes its current retail "value."

(d) The terms "regularly" or "usually" when used in connection with a new purchase, should be understood to mean the price at which the article was on sale in the same store immediately prior to the special offer.

3.—When specific quantities of merchandise offered in a sale are mentioned, they should be accurate. "Million Dollar Sale" should mean that merchandising totaling $1,000,000 at reduced retail prices is offered at special prices. The quantity mentioned should be in the store, in its own warehouse, or in its own possession and immediately procurable, when the sale opens.

4.—Descriptions of merchandise should be as complete as necessary to enable the reader to determine the true nature, materials, content, style, workmanship, sizes, colors and designs of the article advertised. For example:

(a) Textile fabrics should be plainly identified as wool, cotton, linen, silk or "rayon."

(b) If two or more yarns are mixed in a single weave this should be plainly stated, as silk-and-cotton; wool-and-silk; linen-and-cotton, etc.

(c) Commonly accepted trade names for furs, applied to pelts finished to resemble the genuine, should be used with descriptive definitions, e.g.—Hudson Seal (dyed muskrat), French Seal (dyed coney or dyed rabbit).

(d) Trade names such as satin de Chine, or velvetine, satine, etc., should be modified by such explanatory notes as "part cotton" or "cotton."

(e) If an article of furniture is described as mahogany or walnut, it should be either solid mahogany or walnut, or veneer, not merely stained to resemble the genuine. If other woods are used in the piece, such other woods should be named.

(f) Whenever gold is mentioned, specify the karat content.

5.—"Seconds," "irregulars," "imperfect," or "soiled" goods should be plainly stated as such, in conspicuous type.

6.—When a headline at the top of a page, or of a smaller composite section of advertising, leads the reader to believe that all items mentioned under it are included in a general sale, every item on the page or in such section should be specially priced.

7.—Avoid the use of illustrations which are misleading regarding size, quality or appearance of merchandise advertised, or which exaggerate the size and importance of a store's building or buying facilities in other cities. In mentioning buying offices in other cities, they should be designated as such, to avoid the impression that they are stores.

8.—We recommend that in each community the retail advertisers effect or support an organization whose function it shall be to scrutinize advertising carefully, check it against actual offerings and bring inaccuracies to the advertiser's attention.

Announcement was made of the election of the following officers for the coming year: President, Herbert J. Tily, Strawbridge & Clothier, Philadelphia; Vice President for New England, Arthur L. Aldred, Gladding Dry Goods Company, Providence; Vice President for Mid-Atlantic States, John S. Burke, B. Altman & Co., New York; Vice President for the South, W. E. Rownd, Stone & Thomas, Wheeling, W. Va.; Vice President for the Middle West, F. M. Ayres, L. S. Ayres & Co., Indianapolis; Vice President for the West, George A. Phillips, the Palace Store Company, Spokane, Wash.

N. Y. American Starts "Peach" Edition

The *New York American* on Feb. 1 started a "Peach edition," printed on peach-colored newsprint. In the form of a 4-page section, it blankets the outside of the American's first edition, issued at 8:30 P. M., and carries sports on the inside in later editions.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

38,901
Net Paid Daily Average
January, 1925
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES
The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles
New Orleans States

The Market--Kansas
The state that raised the biggest crops in 1924—154,253,000 bushels of wheat and 137,241,000 bushels of corn, plus other big grain yields.
The state where the cash gain on wheat and corn alone is $160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.
The Medium --- Daily Capital
The only Kansas newspaper that covers the entire state.
It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka trade territory. Circulation 36,000. Member A. B. C.
Topeka Daily Capital
Topeka, Kansas
Arthur Capper, Publisher — Marco Morrow, Asst. Pub.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
October circulation (net paid)
Daily Circulation.....137,824
Sunday Circulation.....197,347
Member A. B. C.

The Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

San Francisco Chronicle
M. H. de Young
Leading Newspaper of the Pacific Coast
"Blankets" Northern and Central California
A clientele that can and does buy everything
National Advertising Representatives
Williams, Lawrence & Cresmer Co.
225 Fifth Ave. NEW YORK — 360 N. Michigan Ave. CHICAGO

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

Research Is Great Function of Press

(*Continued from page 6*)

d it that the same is true of statesmen's peches and public documents. The only hig you are altogether sure of is that the peech was delivered, or the document sued. What the facts were is a problem f esearch.

'hat I am trying to say may perhaps e ummed up in this way. The news- aper man and the university historian r both engaged in research and each a his advantages and his defects. The espaper can has the advantage of first- and contact with the facts as with eye- itnesses. He has the handicap of being b ced to work rapidly, often so rapidly t o exclude the possibility of exactness a ompleteness.

'he university man has the advantage f me and of access to all the witnesses. I s against the principles of his pro- ession to hurry; therefore he has a better ance of being accurate and complete. u he lacks for the most part the ad- antage of first-hand contact with facts a witnesses, and must use his imagina- ion to supply what the newspaper often e with his own eyes.

'he editor is constantly interpreting irrent events in the light of his knowl- dge of the past, and warning his coun- ymen what will be the effect of a cer- ain course of action and what the ad- antage of another. By his interpre- tation of history he is in his measure a ailor of history.

I only our editors were always right! ' ly they always knew the lessons of e past! If only they could interpret e panorama that passes before their eyes daily as they sit in their high tower of observation! Were all this so, we could sure the future safety of our country; e build almost guarantee that the world ould be safe for humanity. For as the it's write, so America acts, and Amer- a's acts are among the most potent rces for determining the future history f e world. Give me the wisdom of we interpreter of the world's history; e dictate the utterances of the men f search who sit in editors' chairs, and I will direct the course of human sty, and so could you under the same nditions.

I ope I have said enough to convince u hat every newspaper man is actu- y engaged in research and that the os important function of the news- pa is comprehended under the inclu- ve erm "research."

I ope you see also that it follows from s hat the newspaper and the university e ound to be partners in the greatest e erprise that is going on in the world da—the enterprise of gathering the ts of history, including preeminently las history, and interpreting these ts in such a way as to point the wise sh of public policy for today and to- or w.

I wonder if I am not also right in ning that the newspaper of today co izes more clearly than ever before r sponsibility, not only to record, but to o interpret current events, and on t asis of such interpretation to give sh dvice as it gives to the public. If we are coming closer together than er before in our definition of our re- ctive tasks, and to a recognition of the igation to cooperate in it.

Research is our common task. Better ma history our common purpose.

ews Scores "Advertising Whims"

Advertising is efficient when it pays its n ay, E. St. Elmo Lewis of Camp- l-wald Company, New York, de- re in addressing a meeting of Chi- o dvertising men Feb. 11. Mr. Lewis te reduction of advertising waste by li and intelligent preparation of y, based upon exhaustive research. is in advertising, he declared, result th useless expenditure of millions ro riated for advertising.

A.A.C.W. PICKS HOUSTON PROGRAM COMMITTEE

Seventeen Prominent Advertising Men Have Charge of International Convention Features — C. K. Woodridge, Chairman

The complete personnel of the General Program Committee for the twenty-first annual convention of the Associated Advertising Clubs of the World in Houston, May 9-14, has just been announced by Lou E. Holland, president of the Association.

The Committee consists of 17 prominent advertising men and publishers and business executives from various parts of America and abroad. C. K. Woodbridge, president of the Dictaphone Corporation, New York, is chairman, and Earle Pearson, director of the Educational Department of the A. A. C. W. New York, secretary.

Joseph Meadon, of the Franklin Press, Detroit, chairman of the General On-to-Houston Committee, and John H. Logeman, of the Chicago Poster Advertising Company, Chicago, chairman of the International Exhibit Committee, are ex-officio members.

Other members of the General Program Committee are: Bruce Barton, Barton, Durstine & Osborn Company, New York; David M. Botsford, Botsford-Constantine, Inc., Portland, Ore.; Theodore G. Morgan, Henry Morgan, Co., Ltd., Montreal; Jefferson Thomas, Thomas Advertising Agency, Jacksonville, Fla.; G. Logan Payne, *Washington Times;* Charles W. Hoyt, Charles W. Hoyt Company, New York; Gilbert T. Hodges, Frank Munsey Company, New York; Harry Tipper, Class Journal Company, New York; Marcellus Foster, *Houston Chronicle;* Bernard J. Mullaney, Peoples Gas, Light & Coke Company, Chicago; William F. Rogers, *Boston Transcript;* Charles R. Frederickson, American Art Works, Coshocton, O.; C. Harold Vernon, C. Vernon & Sons, Ltd., London, England; M. C. Robbins, *Advertising Fortnightly,* New York; H. P. Comstock, Comstock-Bolton Company, Kansas City; Kerwin H. Fulton, Poster Advertising Company, New York.

Ottawa Press Gallery Elects

At the annual meeting of the Press Gallery of the Canadian Parliament on Feb. 15, the following officers were elected: president, John Bassett, *Montreal Gazette;* vice-president, F. Charpentier, *Montreal La Presse;* secretary, F. C. Mears, *Toronto Globe*; executive, T. H. Blacklock, *Toronto Mail and Empire;* E. W. Grange, Renters' Limited; Edgar March, *Montreal Star;* J. A. Fortier, *Montreal La Patrie* and Omer Langlois, *Quebec Le Soleil.*

New Man on Eagle's Ad Staff

Mark Rutlege McGarry has been placed in charge of Wall Street advertising for the *Brooklyn Eagle.*

CIRCULATION PROGRESS

Allardice, Albany Circulator, Perfected Home-Controlled Delivery System

"THE paper may be the best in the world, but if it fails to reach the subscriber it is worthless."



JAMES J. ALLARDICE

This is the slogan James J. Allardice, circulation manager of the *Albany Evening News* and the *Albany Knickerbocker Press,* gives to the men who work under him on these two newspapers.

Mr. Allardice, a keen student of circulation methods, not long ago toured the country, surveying the systems employed by the biggest newspapers. When he returned he gathered together the best features he had found and applied them in the distribution of the two Albany dailies.

To his credit also is given the recent perfection of a home-controlled delivery service for the News, which averages only two complaints in service daily out of a possible 20,000.

All this has been accomplished in little more than a year as circulation manager. Mr. Allardice, while he has been seven years with the Press Company, publisher of the News and Knickerbocker Press, spent five years in the editorial department and one on the advertising and business administration side before he became a circulator.

Circulation success, he believes, comes from team work. He refuses to accept full credit for himself, saying he has surrounded himself with a corps of competent circulation men, whom he lets shoulder the responsibility of their end of the business. Mr. Allardice and these men meet in consultation frequently to talk over the business and swap suggestions for the good of the department.

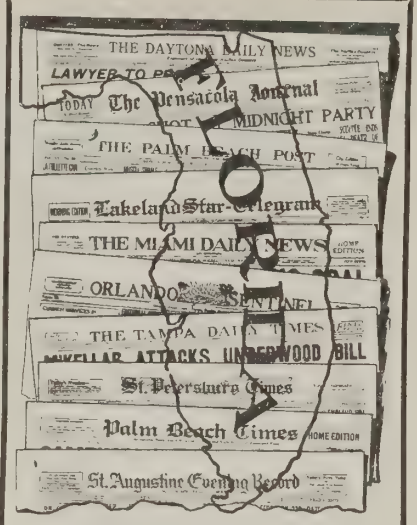
Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street **New York City**

Telephone Penn. 7443



Imperial Is In Florida This Winter

AS a matter of fact Imperial is in Florida the year 'round. Florida likes the Imperial Plus Metal Plan and believes in its ability to give dependable, economical service. This much is attested to by the following list of Florida papers using the Plan:

The Daytona Journal
Daytona News
Lakeland Star Telegram
Miami Daily News
Miami Tribune
Orlando Sentinel
Palm Beach Post
Palm Beach Times
Pensacola Journal
St. Augustine Record
St. Petersburg Times
Tampa Daily Times

Florida is not alone in its long list of papers that depend upon Imperial. Other states have equally impressive lists.

Why the Lists Are Growing

There's but one reason. Imperial Plus Plan provides a dependable and economical plan for keeping type metal up to its highest efficiency, at the same time adding years of usefulness to the metal. Would you care to read this Plan? Write today for a copy.

Imperial METAL

Linotype—Monotype—Intertype Stereotype Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



RESCUE CHIEF PRAISES CAVE CITY WRITERS

But He Censures Reporter Whom He Charges With Originating Publicity Hoax Story Regarding Trapped Man's Plight

Newspaper reporters covering the tragic imprisonment of Floyd Collins in Cave City, Ky., came in for both praise and censure for the way they handled this amazing human interest story, which long held first column space in leading dailies of the nation.

"The newspaper men, in general, behaved themselves admirably during these days of tense competition for news," Brig. Gen. H. H. Denhardt, in charge of the unsuccessful rescue attempt, declared in a statement issued Feb. 14, at Cave City.

"With one or two exceptions they have endeavored to report the news as they understood it to be," he said.

Because of rumors circulated early in the rescue attempt by Tom Killian of the *Chicago Tribune* that the imprisonment was a publicity stunt, Gov. William J. Fields of Kentucky ordered the special court of inquiry at which Gen. Denhardt's statement was placed on the records without comment.

Gen. Denhardt in his statement said that Tom Killian, Chicago newspaper man, was the originator, or, if not the originator, one of those most actively engaged, in "spreading a wild rumor" that Collins was not a prisoner, but that the affair was a hoax or publicity stunt.

Gen. Denhardt did not know, the statement said, what newspapers employed Killian and that the General did not hold the paper responsible for the action of which he complained.

Gen. Denhardt, in his statement, related that Killian had discussed with him the possibility that the reported imprisonment was a hoax. Killian had admitted, however, that he believed Collins really was imprisoned, the statement said, but asserted he did not believe that "fake journalism" was dead and held he could send out a story that reports of such rumors had been heard without violating journalistic ethics.

Gen. Denhardt realized that the broadcasting of such reports would seriously hamper the work of rescue and went to Frankfort at once for a conference with the Governor, which resulted in the ordering of the inquiry.

He had hoped, the statement continued, that the reporter in question would be a witness before the court, but when he was called it was found he had left town and it was understood his paper had sent another correspondent to cover the imprisonment.

Killian claimed his life was threatened.

Following the charge by Lieut. Gov. Denhardt of Kentucky that Tom Killian was responsible for the circulation of the report that the pinning of the cave explorer was a publicity hoax, the Tribune printed a statement.

The newspaper declared that it had been Killian's duty to investigate and to report the hoax rumor as a part of the Sand Cave story; it added Killian's denial that he had remarked to Denhardt that "the day of the fake story has not passed."

Killian Wednesday gave out a letter which he said he had sent to Denhardt denying the lieutenant governor's charges. He names four Louisville newspaper correspondents who, he says, had been investigating the hoax rumor "days before I got there."



Reporters worked under difficulties on the sand cave assignment. A group is shown interviewing Albert Marshall, Kentucky miner (seated, center), who has just come from the rescue shaft. He later found the body of Floyd Collins.

Killian added a denial that he had been recalled by the Tribune for mentioning in a story the rumor that the trapping of Collins was a publicity stunt. He explains that he is a rewrite man on the Tribune, was sent to Cave City in an emergency, and that he left when Orville Dyer became available for the assignment. He adds that he would have been glad to testify before the military court of inquiry.

A photographer for the *Chicago Tribune*, John W. Steger, went down into the Sand Cave tomb of Floyd Collins Feb. 17, and photographed the body in its resting place. Steger was suspended by ropes while he made the photograph. The picture was a means of identifying the body. The photograph was printed by the Tribune and two other Chicago newspapers.

Lee Collins, father of the man buried alive, was grateful for the part played by the press in the rescue work.

"I want to thank the newspapers," he said, "because they have done a great deal."

BANKER-PUBLISHER DIES

George Hadden, Vice-President, Brooklyn Standard-Union Was 60

George Hadden, 60, vice-president of the Brooklyn Union Publishing Company, publisher of the *Brooklyn Standard-Union*, died Feb. 13, in the Long Island College Hospital, following an operation.

Mr. Hadden was long connected with the Hamilton Trust Company, and when that institution was merged with the Chase National Bank he was placed in charge of the branch with the title of Assistant Vice President of the Chase National Bank.

He was also a trustee of the Union Dime Savings Bank, a director of the Livingston Realty Company, the Brooklyn Union Publishing Company and Treasurer and a director of the Brooklyn Real Estate Exchange. He was also a trustee of the estate of the late William Berri, President of the Brooklyn Union Publishing Company.

Obituary

TRUMAN G. DANIELS, 70, who died in Alameda, Cal., Feb. 12, founded the *Alameda Argus* 45 years ago and published it until 1910. Of late years he was editorial writer on the *Oakland Tribune*.

J. A. MAXWELL, 77, a pioneer journalist of Fulda, Minn., died at his home at Pomona, Cal., Feb. 8. He established the *Fulda Republican*, now the *Free Pr*

MORTON B. WISE, former city editor the *Winona* (Minn.) *Daily Republic Herald*, died Jan. 31, at Phoenix, Ariz

JAMES A. HINES, 46, who had work on the *Dayton* (O.) *Journal*, *Iron* (O.) *Irontonian*, *Portsmouth Times* other papers, died at his home in Por mouth, O., recently. At one time he v on the *Washington Post*.

WALTER BYRON NORTON, editor of *Providence* (R. I.) *County Times* an former pressman on the *Providence T une*, died at Riverside, R. I., Feb. 15.

D. BENJAMIN BUSBY, 78, former ed of the *Columbia* (S. C.) *Record*, d last week at his home in Monetta, S.

GEORGE WOODRUFF WALTER died a a brief illness Sunday morning, at residence, 153 Alexander avenue, Up Montclair, N. J. He was a member the local advertising staff of the *York Evening Journal* for the past se years, and was previously connected v the *Christian Science Monitor*. He born at Criston Springs, N. Y., May 1881.

NEW YORK'S LEADER

In January, as in every month for many years, The New York Times led all New York newspapers in total volume of advertising, having published 2,268,162 agate lines, an excess of 862,808 lines over the next New York newspaper.

The significance of The Times leadership is remarkable when it is considered that the advertising published was of the highest grade appearing in any newspaper and that thousands of lines were excluded because they did not meet the requirements of The Times censorship.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

Los Angeles Time

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

In New Orleans its

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia and GROWING!

"FIRST IN PUBLIC SERVICE"

The Evening World.

MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

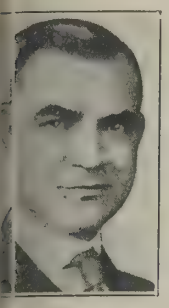
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

S.VENTH DISTRICT AD CLUBS ELECT NEWSPAPER MAN CHAIRMAN

rnk Galle of Advertising Department, Wichita Eagle, Chosen at Wichita Meet—Lou Holland Urges More Vigilance Against Fraud Ads

(*By Telegraph to* EDITOR & PUBLISHER)

ICHITA, Kan., Feb. 18.—The Sev- enth District Associated Advertising s of the World, held its fourth annual convention here Feb. 16 to 18, elected officers for the coming year, chose Oklahoma City as the convention city for 1926 and heard a distinguished coterie of speakers who talked in plain terms about advertising, neither under-stressing its best points nor glossing over its frailties. The ntion was held at the Hotel Broad-



u E. HOLLAND

e to the fact that the international ntion in cton next will draw rly from this ct, which lles Kansas, homa, Mis- Arkansas Louisiana, to the fact t only six s before the ntion was ll the place changed n New Or- n to Wichita, elance was a



CARL HUNT

nk Galle, of the advertising depart- n of the *Wichita Eagle,* was elected inan of the district for the next year, ceding R. W. Etter of Pine Bluff, k who has been chairman for three d ne-half years. The state vice-pres- n are as follows: Missouri, L. E. d of Kansas City; Oklahoma, E. A. is Tulsa; Arkansas, Lee Fleming, rt Smith; Kansas, R. D. Streeter, tsinson. Louisiana was not repre- te at the convention.

The headliners on the program were u E. Holland of Kansas City inter- ical president of the A. A. C. W.; r. Morrow of Topeka, assistant pub- e of the Capper Publications; Carl lms of Oklahoma City, editor of *klahoma Farmer and Stockman;* t Murdock, editor-in-chief of the *cka Eagle;* Henry J. Allen, former e or of Kansas and editor of the *cka Beacon;* and Carl Hunt of New rk manager of the A. A. C. W.

Holland, in his address, described damnable shame" the methods advertising frauds perpetrated upon blic, and particularly in Kansas, r he said, precautions have not been as they have in neighboring states. Morrow answered the three charg- t often made against advertising; causes people to let others do r inking for them; that it glorifies n"; that it results in expenditures d nothing to real values.

Advertising," said Mr. Morrow, "is o y method so far found which will pen all the channels of trade and e a glut which brings disaster. ful advertising costs nothing be- its effects economies which more pay expenses. Retail stores with time turn-over can profit greatly bling their advertising appropri- by that they can make one more er. The national advertiser who ecting his rural market can well o spend more money on it to in- the volume of his profits."

Williams attributed to advertising f the unrest on the farms.

"Advertising," he said, "has caused the farmer to want bath tubs, automobiles, tractors, better homes, and cosmetics for his women folks, but has not furnished the means for the purchase thereof."

Mr. Williams produced statistics showing that when the average acre financial yield on American farms has fallen below a 60 year average, the number of annual business failures have gone up, and when the financial yield has risen above the 60 year average, the number of failures has been reduced. This he offered in support of his statement that the prosperity of the country is directly reflected in the prosperity of the farmer.

Mr. Murdock delivered the keynote address of the convention on the opening day, on the subject: "The Search For Undeveloped Opportunities," and Mr. Allen spoke at the annual banquet on "Advertising Ethics."

Mr. Hunt outlined the best salesmanship methods, both in advertising and merchandising, and laid stress on the fact that the best way for the retailer, in preparing his advertising, to assure the popularity of his products is to make a close study of what his customers and patrons like.

BASEBALL WRITERS AT PLAY

Hold Second Annual Dinner in New York—Prizes Awarded

Commissioner Kenesaw Mountain Landis was guest of honor at the second annual dinner of the New York chapter of the Baseball Writers' Association, held at the Hotel Roosevelt, Feb. 15. More than 300 attended. The writers entertained diners with a skit entitled "Keep Your Shirt On."

Commissioner Landis, Will Rogers, Senator James J. Walker, Irving Cobb and Bugs Baer were all heard in talks on baseball topics. Mr. Cobb also presented the prizes of the Baseball Writers' Association of America in the absence of James M. Gould, national president.

These prizes were awarded for the best baseball stories written during the year by members of the association. Grantland Rice of the *New York Herald Tribune* won the prize for the major league cities, a fine watch, with Gordon Mackay of Philadelphia and W. B. Hanna of New York receiving honorable mention, and Frank F. O'Neill of the *Syracuse Post-Standard,* a former member of the New York chapter, won the watch for the best story printed in a minor league city.

HENRY W. RAYMOND DEAD

Son of Henry J. Raymond, First Editor of New York Times

Henry W. Raymond, 76, son of the late Henry J. Raymond, founder and editor of the *New York Times,* died Feb. 18 at his home in Germantown, Pa.

Besides being well known in American journalistic circles through his long service as editor of the *Germantown Telegraph,* which followed a thorough apprenticeship on the staffs of the New York Times, the *Chicago Tribune* and other papers in the West, Mr. Raymond was also appointed private secretary to the Secretary of the Navy during President McKinley's Administration. Throughout his service in this capacity he still retained editorial control of the Germantown paper.

Daily Reverts to Twice-a-Week

George B. Van Dyke, editor and owner of the *Anthony* (Kan.) *Daily Bulletin* has announced that the Bulletin will be issued hereafter twice a week and the daily suspended.

IOWA BANKS

In First Class Condition

Never before, in the history of Iowa banking have the banks been in a better and more healthy condition.

The last report of the state banking institution showed that there had been an increase of $1,500,000 in the deposits in the 1,237 Iowa state and savings banks and trust companies during a period of three months. Also, during the same period of time, $16,650,000 in loans has been repaid to the banks.

The people of Iowa are in better financial condition than they have been for some time. There is much money in the state, that is waiting either to remain within the state's border or to move out toward those wise advertisers who can make the Iowans realize the worth of their products. Be sure that you are one of these advertisers—the very wisest of whom will use this list of demand-creating newspapers which are so thoroughly read and relied upon in Iowa.

	Circulation	Rate for 5,000 lines
*Burlington Gazette .....(E)	10,164	.04
*Cedar Rapids Gazette .....(E)	21,481	.07
*Davenport Democrat & Leader.....(E)	14,564	.06
*Davenport Democrat & Leader.....(S)	17,895	.06
†Davenport Times .....(E)	24,676	.07
*Iowa City Press-Citizen.....(E)	6,387	.035
*Mason City Globe Gazette .....(E)	12,622	.04
*Muscatine Journal .....(E)	7,762	.035
*Ottumwa Courier .....(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

* A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

UNDER an Ossining, N. Y., date line recently came a story released by the State Prison Commission. It thus told of the work of one of the inmates in the state prison at that place:

> He has adorned the gruesome place with flowers, trees and shrubs, and the yard which five years ago was desolate and littered with stones and rubbish is now a thing of beauty. The rose garden is an inspiration to dark and troubled souls.

Sunday editors are not usually caught napping, but this tip from Ossining went begging for elaboration at the hands of skilled literary craftsmen. But the editor of *The Cosmopolitan Magazine* evidently knows his job, for he commissioned Irvin S. Cobb to write the story. It is printed in the March issue under the somewhat startling caption "The Convict Who Made a Garden on the Road to Hell."

This convict, No. 69,690, is Charles E. Chapin, for many years city editor of the *New York Evening World*. How he killed his wife while she slept in September, 1918, need not be retold here. Details may be found in his own book, "Charles Chapin's Story"—a book which is still well thumbed at newspaper clubs. I do not need to tell how Chapin made the Ossining desert to blossom like a rose—without expense to the taxpayers of New York State. I expect the readers of this department to read the article itself.

But I do want to take up one or two assertions made in the article. For example, Cobb says that Chapin had the reputation of being the best city editor in town—certainly a most remarkable tribute. Desiring to test the truthfulness of this assertion I asked a city editor of a New York daily as we were at lunch together at the Newspaper Club whether he agreed with Cobb. He hesitated only a moment before he replied, "Yes, on the whole, I am inclined to give Chapin first place."

In another place in the article Cobb remarks:

> The Chapin I had known was a hard man and to the best of my knowledge and belief and to the best of my personal observation he had never manifested real tenderness except in his attitude toward the fragile, faded little woman who was to die by his hands.

Yet Chapin had a side which I think has never been sufficiently brought out. One anecdote—though I could furnish several—will do by way of illustration. A few weeks ago I was talking at the Club to a reporter to whom I would give a very high place for his resourcefulness in getting spot news immediately to his paper. It was he who turned the conversation to Chapin—a fact that shows that Chapin is not forgotten in newspaper circles.

This reporter went on to tell me how, when he worked with Chapin on the *Evening World*, one of his associates had contracted pneumonia when on an assignment and had died. He left a widow in destitute circumstances. The boys thought it would be a nice thing to pass around the hat. Later they went to Chapin for a donation. His reply was characteristic: "You boys waste all your salaries on booze and chippies, then when you kick up your toes you think the paper will take care of your widow. I don't want you to get any such idea. Get the hell out of here!"

What Chapin was called when the boys got together to take the little fund over to the widow had better be imagined than put into cold type. When they reached the home of the widow she was especially grateful for the help tendered. With tears in her eyes she remarked, "You boys on the *World* have been especially kind. Do you know I could not have buried my husband if it had not been for Mr. Chapin's personal check?"

As the boys went back to the city room they didn't have much to say, but they evidently thought a great deal. This anecdote is typical of Charles E. Chapin.

But don't forget the story that is slugged in this comment. It will be found in the *Cosmopolitan* for March.

* * *

THOSE who read between the lines will find "Twice Thirty" (Chas. Scribner's Sons) by Edward W. Bok is a greater book than "The Americanization of Edward Bok," even if the latter volume holds the time record as one of the ten books most in demand in bookstores and libraries. "Twice Thirty" gives Bok's philosophy of life with a frankness seldom found in books of this type.

Bok quotes Roosevelt as saying, "The table of contents is about the best guide I know of to a book. It beats the critics for me, as to whether I want to read it or not."

About thirty chapters make up this volume of 540 pages. Each chapter heading challenges the imagination and piques the curiosity. Most of them deliver the goods.

Was Bok worth $100,000 to the Curtis Publishing Company? Advertisements of cigarettes are excluded in the columns of the *Ladies' Home Journal*. One of Bok's sons must have seen somewhere the familiar slogan "Ask Dad—He knows." Dad's reply is given in detail in one of the chapters.

Does one wonder how the editor of *The Ladies' Home Journal* who told American parents for so many years how to bring up children, reared his own? Did he preach one thing in his magazine and practice another in his home? These questions, too, are answered in the volume.

What does Bok do when, away from home he is "solicited" by what seems to be a scarlet woman of the street? The chapter which answers this question is entitled "My Most Unusual Experience." Judged by those standards which give news value to a story this chapter is more interesting than anything Bok ever printed in this magazine. Positive proof is given in this chapter that truth is often stranger than fiction.

For the editorial writer "Twice Thirty" suggests more topics for editorial discussion than any book I have read in some time. It is full of interesting anecdotes about the leading figures of the past 50 years that might well be run as fillers on newspaper pages. The chapter on the "American Peace Award" is worth an editorial by itself. A note should go to the morgue about the biographical data which will be found in the appendix.

But let us hope, as newspaper men, that it is a long time before "Thirty" is written for Edward W. Bok. It was Emerson who said, "We do not count a man's years until he has nothing else to count."

* * *

NEWS out of Russia has been most jejune. What has appeared in type has not always come from reliable sources. E. W. Hullinger, as representative of the United Press Association, has had a wonderful opportunity as he covered his assignments in that country to study the social and economic phases under the Bolshevik regime. Along with his nose for news he has had an eye for the truth. Consequently, his volume "The Re-Forging of Russia" (E. P. Dutton & Co.) will be of help to the editorial writer who must comment from time to time about the attempts of that country to find a place among the civilized nations of the world. Mr. Hullinger is not so much interested in the sparks that fly from the anvil as he is in the productions that are hammered out.

Black Leaves Washington Corps

Robert I. Black has resigned as Washington correspondent of the *Omaha* (Neb.) *World Herald* and the *Dubuque* (Ia.) *Telegraph-Herald* to enter the Florida real estate field.

DAILY EXPANDS NEWS SERVIC

Richmond Times-Dispatch Opens B... eau at Staunton, Latimer in Charg

The *Richmond* (Va.) *Times-Dispa...* has established at Staunton, Va., ... Times-Dispatch Valley News Bur... which will be in charge of James ... Latimer, for many years a member ... the staff of that newspaper.

Correspondents located in the more ... portant towns in fourteen counties c... prising the Valley territory will re... by mail, telephone and telegraph to ... Valley News Bureau. A leased teleph... wire will connect the Bureau with ... main office.

Handling of news will be greatly ... pedited by the new arrangement.

Through the transfer of Mr. Lati... from Richmond to Staunton the offic... secretary-treasurer of the Virginia P... Association which he holds will also ... moved to Staunton.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

Newspaper Features

Intelligently Selected—Properly Prepared

Comics, Fiction, Cross-Word Puzzles, Weekly Features, Daily Fillers and Blanket Services.

Write for Sample Sheets

Readers' Syndicate, Inc.
799 Broadway New Yo...

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

55 OUT OF 100

Thomas Masson's "Annals of 1924" contains the one hundred best paragraphs written during that year. Fifty-five of these were written by

ROBERT QUILLEN
"World's Greatest Paragrapher"
ASSOCIATED EDITORS, INC.
440 S. Dearborn St., Chicago

1925 will be a Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-719 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co...
Peoria, Ill.

ENAMEL ENGRAVING PROCESS FOUND

"old Top" Enamel Method Which Is Fool Proof and Improves Printing Announced by Hearst Laboratories

A modification and simplification of the mel process of engraving, which makes photographic reproductions stand out clearer and in more detail than ever before on newsprint was disclosed this week for the first time by Charles E. Tebbs, general art director of the Hearst newspapers.

"Using our new process an engraver can't make a poor cut, unless the photograph is bad in the first place," Mr. Tebbs claimed.

"For 20 years newspapers have been printing pictures from zinc with an ink of." Mr. Tebbs explained. "But with this ink top the dots spread and thickened. Various attempts were made, especially in Boston, to use enamel to prevent such spread and give better detail to cuts. What was known as the hot top method we developed.

"A year ago the late George Palmer of the Hearst organization went abroad to study foreign engraving methods.

"Last July, following experiments, we evolved a formula for what is now known as the cold top enamel, which we have wanted and are now using in all the nine Hearst newspapers throughout the country.

"This new method insures an exact reproduction of a photograph and is foolproof for any engraver, and in addition I believe, the greatest time saver that has been discovered for years."

The cold top enameling process has been in use by the *New York Mirror* since it started last August. It was developed in the Hearst Chemical Research Laboratory in New York, of which Dr. Paul Helfrich is director.

Mr. Tebbs has been with the Hearst newspapers for 34 years. He was one of the first newspaper photographers in the business.

WEEK'S AD TIPS

N W. Ayer & Son, 300 Chestnut street, Philadelphia. Now handling account of R. E. Thompson Mfg. Co., radio, Jersey City, N. J.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 5,000-line contracts with newspapers in various sections.

Thomas E. Basham Company, Intersouthern Building, Louisville. Placing orders with newspapers in Central West for the Axton-Fisher Tobacco Company, "Clown Cigarettes," Louisville.

Brinan-Eley Company, 922 Republic Building, Chicago. Reported to be handling account for Lomax Ginger Ale Company, Chicago.

Collins-Kirk, Inc., 750 North Michigan avenue, Chicago. Reported to have secured account of the Morton Salt Company, Chicago.

Samuel C. Croot Company, 28 West 44th street, New York. Placing a try-out campaign with some Pennsylvania newspapers for the National Sales Chain Company, "Yankee Perfume," New York.

Robert H. Dippy, 903 Fox Building, Philadelphia. Has secured the account of the Holden Radio Company, Philadelphia.

Doyance, Sullivan & Company, 130 West 42nd street, New York. Now handling account for the Magnavox Company, "Radio" sets, etc., Oakland, Cal.

H. Goldsmith Company, 9 East 41st street, New York, has secured the account of Winsboit & Company, "Merode" underwear, Lakefield, Mass.

C. V. Hellwig Company, 9 East 40th street, New York. Placing orders with some New York State and New England newspapers for Erkman & Son, soaps and scouring powder, Brooklyn, N. Y.

Lord & Thomas, 400 North Michigan avenue, Chicago. Making 5,000-line contracts with newspapers in various sections for the Quaker Oats Company, Chicago.

Street & Finney, Inc., 40 West 40th street, New York. Reported to be placing account for T. Stanley Company, soaps, New York.

Tolmann Agency, 185 Madison avenue, New York. Making 5,000-line contracts with newspapers in selected sections for the Bonnie B. Hairpin, hair nets, New York.

Van Bird Wilson, Inc., 9 Hanover street, New York. Placing orders with newspapers in cities the same as last year for the New York Life Insurance Company, annual statement, New York.

Arthur Rosenberg Company, Inc., 110 West 42nd street, New York. Appointed advertising counsel for Duplex Condenser & Radio Corporation, Brooklyn, N. Y., for a campaign in trade and "fan" machines.

Ross-Gould Advertising Agency, 10th and Olive streets, St. Louis. Handling advertising of Milbradt Manufacturing Company, St. Louis, manufacturers of Milbradt power lawn mower.

W. W. Sharpe & Co., 240 Broadway, New York. Handling advertising of Standard Radio Corporation, "Standardyne" Radio, Worcester, Mass.

Simpson Advertising Company, Syndicate Trust Bldg., St. Louis. Will use one-quarter and full pages in leading metropolitan newspapers for Trampe Spark Plug Company, St. Louis.

Snodgrass & Gayness, Inc., 250 Park avenue, New York. Preparing plans for a rotogravure campaign for Houbigant, Inc., Face Powder, etc., New York.

F. R. Steel Company, 201 East Ontario street, Chicago. Orders are being sent out to a general list of newspapers on the Western Specialty Company.

Sterling Advertising Service, 58 W. 40th street, New York. Placing orders with newspapers in Chicago, New York, Los Angeles, Cleveland and San Francisco for Indra Pearl Company, 396 Fifth avenue, New York.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Schedules on the Wrigley Company, (chewing gum), Chicago, are being sent out to newspapers generally.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. A list is being prepared on the Celotex Company, Chicago.

Young & Rubicam, Atlantic Bldg., Philadelphia. Will place orders with newspapers in various sections for Process Chemical Company, "Larvex" Moth Proofing Machine, 250 W. 57th street, New York.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
Model E Duplex press, bought new in March, 1924. Extra rollers, sixteen eight-col. chases and one double-truck chase, with motor complete. Ready for immediate delivery. Best offer will take it. Part cash, balance bankable paper. Address Sun, Spartanburg, S. C.

32 pp. Hoe Web Press.
Printing usual combinations up to 32 pp. Speed, 25,000 up to 16 pp., or 12,500 up to 32 pp. Equipped with motor and complete stereotyping outfit, everything necessary to produce plates. Has been used only once a week, producing a tabloid paper which is to be changed to a magazine. A fine outfit at very reasonable price for quick action. Can supply samples of its work. Ask for details of No. 644. Baker Sales Company, 200 Fifth avenue, New York. We have many other good presses to offer if above does not fit your requirements. Let us know what you can use.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

FOR ALL NEWSPAPERS
DUPLEX PRESSES
"OUR CUSTOMERS WRITE OUR ADS"
DUPLEX TUBULAR
"The flexibility of the Duplex Tubular appeals to us. Its economy of operation is another feature and its speed on all runs is the same."
Janesville Daily Gazette
JANESVILLE, WISCONSIN
Duplex Printing Press Co.
BATTLE CREEK, MICH.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Used Newspaper Presses

R. Hoe & Co. Right Angle Quadruple Press with two folders. Prints 48,000 4-6 or 8 pages, 24,000 10-12-14 or 16 pages, 12,000 20-24-28 or 32 pages. Length of page, 22¾ inches.

Scott 4-Deck, 2-Page, wide Quadruple Press with single folder. Capacity 24,000 4-6-8-10-12-14 or 16 pages, 12,000 20-24-28 or 32 page papers collected. Length of page 22¾ inches, 7 or 8 columns to page.

Two Scott Quadruple 4-Deck, 2-page, wide Presses with single folders. Capacity 4-6-8-10-12-14-16 pages 24,000, 20-24-28-32 page papers 12,000 per hour, 7 or 8 columns to page, length of page 23 9/16 inches.

R. Hoe & Company Double Sextuple Press with central folders and extra color cylinders. This prints 7 or 8 columns to the page, length of page 23 inches.

PRESSES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.
Plainfield, New Jersey
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

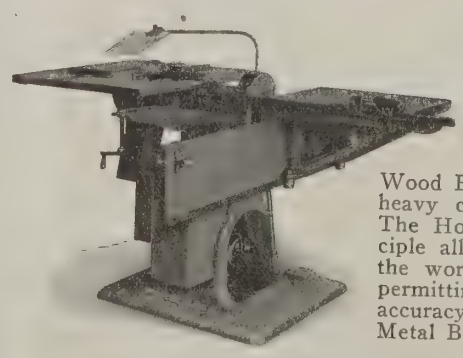
N.Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Harrisburg Patriot
Harrisburg, Pa.
We refer you to them for their opinion
QUALITY NAME SERVICE FAME — CLINE ELECTRIC MANF'G. CO CHICAGO — CLINE WESTINGHOUSE
MAIN OFFICE Fisher Bldg. 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Bldg. Broadway at 34th St. NEW YORK

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-rail Trimmer. The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., INC., 504 Grand Street, New York City
7 So. Dearborn Street, CHICAGO, ILL. — 7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."
18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.
6c per word per insertion, cash with order, for advertisements under any other classification.
36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Experienced salesman, copy writer, manager, young, energetic, capable, pleasing personality desires permanent position with progressive daily where good constructive work will be appreciated and rewarded. A real opportunity more essential than initial salary. Record and references okeh. Address C-765, care Editor & Publisher.

Advertising Man.
Successful, experienced advertising man, in the thirties, is looking for a position. He has long ago proven his ability as a producer of big business. Has exceptional organizing and executive powers, and a record of accomplishing results and getting things done. After ten years with present employer in Metropolitan city, he has reached the limit of his job and is seeking new connections where he can develop further. Willing to start at $5,000 and bonus on a "make good" basis, although now earning considerably more, providing job is sufficiently important; with enough scope for progressive development. Jurisdiction over national advertising department would interest him. Leading banks, publishers, advertising agents and important firms will supply the fullest information and references. Address C-736, Editor & Publisher.

Advertising Manager and Solicitor.
Newspaper and agency experience, a go getter, individuality, appearance, ability proven, would consider change. References plenty, C-755, Editor & Publisher.

Advertising Manager.
18 years' experience leading Metropolitan newspapers. Capable executive; convincing salesman. Thoroughly experienced building and promoting general retail advertising; well acquainted national field. Now employed; age 36, married. Address C-763, care Editor & Publisher.

Advertising Manager.
Of Southern daily in city of 75,000 seeks change. Eleven years' experience preparing and selling forceful copy-layouts and newspaper merchandising. Age 30, married. Willing to be a subordinate but welcome responsibility. Address Box C-748, Editor & Publisher.

Advertising Manager.
Man 29 years of age, married, has had considerable experience in promotional work, has record as a producer, wants connection with a live daily in a progressive city, as promotional or display advertising manager. Can furnish best of references. Available March 10th. Address C-758, Editor & Publisher.

Advertising Manager.
Now employed seeking new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Address Box C-750, Editor & Publisher.

Artist
Desires change; experienced in all art including cartoons. Address C-702, care Editor & Publisher.

Advertising Solicitor.
Available April 1st; age 23; 5 years' experience; newspaper or magazines. Connected with one organization for 3 years. Fully acquainted in larger cities of Illinois, Indiana, Ohio and Michigan. Salary secondary. Best of references. Box C-739, Editor & Publisher.

Business Manager or General Manager.
Exceptional ability and record for Business Building—and now business executive of paper near New York—contemplates making a change for purely personal reasons. Both provincial and Metropolitan experience—unquestionable character—no objection to second or third paper—Bonus or stock proposition preferred. Address C-762, care Editor & Publisher.

Capable Sports and Editorial Writer.
With six years' weekly and small daily experience in editing, reporting, head writing, proofreading and sports, wants advancement from large semi-weekly to well established daily in medium size city where main time could be given to sports and editorials with rest where needed, or assistant to sports editor on larger paper. Under thirty, educated and aggressive worker. C-737, Editor & Publisher.

Cartoonist.
Experienced, desires position. Three years' experience in chalk-plate reproduction, the economical and quick process for daily cartoons and line drawings. Formerly with Portsmouth Daily Times. George Schmidt, 414 Sinton, Portsmouth, Ohio.

Situations Wanted

Cashier or Auditor.
Young married man thoroughly familiar with newspaper accounting and business office routine desires position with live organization where opportunity for advancement is offered. Will furinsh reference from present and past employers. Address Box C-707, Editor & Publisher.

Circulation Manager.
Desires immediate connection. Ten years' experience on large and small papers. Backed splendid record. Excellent references. Address Box C-747, Editor & Publisher.

Circulation Manager
Now employed, wishes to make a change. Young man (33) with 19 years' experience in circulation department of present employers, would like to connect with a New England daily. Address Box C-725, care Editor & Publisher.

Circulation Manager.
Capable executive, proven ability, good organizer. Familiar with all departments. Knows how to create and build circulation. Publisher who wants to increase circulation of his paper and desires to put circulation department in efficient competent hands. Write C-759, Editor & Publisher.

Circulation Manager.
20 years' experience in circulation work on daily newspapers; age 40, married; resigned last position December first after eight years' service; have had a good rest and now ready to take charge of some publisher's circulation problems; thoroughly familiar with all systems of handling city circulation through carriers and newsboys; also country agents and rural mail subscriptions and all forms of circulation promotion work. Can reorganize a circulation department and produce results. Successful circulation record and best of references. Write or wire for further particulars. W. C. Hunter, 3656 North Monticello avenue, Chicago, Ill.

Classified Manager.
An experienced classified manager with a very successful past record has outgrown his present connections and desires a permanent position in a larger field. Address Box C-742, Editor & Publisher.

Classified Advertising Manager.
Now open for position; 5 years' experience on two papers; single, strong personality. A writer of result getting copy. Only permanent position considered. Will start at your figure if increased classified will bring an increase in salary. Wire or write, Vance Moon, 933 Murphy, Joplin, Mo.

Copy Editor.
Young, fast, accurate, open for position. Experience includes largest papers in country. Minimum salary, $50, or will purchase interest in small daily. C-740, Editor & Publisher.

Desk Man.
Or reporter—qualified by 8 years' experience for any news department. Likes responsibility—prefer tidewater districts. Available April 1st. Address Box C-746, Editor & Publisher.

Editor or Managing Editor.
College man with ten years' experience in getting out papers in Eastern cities would like to get back into daily newspaper work in East or Middle West. Now connected with national magazine. Fine record all the way through. Circulation builder, chock full of ideas. Writes editorials, can run column. Address Box C-726, Editor & Publisher.

Golf and Tennis Editor-Reporter.
Experienced, well qualified, available April 1st. Now employed second season at Big Florida Resort; 8 years' knowledge of all news departments, including desk assignment, street work. Address Box C-744, Editor & Publisher.

Inside or Out.
Tired of being cog five years on New York City dailies, versatile street and desk man wants opportunity to develop with smaller eastern paper. Ingenious, facile writer; mixer, executive ability. Know news and always get it. Will take $35-$40 until job and myself prove up. Immediate action. Box C761, care Editor & Publisher.

Situations Wanted

I Build New Display.
An idea and plan for every prospect. Aggressive, dependable. Strong on contact copy with a punch. Stand any test. Build good will, thoroughly experienced. A real asset, good character, reliable references. Healthy, energetic, resourceful. No strong-arm methods. Have speed, successful experience and necessary ability in all departments display. I will produce. Any paper could use my services to advantage. Permanent connection desired, East or Central West city of 75,000 or more. Let me develop business for you. Salary or commission. Wire or write. C-705, Editor & Publisher.

Managing Editor
Or General Manager; Am an Experienced Executive; Am a Crackerjack Circulation Promotor; Am a Thoroughly Trained Newspaper Man. Can put the metropolitan snap into a small daily and do it with curtailed force and limited equipment. Can do many things on the paper myself. Know the needs of small cities. Strong on local-subject editorials. C-767, care Editor & Publisher.

A-1 Mechanical Superintendent.
Young, thoroughly practical man in all mechanical departments, with vision and planning in advance for any emergency in order to play safe always. Want connection where everyone else failed thus far to produce results. Will organize to get maximum production and also get organized labor to cooperate. Confidential treatment. Prefer corporation with several plants. Will consider interest. Address C-708, Editor & Publisher.

Mechanical Superintendent.
Executive of exceptional ability and personality would consider change from present position; 45 years old; experience gained with largest newspapers in the East; $150 weekly to start. For personal interview, address C-648, care Editor & Publisher.

News Executive.
Managing or city editor seeks permanent location small city evening daily, preferably in East or South. Ten years' experience all around editorial work, reporter to managing editor. Age 31, college education, good personality, hard worker, clean, honest, energetic, reliable. Thoroly acquainted with all problems of small daily. Proved ability, no bluff. Able organizer, executive, result-getter. Builder of good-will and real newspaper quality. C-729, Editor & Publisher.

Newspaper Advertising Manager or Salesman.
One who possesses the ability and knack of developing accounts. Can service accounts with copy; have had experience on small town and city dailies. Will go anywhere but prefer Central States. Address Box C-764, care Editor & Publisher.

Newspaperman
with complete reportorial training and thorough knowledge of makeup, editing and news values seeks connection with publisher of daily in medium sized city. A good writer, versatile, steady and hardworking. Qualified for city desk and can train young reporters. Twenty-six and single. Now employed on leading Eastern newspaper. Address C-760, Editor & Publisher.

Newspaper Man.
Whose experience has touched every branch of the newspaper game—last eight years as managing-editor—now holding very responsible position, voluntarily seeks desirable and permanent desk connection on live afternoon daily. Unbroken record of success will stand closest investigation. College man, aged 37, reliable, competent and safe. Good organizer and can get maximum from staff. No bad habits. Detailed information and references gladly submitted. Address Box C-751, Editor & Publisher.

Reporter.
Experienced, single, 22, wants position on live daily in Ohio. Can handle desk. Capable, can turn out features. If you want a live wire write: Hugh Harold, care H. Gleespen, Congress St., Marion, Ohio.

Reporter.
Young woman, university graduate, trained in journalism. Ambitious and willing worker. Best references in regard to ability and character. Am available at once. Address Box C-738, Editor & Publisher.

Special Advertising—
Properly planned and developed. Pages, series, campaigns, co-operative space. Thoroughly experienced. Substantial business, satisfaction and good will of advertisers. Will work alone or develop department. There are thousands in scientific development. Many papers realize this fact and could use a properly trained man. Permanent connection after I prove ability. Have good character, substantial, reliable references. City 100,000 or more, East or Central West preferred. Open on short notice. Write me today. C-704, Editor & Publisher.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

ADVERTISING SERVICE DEPARTMENT MANAGER. Five years' service work and space selling, large newspapers; seven years assistant advertising manager, big publisher; successful record as advertising manager, two Middle Western dailies. Now advertising service manager, daily of over 100,000 circulation. His copy, designs and layouts used by well known syndicate. Age 35. Married. College. No. 2775-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Situations Wanted

Telegraph or City Editor.
Open for position April 1st—eight years' perience in all news angles, desk, report features, interviews, sports. C-745, Edito Publisher.

Wanted.
Position as rewriter, manuscript editor, p reading, book reviewer, technical writer on jects of interest to women, general desk wor article writing; woman with ten years prac New York experience; frequent contributor class woman's magazines; capable ed woman's page or managing department; s factory references. Part or full time. York situation preferred. Address Box C Editor & Publisher.

BUSINESS OPPORTUNITI

Best Business Opportunity.
In South offered in semi-weekly and job ness in finest section of Atlantic coast $8,000 cash, long terms on balance. Ad Box C-749, Editor & Publisher.

Evening and Sunday Paper.
Not often you have opportunity to pur controlling interest in a newspaper property this—evening and Sunday paper in ra growing, very live Ohio city of 50,000; he one man for over 30 years and now wi sold because of peculiar conditions; large tory of over 125,000 to draw from; large including 32-page press, many linotypes; estate of high value on one of two pri streets; will require about $100,000 cash, ba may be financed easily. To avoid cur seekers kindly give credit references. Ad "Ohio," C-734, care Editor & Publisher.

Stop, Look, Listen—Then Go Ahead.
Not to sell your own publication or bu other fellow's. But to engage a qualifie sponsible broker to buy or sell for you. H save or make you many times the amou his commission. There are brokers brokers. Be careful to choose the I have some desirable publications to and some desirable customers for public with merit, and shall be pleased to hav call, phone, or write me, but if for an son you do not care to have me represent engage some other qualified responsible b J. B. Shale, Times Building, New York C

CORRESPONDENTS

Correspondents.
Columbus, O.—Bert. D. Strang. News trade journal correspondence, publicity ar vertising. Trade reports. 600 Hartman

FEATURES

A New Feature Service.
That is, in interest and cost to member best break since the world flight of the Air Service. Will prove to be a circ getter. Will fit every paper, from the Seat Weekly, to the Metropolitan Daily. last from three to five years and the i on the last day will surpass the first. U release dates; full protection for member cost to you until you have had service days. You can terminate contract after days, at your option. Service will st Spring. Investigate now. Full part upon receipt of your query, on your own head. Address Raiser, P. O. Box N Sta. "W" New York City.

KECUTIVES TO TRADE IDEAS

ange Idea Committee Formed by A.N.A.E.—Fisk, Chairman

e Association of Newspaper Adver-ig Executives has formed an "Idea xange Committee," acting on the sug-son of J. W. Fisk, merchandising sel of the *Milwaukee Journal.*

. Fisk is chairman of the new com-ee while the other members are H. Roberts, *Cleveland Plain-Dealer;* L. alenak, *New Orleans Item;* W. J. nann, *Portland Oregonian;* Douglas Hauser, *St. Louis Globe-Democrat;* s A. Austin, *Omaha Bee;* C. T. erworth, *New York Times;* M. W. mpson, *St. Paul Daily News,* and E. obertson, *Kansas City Star.*

De Mars Goes to Tulsa

thur F. DeMars, for several years ected with the Munsey Organization perintendent of branches and also e in the development of classified rtising of several eastern papers is classified advertising manager of the a (Okla.) *Tribune.*

McRae's Daughter Weds in San Diego

Mrs. William Alden Smith, Jr., of Grand Rapids, Mich., daughter of Milton A. McRae, was married Feb. 14, at her father's California home in San Diego, to Richmond Temple of London, England. Mr. Temple is in business in London. Mr. and Mrs. Temple plan to spend two months each year in the United States. After an automobile tour of California they will sail for England. Mrs. Temple is a stockholder in several newspapers.

Mason Back After Illness

Julian S. Mason, managing editor of the *New York Herald Tribune,* returned to his desk Feb. 16, after an absence of about a month. He recuperated at Atlantic City from an attack of bronchial pneumonia.

Gridley Now Special Correspondent

Charles O. Gridley has resigned from the Washington Press Service to become the Washington correspondent of the *Peoria* (Ill.) *Star,* the *East St. Louis Journal, Rockford Register-Gazette* and other Illinois dailies.

ADDITIONAL CLASSIFIED

HELP WANTED

dvtising Manager.
ed, by Central State newspaper, a sales-n of advertising in newspapers, who is able ow a progressive record of achievement. be able to write copy, but am chiefly in-ced in selling. Must be able to handle force of solicitors. Position permanent mmunity of 50,000, on old established il. Must be resourceful, aggressive, willing rk long hours if necessary, and not afraid sk business for second newspaper. Seek ed man who is looking for opportunity to ue home and expanding future. Write llabout yourself, family, schooling, age and perience to Central State, C-735, care Editor Publisher.

ess Manager.
r suburban daily, understanding mechanical d every other department. Replies will be ldstrictly confidential. Wonderful opportu-y for the proper man. C-741, Editor & Pub-he

ire Salesman.
vesyndicate has opening for man who can ce. Address in confidence, Syndicate, x C-743, Editor & Publisher.

b ity Woman.
li ous organization desires sensible, experi-ee newspaper or publicity woman to assist s publicity director; give full, detailed par-ls in confidence, including salary. Address x C-701, care Editor & Publisher.

Help Wanted

Reporter
Must be experienced. State salary expected and qualifications. Afternoon daily in New Jersey. Address Box S-753, Editor & Publisher.

Syndicate Salesman.
attractive proposition for man so engaged, representing us. Side line immediately; full time later. C-756, Editor & Publisher.

Wanted.
Experienced woman social page editor on afternoon daily near New York City. Address Box C-752, Editor & Publisher.

Wanted—A Man Who Can Write—
—a man who can sense the romance in machinery—who can put real literary quality into advertising of engineering products. The man for this job needs common sense rather than an engineering education. He needs the poise and personality to meet and work with important advertisers. And most of all, he must know how to write convincingly. One of the large publishers of engineering journals is looking for this man. If you know of him, write details stating salary expected. Address Box C-754, Editor & Publisher.

Wanted.
Advertising Manager, Circulation Manager, and Classified Manager. Northwestern Ohio Daily requires the services of Advertising Manager, one who can organize, build and develop new business and thoroly acquainted with all problems of advertising department. Also Circulation Man, with Metropolitan experience, must be a builder, familiar with promotion work, records and all detail, also man to take charge of classified department, must be able to produce, splendid positions to the right parties. Address C-766, care Editor & Publisher.

Quantity *plus* Quality

THE QUEENS COUNTY NEWS
Jamaica, N. Y.

Editor and Publisher:

We are glad to get testimonials telling of the good results received by our classified advertisers, so in fairness to you, as a fellow publisher, it seems only right to tell you of the remarkably large number of replies which we received from a classified ad through the EDITOR & PUBLISHER a few weeks ago. Not only was the number most gratifying but the quality was equally high.

With the heartiest of best wishes, I remain,

Cordially yours,

EUGENE E. EARLY
Publisher

Indiana

Is the "Heart" of the Nation's Population

The state is practically the center of population of the United States. That means that your advertising campaign will have far reaching influence in all directions—in adjoining territory, rich in results.

The position of Indiana, the location of its cities and its interchange of business with neighboring states have been responsible for the expansion of a highly developed network of railroads. This means that the advertisers' goods will reach every corner of a vast territory, anxious to know about the best of everything for sale by big department stores or corner grocers.

Such location—such railroad facilities and such desires have created a newspaper reading public, a public which is satisfied only by the best.

And the best in newspapers is the aim and accomplishment of Indiana publishers.

Fine examples of modern messengers of world news and industrial development are listed below.

Always anxious to be of service to their advertisers, these newspapers maintain service departments and go to great expense to co-operate with national advertisers who use their columns.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,106	.025
*Evansville Courier and Journal	(M) 27,839 (E) 11,230	39,069	.09
*Evansville Courier and Journal	(S)	32,840	.08
*Fort Wayne Journal-Gazette	(M)	31,502	.07
*Fort Wayne Journal-Gazette	(S)	34,520	.07
*Fort Wayne News-Sentinel	(E)	41,938	.09
*Gary Evening Post-Tribune	(E)	14,196	.055
Hammond Times	(E)	15,436	.05
*Huntington Press	(M&S)	3,797	.025
*Indianapolis News	(E)	128,400	.25
*Lafayette Journal & Courier	(M) 7,605 (E) 12,900	20,505	.06
†††La Porte Herald-Argus	(E)	6,000	.025
*Newcastle Courier	(E)	4,517	.025
*South Bend News-Times	(M) 10,138 (E) 12,902	23,040	.06
*South Bend News-Times	(S)	21,298	.06
†South Bend Tribune	(S) 19,388 (E)	20,627	.06
*Terre Haute Tribune	(E&S)	22,830	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKELR

CONSIDER the local combinations of business men, organized for economy and real co-operative trading with the public. Be they milkmen, apartment-house owners, automobile dealers, country fair trustees, public service men, restaurant proprietors, merchants along certain streets, or what not, they offer to newspapers the very best opportunity for advertising service. Do not look upon such bodies as obstructive of advertising. Sell your newspaper to them on merit.



Making it easy for finders to return property to losers, the *Washington Post* has established a splendid service by opening its classified columns free of charge to those who wish to advertise articles found, and is thereby making its classified section of real service.—C. M. LITTLEJOHN, Washington, D. C.

Now is the time to start a run on "used cars." "The prices are low the demand light. An enterprising reporter could write up an article convincing the reader that now is the time to get that car for spring use. Many dealers are offering part payment plans, the car to be delivered in the spring if payments are started now, etc. Get dealers to advertise their plans and let the paper play up the "start buying now" idea as an inducement to obtain advertising of such a drive as outlined.—C. E. PELLISSIER, Boston, Mass.

It would be a different and interesting stunt if the paper would get up a page or half page of ads of local barber shops and run this page on a Friday or Saturday morning and if on this page all the shops would urge men to come in and get shaved up and have their hair trimmed for the week end. This would appeal to many men and so would help the barber shops in getting more trade and because few cities have ever staged combination ads of barber shops on any pretext whatever the stunt would be new and so would be pretty easy to put over. —FRANK H. WILLIAMS, 815 So. Van Ness St., Santa Ana, Cal.

The *Logansport* (Ind.) *Pharos Tribune* has installed a pay by check system among its carriers. Each carrier boy has a checking account at a local bank into which he deposits his collections. Payment for his papers is made from this account, and for "spending money" he writes to himself a check for an even number of dollars. The system saves the time of employes counting the small change in which the carriers formerly paid their weekly bill, the banks welcome the new patrons, and the boys and parents find that the plan is a money saving one for the carriers.—LEWIS HYMAN.

Almost no one wants to look old. Try out a page of advertisements under a heading of some such line as "Don't Look Old" in which all of the advertisers would present methods of keeping young. Drug stores with youth-giving preparations, dry goods stores and clothiers selling apparel designed to keep people looking young, drugless healers and sellers of special shoes would all be glad to come in on such a page. Get up this sort of a page for your paper.—F. H. WILLIAMS, Santa Ana, Cal.

"Business Men of (name of city), You Ought to Know," could be worked into a fine full page idea. Work it up in a series form, one advertiser being taken up each week and a short resume of his activities in editorial form together with his photograph in the center of the page. Surrounding this are the advertisements of others who will in turn appear on the center of the page.—GEORGE C. MARCLEY, *Ogdensburg* (N. Y.) *Republican-Journal.*

Every day newspaper readers see stories of the police court, the post office, city hall, county court, hospital, etc. These names often become only matter-of-fact places. But don't you think you might interest your readers in a series of descriptive stories telling how the different departments function? The cub reporter is surprised often at his first contacts. A half-column daily feature explaining how a magistrate's hearing is conducted; how the postmen prepare for their deliveries; the daily duties of the mayor; the dignity of the county, superior, supreme courts; the efficiency of nurses, and many other local "routine" affairs could be written up to make an interesting series.—H. M. HOFFORD, Providence, R. I.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"CORNERS and Characters of Rhode Island" is a feature of the *Providence Evening Bulletin* that has attracted much attention. A well-executed drawing of an ancient street corner or village resident accompanies each storie and the feature has resulted in a large increase in surburban sales. Where drawings are not possible photographs may be used with equally good results.—L. DOOLEY, Providence, R. I.

The *Memphis News Scimitar* recently closed a contest in which it offered a dollar each for "'the best things I have seen today." Some of the things reported were truly ludicrous and brought much reader attention.—R. E. HARDAWAY, Lebannon, Tenn.

Seattle Times publishes a weekly summary of state supreme court decisions for the business man on its financial page. Similar digests of important decisions should be possible in other cities, business men generally being interested in opinions affecting their interests written in language devoid of legal phraseology.—A. N.

Conscience gifts add $600,000 to the United States Treasury. An interview with your local treasury authorities may reveal local conscience money sent in from time to time that will furnish good copy.—C. M. LITTELJOHN, Washington, D. C.

Why not let one of your leading bankers explain the Federal Reserve system, in his own words; or the dispatcher on the railroad give the "inside dope" on train dispatching; or your chief exporter tell some of the troubles of exporting? Just a few hints for some by-lined articles that will count.—B. A. T.

LETTERS FROM OUR READERS

Asks Pulitzer Prize for Miller

CAVE CITY, KY., Feb. 1

TO EDITOR & PUBLISHER: I most spectfully nominate William Bu Miller of the *Louisville Courier-Jour* for consideration when the time comes select the winner of the 1925 Pulit Prize. The military board's inquiry i the entombment of Floyd Collins in S Cave here, has brought out that Mil only 21 and who looks to be but 16, the most outstanding hero the newspa game has produced in many years. I recall nothing in comparison to it in 31 years I have been connected w newspapers.

This fine chap risked his life repeate by making the "subterranean squir time and time again through "T Squeeze" and "The Double Squeeze" a distance of 160 feet far below earth's surface, being one of the few, v ultimately reached Collins, fed and oth wise ministered to his comfort; also m ing heroic efforts to free him from clutch of the boulder that made him c tive of the cave. The record of w Miller did, sworn to under oath by m witnesses, is now in possession of the m itary board appointed by Gov. Willi J. Fields, of Kentucky. This board headed by Gen. H. H. Denhardt, a lieutenant governor of the state, and m be readily consulted by the Pulitzer pr committee when the time comes to m awards.

DAN W. GALLAGHER,
Cleveland New

New Boston Financial News Edito

Walter Brown, formerly editor of *New York Commercial,* has assumed editorship of the *Boston Financial Ne*

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Magazine Feature Pages.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

Childhood inspires this new puzzle attraction—

CROSS-WORD FAIRIES

By WANDA GÁG

The most fascinating weekly feature ever devised for children.

Secure details of this cross-word puzzle story from

Premier Syndicate, Inc.
241 West 58th Street
New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. Briggs Company
Memphis, - Tenn

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

"Main Street---Russia"
by
FANNIE HURST

Five half-page illustrated articles
Released March 15

Vivid—First-Hand Impressions of Life Under Leninism

Chicago Herald Examiner
Indianapolis Star
Milwaukee Journal
have already ordered

ASK FOR SAMPLES

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

THE INDUSTRIES OF

Pennsylvania

ARE AMONG THE GIANT INDUSTRIES OF THE WORLD

Pennsylvania holds high place among the world leaders in manufactures. The value of its manufactured products is measured in billions.

Pennsylvania leads every other State in primary horsepower engaged in manufacture, and in the amount of capital invested.

Pennsylvania's annual manufacture is worth approximately $7,000,000,000. The annual payroll is in excess of $1,750,000,000.

PENNSYLVANIA PRODUCES

One-eighth of all manufacture in America

One-fifth of all electrical machinery

One-fourth of all minerals in America

One-sixth of the pig-iron, coal, electrical machinery and sugar refining of the world

One-half of America's production of cork products, oil cloth and linoleum, cotton lace and felt goods

One-third of America's glass, silk, carpets, rugs, knit goods, railroad cars and confectionery.

Pennsylvania has great magnitude in industrial production and great diversity as well. She not only forges the heaviest castings but manufactures also the most delicate scientific instruments.

Pennsylvania's newspapers have long ranked among the foremost. They are foremost in producing traceable results, not only in Pennsylvania but in the wide world field they cover.

THESE PENNSYLVANIA DAILIES RETURN A DIVIDEND ON ANY INVESTMENT MADE IN ADVERTISING

		Circulation	2,500 lines	10,000 lines
*Allentown Call	(M)	29,446	.10	.10
*Allentown Call	(S)	19,425	.10	.10
†Beaver Falls Tribune	(E)	5,725	.03	.03
†Bloomsburg Press	(M)	7,189	.029	.029
†Carbondale Leader	(E)	5,664	.025	.025
*Chester Times	(E)	15,507	.055	.055
†Coatesville Record	(E)	6,529	.035	.03
*Connellsville Courier	(E)	6,212	.02	.02
*Easton Express	(E)	21,439	.07	.07
Easton Free Press	(E)	12,711	.05	.05
*Erie Times	(E)	26,258	.08	.08
*Harrisburg Telegraph	(E)	40,487	.095	.095
*Oil City Derrick	(M)	6,375	.035	.035
*Pottsville Republican and Morning Paper	(E&M)	16,284	.08	.07
*Scranton Times	(E)	41,414	.12	.11
*Sharon Herald	(E)	6,568	.0285	.0285
*Sunbury Daily Item	(E)	4,564	.025	.021
*Warren Times-Mirror	(E&M)	7,579	.036	.036
†Washington Observer and Reporter	(M&E)	17,358	.06	.06
†West Chester Local News	(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader	(E)	23,775	.08	.06
*Williamsport Sun	(E)	19,766	.07	.07
†York Dispatch	(E)	18,527	.05	.05
†York Gazette and Daily	(M)	17,604	.05	.05

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

Concentration

No single newspaper in all these United States can cover the entire country for a national advertiser.

Certain newspapers in certain territories must be designated.

The Telegram-Mail sells more than 200,000 copies every day within the limits of Greater New York. 98% of its high class popular circulation is metropolitan.

That affords the national advertiser *concentration* in the New York area.

The New York Telegram *and* EVENING MAIL

Publication Office: 73 Dey Street

Eastern Representative:
DAN A. CARROLL
110 E. 42nd St.
New York City

Western Representative:
J. E. LUTZ
Tower Building
Chicago, Ill.

JOURNALISM LIBRARY
Not to be taken from this room

JOURNALISM LIBRARY
Not to be taken from this room

THIS ISSUE:—COMPLETE DENIAL OF ADVERTISING TRADE CHARGES.

EDITOR & PUBLISHER

1884 *The Newspaper Advocate* 1925

SUITE 1115 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 43 | NEW YORK, MARCH 21, 1925 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

"BEST SELLERS" *and* "BEST BUYERS"

Keep your products on the "best sellers" list by keeping it before the best buyers. These "best buyers" are the substantial people in a community who have money to spend, and who spend it wisely. They buy where they have confidence.

In Chicago and the great Chicago Market, they use as their buying guide the advertising columns of

THE CHICAGO DAILY NEWS

The buying response to the advertising messages broadcast by this newspaper through its 400,000 circulation to its approximately 1,200,000 readers daily, has been tested out so profitably by both local and national advertisers that, year after year, The Daily News leads all the other Chicago daily newspapers in total volume of advertising lineage.

For the year 1924 this total volume of display advertising lineage came to

15,099,527 agate lines in The Daily News
11,774,440 agate lines in the second paper

THE CHICAGO DAILY NEWS

First in Chicago

The Philadelphia Bulletin

NOW USES EXCLUSIVELY

Wood Metropolitan Dry Mats

On February 9, 1925, this great evening newspaper began the use of the Metropolitan dry mat on all its eleven editions, *since when it has not used a wet mat nor a drying table.*

A continuous test of six weeks' duration in the magnificent plant of The Evening Bulletin and without a hitch proves that a completely satisfactory dry mat, of American conception and manufacture, is now available for the largest newspapers in the world.

In that it directly benefits *every department* of the newspaper plant and reduces the cost of manufacturing large dailies by *hundreds of thousands of dollars* annually the WOOD METROPOLITAN DRY MAT is unquestionably the most important invention of the century for the big newspaper.

Wood Flong Corporation is indebted to the efficient organization and personnel of The Evening Bulletin for the support and encouragement freely accorded it over a period of ten years of effort to perfect this high-cast dry mat for its use.

The adoption of this dry mat for *exclusive use* by the most extensive newspaper plant in the world constitutes the *Acid Test.*

BENJAMIN WOOD, President.

WOOD FLONG CORPORATION

501 FIFTH AVENUE NEW YORK CITY

Follow the lineage

¶ Mounting lineage means mounting RESULTS.

¶ Not only is SUN lineage going up and up—but the lineage of individual advertisers has increased in a remarkable number of cases.

¶ Which seems to indicate that it pays the advertiser and that *he* soon discovers it *after* he's in. That's the significant thing.

¶ The Sunpapers do their own talking after the advertising starts.

¶ Follow the lineage and you'll follow the course of wise advertisers—local and national. They know that the way to reach and to hold Baltimore is through the Sunpapers—Morning, Evening and Sunday.

¶ The figures—both of lineage and of circulation—tell their own story.

Average Net Paid Circulation for February, 1925

Daily (M. & E.) . . 250,696
Sunday 183,667

A Gain of 3,553 Daily and 5,380 Sunday over February, 1924

Everything in Baltimore Revolves Around

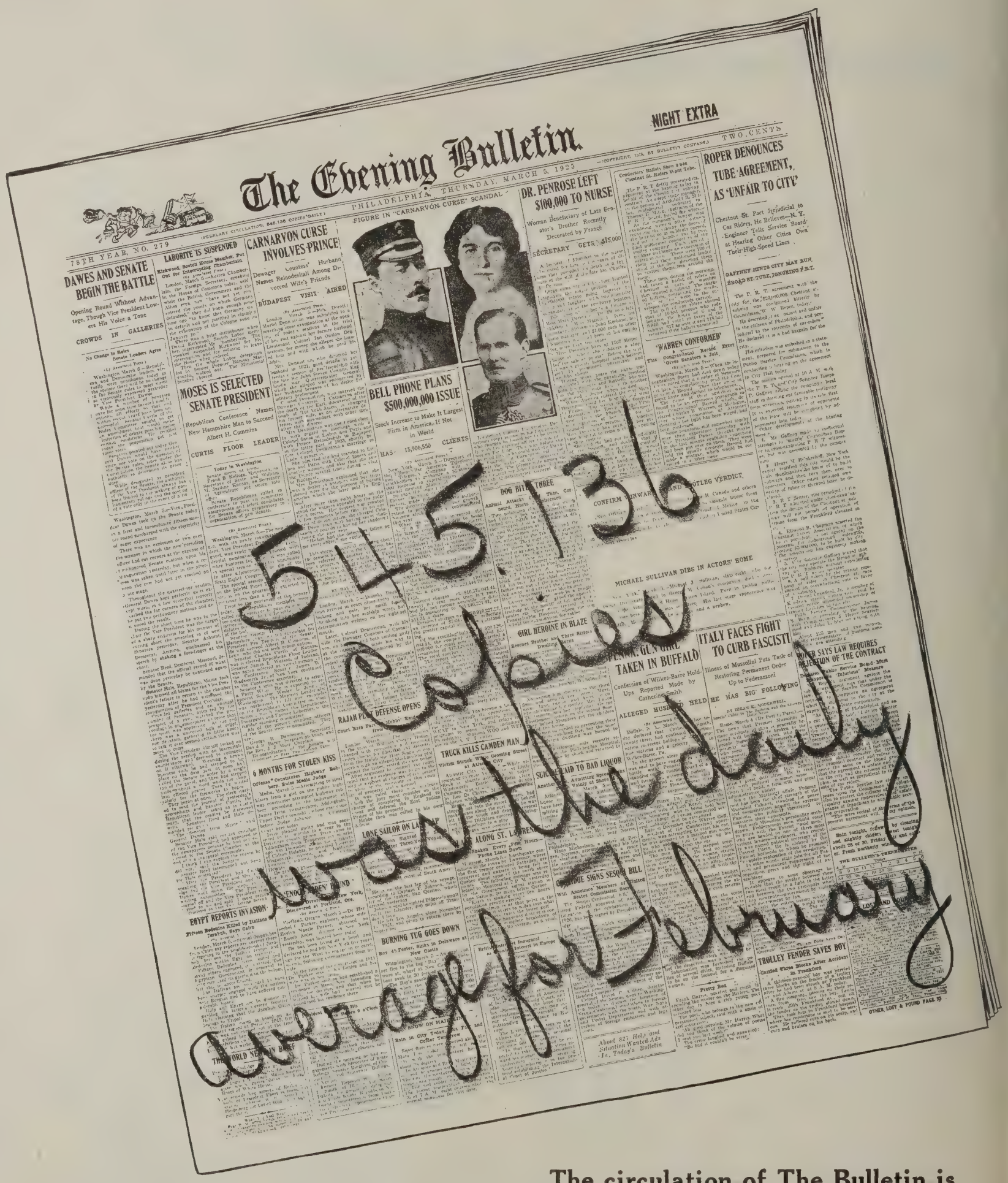
THE SUN

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"



The Evening Bulletin

NIGHT EXTRA

PHILADELPHIA, THURSDAY, MARCH 5, 1925 — COPYRIGHT, 1925, BY BULLETIN COMPANY — TWO CENTS

78TH YEAR, NO. 279 — AVERAGE CIRCULATION: 646,136 COPIES DAILY

DAWES AND SENATE BEGIN THE BATTLE

Opening Round Without Advantage, Though Vice President Lowers His Voice a Tone

CROWDS IN GALLERIES

No Change in Rules Senate Leaders Agree

LABORITE IS SUSPENDED

Kirkwood, Scotch House Member, Put Out for Interrupting Chamberlain

CARNARVON CURSE INVOLVES PRINCE

Dowager Countess' Husband, Nemec Reiaodeslzali Among Divorced Wife's Friends

BUDAPEST VISIT AIRED

FIGURE IN "CARNARVON CURSE" SCANDAL

DR. PENROSE LEFT $100,000 TO NURSE

Woman Beneficiary of Late Senator's Brother Recently Decorated by France

SECRETARY GETS $15,000

MOSES IS SELECTED SENATE PRESIDENT

Republican Conference Names New Hampshire Man to Succeed Albert H. Cummins

CURTIS FLOOR LEADER

BELL PHONE PLANS $500,000,000 ISSUE

Stock Increase to Make It Largest Firm in America, If Not in World

15,906,550 CLIENTS

ROPER DENOUNCES TUBE AGREEMENT, AS 'UNFAIR TO CITY'

Chestnut St. Part Jesuidicial to Car Riders, He Believes—N. Y. Engineer Tells Service Board at Hearing Other Cities Own Their High-Speed Lines

DAFFNEY HINTS CITY MAY RUN BROAD ST. TUBE, IGNORING P.R.T.

'WARREN CONFORMED'

Congressional Record Error Gives Senators a Jolt.

DOG BITES THREE

MICHAEL SULLIVAN DIES IN ACTORS' HOME

GIRL HEROINE IN BLAZE

Rescues Brother and Dwelling Three Sisters

ITALY FACES FIGHT TO CURB FASCISTI

Illness of Mussolini Puts Task of Restoring Permanent Order Up to Federazzoni

HE HAS BIG FOLLOWING

6 MONTHS FOR STOLEN KISS

TRUCK KILLS CAMDEN MAN

Victim Struck While Crossing Street at Auburn City

RAJAH PLEA DEFENSE OPENS

LONE SAILOR ON LA

ALONG ST. LAWRENCE

Shaken Every Few Hours, Phone Lines Down

EGYPT REPORTS INVASION

Fifteen Bedouins Killed by Italians Invading, Says Cairo

BURNING TUG GOES DOWN

Boy 15 Foster, Sinks in Delaware at New Castle

TROLLEY FENDER SAVES BOY

Landed Three Blocks After Accident in Frankford

ITALY SAYS LAW REQUIRES REJECTION OF THE CONTRACT

Public Service Board Must Disregard Injurious' Measure

Rain tonight, follow... and slightly colder; ... about 28 or 30. Friday ... Fresh northerly winds

THE BULLETIN'S TEMPERATURE

OTHER LOST & FOUND PAGE 29

54513b

Cross
Must be duly
Averaged for February

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, MARCH 21, 1925 | No. 43

British Advertising "Billy Sunday" Here to Spend $200,000 in India Tea Drive

Sir Charles Higham, Former Brooklyn Drug Clerk and Scrub Newspaper Artist, Now Successful British Advertising Agent, Tells of His Career and Business Philosophy.

By PHILIP SCHUYLER

N England he is sometimes called the "P. T. Barnum of the advertising usiness."

He prefers to speak of himself as "Advertising's Billy Sunday."

But, after all, his own name is sufficient description—Sir Charles Frederick ligham, ex-member of the British Parament, and London advertising agent.

Sir Charles, in his cyclonic way, is isiting this country in the interest of the ndia Tea Association, London, and the ritish Empire Exhibition.

He has $200,000 he plans to spend in merican newspapers to popularize tea rinking, and he informed the writer he ntended to cable the exhibition authoriies advising them to set aside an appro-riation for advertisements in the United tates press, urging Americans to attend ie exhibition when it opens for the sec-nd year this summer.

With only two week's time at his disosal in this country, his date book has rown to encyclopedic proportions. His alendar already calls for 10 speeches in ie 14 days.

Sir Charles is successful. He is rosperous. He is popular.

And there are those in Brooklyn, N. Y., ho can remember him as a young drug ore clerk on Court street there. They atched him later enlist in the Spanish-merican war, take a fling as newspaper rtist, saw him turn to advertising, beome advertising manager of a Brooklyn epartment store, return to London, his rthplace, start his own advertising gency, and become knighted for his Vorld War advertising.

This week they might have called up-n him in his luxurious rooms in the itz Carlton Hotel, to talk over old mes.

I called on him there, and with amazg frankness Sir Charles talked over ose old times with me, interspersing his utobiography with his advertising philosophy and his dreams for the future of s business. But first he must talk of the resent.

Sir Charles, to use his own phrase, is walking, talking example of the now omedic slogan—"Advertising Pays."

When Sir Charles speaks of advertisg, he stresses newspaper advertising.

"Ninety-eight per cent of the money of y 40 clients, I spend in newspaper adrtising," he declared.

"And I take my own medicine, too. I lvertise my agency continually in the ondon dailies.

"I employ no solicitors, believing that hen an advertiser sends for me, 80 per nt of the sale is made.

"It was through my advertisements at I obtained this present commission om the India Tea Association. My , in fact, cost me $250, and I obtained order to spend $200,000 a year for five ars in America to popularize tea drinkg here, proving once more, if you will rdon me, that advertising pays.

"And the tea campaign paid also. We arted last year, concentrating in New ork, Brooklyn, Philadelphia newspapers, d also using a string of 40 newspapers roughout the country. Tea sales increased 3,000,000 pounds weight in the year.



SIR CHARLES HIGHAM

"This year we will concentrate in Chicago.

"Newspapers are the cheapest and best media for advertising, I believe. Through them an advertiser is able to reach the greatest number of prospects effectively, cheaply, and in the shortest time."

The titled British agent had arrived in New York shortly after noon on the day I talked to him in the Ritz. The ocean trip had been arduous, he said, and he was supposed to be enjoying a few hours respite before riding his whirlwind program.

Dressed in blue lounge coat and gray pepper-and-salt trousers, he lolled lazily on a plush divan, stretching his feet before him, encased in buttoned patent leather boots with black cloth tops. For added comfort, he had undone his stiff collar and light grey tie.

He has a smooth-shaven jolly, round face, and smiles often. His hair is silky grey and curls up over each ear.

Sir Charles talks easily in the English public school staccato. He admits his gift of easy speech is one of his most important business assets. Every bit of copy he writes, he said, is dictated. While he paces the floor of his office, talking, two stenographers take notes and thus his advertising copy and slogans are created. Three books on advertising have been "written" by Sir Charles in this way, he declared.

"Yes," he replied to a question, "in England I am called the P. T. Barnum of the advertising business.

"And I don't mind it at all. Barnum, you know, beat the big drum, and claimed with loud ballyhoo he had the greatest show on earth for the meager sum of fifty cents. He got crowds into his tents this way, and when they left they told friends it was well worth a dollar.

"That is, to my mind, one of the essential tricks of advertising,—the making of friends and second sales.

"American advertising agencies are underpaid for the work they do, I think. Now, if you will pardon my mention of it, I am, perhaps, the highest paid writer in the world—and I am a writer of advertising or publicity.

"All I claim to be able to do is to set down simple salesmanship on paper, so childishly put that the ignorant can understand, and so strong that even the most intellectual will act upon it.

"Stenographers often can write better English than advertising men. But for the ideas we dictate, big money is paid in this age of publicity.

"Advertisers may well remember it is not the space bought but what is put in that space that counts. Too much can't be paid for words.

"Two years ago I was paid $2,500 for a five-word advertisement. Today the purchaser considers that advertisement is worth $2,000,000."

"Slogans are an important part of advertising," he continued, "but they should be selling slogans, rather than clever ones."

Now, becoming reminiscent, Sir Charles went back over his early Brooklyn days, leading his autobiography up to the present, at which, he declared, he had no complaint.

"I've had no education", he began, with a significant sweeping gesture, which compelled attention to the comforts of the Ritz suite.

"My father died when I was 11 years old, and I was forced to leave school. My mother married again. With her and my stepfather, I emigrated to this country, when I was 14 years old.

"My stepfather was a builder. He obtained work with the Brooklyn Rapid Transit Company, where he is still employed.

"About the first position I obtained was in a chemist shop on Court street, Brooklyn. Here I minded my own business and was courteous. I remember an old gentleman used to come daily to the chemist shop with a brown bottle to be filled. He always asked for soda, but my boss told me to fill the bottle with brandy.

"It seems the client was a temperance agitator and was ashamed to enter a saloon and ask for brandy, although he was quite a tippler.

"My boss was proud of me for not asking questions and minding my own business, and when he failed he got work for me as bookkeeper in a law firm at $15 a week.

"On the side at this time, I used to hire a dress suit in the evenings and give dramatic recitals. It was then I noticed I had somewhat of a flair for advertising. You see, instead of advertising the fact that I gave dramatic recitations, I had sense enough to choose the grander word 'recitals', and in consequence got more orders."

For a while, too, he said, he was staff artist for the Brooklyn edition of the *New York World*. But he never kept up his art study, although he claims his ability to pick and choose good art work

is today considerable assistance in his work.

"At any rate I decided to go into advertising, and noticing an advertisement in the paper for a solicitor at $12 a week, I applied and was accepted.

"When the law firm heard about it, they immediately offered to raise my wages to $25 a week.

"The advertising position was only on a six weeks' trial. But remembering the old adage 'Take no risks and take no prizes', I left the law firm for the new work.

"At the end of the six weeks, I lost this job, but right away obtained another with the Liberty Silk Company in the advertising department at $12 a week. In four days, I showed them I could write advertising, and they made me advertising manager at $50 a week.

"Some time later, I was offered the chance to become advertising manager of Loeser's department store, Brooklyn. They told me I would be paid $100 a week. When I came back home and told my mother about it, she was astounded.

"Is there anyone in Brooklyn mad enough to pay you $100 a week,' she said.

"When I became 30, I had saved a considerable sum of money, and decided to return to my old London home. Arriving there I met Gordon Selfridge.

"'Mr. Higham,' he said to me, 'your advertising methods may be all right in America, but you are five years ahead of your time in England!'

"'Good,' said I. 'Then England is a real gold mine for me, if I stick it. And I stuck it.

"I have won success by making successes. I never considered compensation. Advertising is my hobby not my work. I am proud to be an advertising man. I stood for Parliament as an advertising man and was elected, although I only made three speeches and they were on advertising subjects.

"During the war I was knighted for services I performed in writing appeals for men and money. Spending $300,000 in newspaper advertising, we were able to raise $4.500,000,000, when editorial appeals had failed."

Before concluding the interview, Sir Charles told why he was so proud of his profession, and gave his idea of what advertising of the future would be like.

"I suppose I am a natural reformer. Probably I should have been a preacher and I may be yet, who knows? That is why I like to speak of myself as advertising's Billy Sunday.

"In advertising I always preach the joy of living, instead of the fear of dying. I fear death, not because of the unknown ahead of me, but because of the known I leave behind.

"Advertising of the future, I believe, will give publicity to ideas and ideals instead of products.

"If I were Henry Ford today, and as keen for peace as he is said to be, and as altruistic as he seems to be, instead of spending $5,000,000 advertising my automobile, I would use the money to express my point of view on peace in paid space. And I believe I would sell more Ford cars that way, too.

"At any rate, my ambition of the moment is to find an inspired millionaire, who longs for World Peace, and wants to make good use of his money, while he lives."

A luncheon in honor of Sir Charles Higham was given by James W. Brown at the Hardware Club at noon on Tuesday, attended by New York newspaper business executives. Don C. Seitz, *New York World*, introduced as the dean of New York newspaper managers, welcomed Sir Charles who, he recalled, he had employed as a cub on the New York World when Sir Charles was a youth. Louis Wiley, *New York Times*, spoke of newspaper conditions in New York.

In an informal address Sir Charles told of his early struggles in New York and of his advertising success in England, explained his mission to America in behalf of the India Tea campaign and the Wembley Exposition, a huge success last year and to be continued this year, and paid tribute to the cooperation of the newspaper press of this country.

TOO MUCH BUSINESS ON SATURDAY, MERCHANTS BROKE WEEK-END AD JAM

St. Paul Stores Distribute Newspaper Advertising Throughout Week, Keeping Their Sales Forces Busy and Easing Publisher's Problem

By M. W. THOMPSON

Manager of Advertising, St. Paul Daily News

THE recent discussion in EDITOR & PUBLISHER of the week-end advertising traffic jam is more than ordinarily interesting. While it is true from a strictly mechanical production point of view that it would be advantageous for newspapers to have their advertising volume equally balanced over the different days of the week, it must be remembered that the life of a newspaper is dependent upon its ability to serve. A newspaper which grows and prospers must see the viewpoint of its readers and its advertisers as well as its own angle. In a large way the entire question will be solved the same as all other economic conditions are solved by the fundamental laws of supply, demand and distribution.



M. W. THOMPSON

Here in St. Paul the situation is typical of the smaller city. The average merchant does two to three times the volume of business on Saturday that he does on other days of the week. The result of this is an easier market in which to sell merchandise on Saturday than on other days of the week, so the one time a week advertiser naturally gravitates to the Friday paper, which gives him better production for his advertising costs than papers published earlier in the week. To put any penalty on such advertisers would be essentially to discourage advertising and to retard business.

There is another phase to this on which none of the newspaper executives have touched so far. That is, such a policy as has been pursued by the merchants will ultimately come to a place where of its own accord, business conditions will cause a leveling off of this advertising. This to an extent has taken place in St. Paul. Friday advertising continued to increase over a period of years in St. Paul and then reached the point where many of the local stores secured a volume of business difficult to handle in one day with the regular staff of sales people, while this same staff is only one-half or one-third occupied during earlier days of the week.

There was a natural reaction against this without particular effort on the part of the newspaper. A number of our stores have reasonably curtailed their advertising on Fridays, and increased their advertising earlier in the week, in order to get what to them is a sounder division of their business.

Our largest store, the Golden Rule, seldom runs larger copy on Friday than on other days of the week.

Our second store, the Emporium, generally uses its heaviest advertising on Monday.

Our third store, Schuneman & Evans, runs occasional heavy copy, but it is ordered just as often for mid week or early week run as it is for Friday. Several of our other large stores are adopting about the same policy. Our two largest women's specialty stores, Husch Bros. and Macey's, practically never run their large copy on Friday, but incline rather to heavy advertising during the mid week.

The present pyramiding of our Friday papers comes rather from the clothiers and furniture houses, who use but one ad a week and naturally go into their most profitable market.

The idea of inducing the general national publicity accounts to prepare their schedules to run on the lighter days of the week should be entirely sound. These advertisers are not dependent largely, as are the local stores, on next day results, but are building general prestige for their products and should be able to do this fully as well in the early week days. In addition, they would often have the advantage of being able to secure better pages in the paper and better locations than on the crowded days.

There is no indication, in this field at least, of the large Friday papers growing to an extent that would decrease advertising value. Instead, the opposite is true in so far as the local advertiser is concerned. The concensus of opinion in St. Paul would probably show a belief in the ability to secure from two to two and one-half times the results from Friday advertising that is secured earlier in the week. The exception to this condition might possibly be found in two or three of our leading stores that have sufficient prestige to pull heavy results during the earlier part of the week.

Mechanical handling of this larger volume of Friday advertising can be solved by the gradual education of the advertiser to the advantage of early copy. In St. Paul two years ago practically every store in the city was advertising on a 24-hour basis.

That is, copy was submitted the day preceding publication, and largely late in the day for the afternoon paper the following day.

This year five of our largest advertisers are on a 48-hour schedule and adhere to it 95 per cent of the time. A number of our moderate sized advertisers who use Friday papers only, are submitting copy two and three days in advance of publication. This has not been an easy problem to solve in St. Paul and meant hard work. In addition to selling the early copy idea, a good deal was accomplished by taking over the writing of copy for some of the accounts where it was impossible to secure co-operation with other measures.

This problem is, of course, quite different in a city with the volume of advertising shown in St. Paul as compared with the newspapers carrying from twenty to thirty million lines per year. The St. Paul situation is typical, however, of a very large number of moderate sized newspapers, published in the medium and smaller cities throughout the country.

MATTOON BULLETIN ALIVE

Attempt to Force Suspension Failed, Publisher Elliott States

The *Mattoon* (Ill.) *Morning Bulletin*, which was stated recently to have suspended publication, denies the report and declares through its publisher, Roy L. Elliott, that it has not missed an issue.

"There is no denial that an attempt has been made to put the paper out of business," Mr. Elliott said, "but so far the attempt has failed, and it looks now as if it will fail miserably. The company is not insolvent. We can close tomorrow and the machinery and equipment on hand will sell for more than enough to liquidate. Two forces working, one to put the paper out of business entirely, and the other to gain control and dictate the policies of the paper, brought about the crisis. These are the facts and we are entitled to a correction."

A. N. A. Chooses Chicago

The semi-annual meeting of the Association of National Advertisers will be held at the Edgewater Beach Hotel, Chicago, on May 6, 7 and 8.

FOUR NEW VANDERBILT DIRECTORS NAMED

Mellon, Siemon, Poe and Fiedler Named on Board—Mellon Made General Manager of All Dailies—Three Positions Abolished

(*By Telegraph* To EDITOR & PUBLISHER)

LOS ANGELES, CAL., March 17.—At a meeting of the board of directors held at the offices of Vanderbilt Newspapers, Inc., W. S. Siemon of 49 Wall street, New York; Edw. Poe of Baltimore, Md.; Robert Fiedler of New York City, and Ben Mellon of New York City, were elected members of the board of directors to fill the vacancies caused by the resignations of Charles E. Fisher, Charles H. Brockhagen, Mrs. Isabelle Baker, and Miss Ruth L. Stahl.

All except Mr. Fiedler are on the Pacific coast and taking an active part in the affairs of the company. The other members of the board are Cornelius Vanderbilt Jr., Alfred I. Du Pont, Ray T. Baker, H. B. Granlee, Douglas W. Churchill, Morton M. Littleton and J. W. Brodix.

Announcement was also made that Ben Mellon, who has had 20 years experience that has included every branch of the newspaper business, had been appointed general manager of all Vanderbilt newspaper properties.

It was announced that Mr. Vanderbilt, Mr. Mellon, and J. W. Brodix would leave within the next few days on a business trip that would include San Francisco, Miami and New York.

Mr. Mellon announced at the same time that the positions of supervising editor, director of circulation, and director of advertising had been abolished, stating that B. B. Marcum, director of circulation of all Vanderbilt newspapers had resigned.

E. A. Barrymore, formerly of the *Brooklyn Eagle*, has succeeded Graham Hughes, resigned, as head of the real estate department of the *Los Angeles Illustrated Daily News*, and Larry Compton of the Hammill Sutphen Agency, has succeeded D. M. Bangs, resigned, as head of the automobile department of the same paper.

While all leased wires of the C. V. Service on the Pacific coast were discontinued early this week under an order issued by Mr. Mellon, it was stated that the present intention was to extend the news, feature and picture activities of the Vanderbilt organizations and that offices would be opened shortly in both New York and Chicago to act for both the editorial and advertising branches of the organization.

Portland Ad Club Merger Completed

Merger of the two Portland, Ore., advertising organizations, the Advertising Club of Portland and the Portland Advertising Men's Association, has been completed. After this arrangement was recommended by the officers of the Pacific Coast Advertising Clubs the Association acted immediately, but the Club took 30 days for consideration. It has now approved the merger by a vote of 101 to 20.

Provision has been made that actual advertising men will have a larger part in the control of the club hereafter. By a vote of 113 to 8 it was decided to elect to its offices only men having some direct advertising connection. Women will now be eligible to membership, a step that the club, before its consolidation, had always declined to take.

Tennessee Has New Evening Daily

J. F. Toney is publisher of the *Erwin* (Tenn.) *Magnet*, a new evening daily. The newspaper has been admitted to Associated Press membership.

I. N. S. Opens New Bureau

International News Service has opened a new bureau in Hartford, Conn., with W. H. Sheehan as manager.

DENY CONSPIRACY AGAINST DIRECT ADVERTISERS

Southern Newspapers, Four As, and American Press Association Aver, Answering Trade Commission, Publishers Pay Agency Commission for Services Which Direct Advertisers Cannot Render —All Deny Advertising Is Interstate Commerce.

Complete denial of conspiracy to force national advertisers to place their business through certain advertising agencies is contained in the answers filed this week by the American Association of Advertising Agencies, the American Press Association, and the Southern Newspaper Publishers Association to a complaint recently brought by the Federal Trade Commission. In substance, publishers, representatives, and agencies declare that the payment of commissions by publishers to agencies is in compensation for services rendered to the publishers, and that advertisers who place business direct are not entitled to such commission because they do not render such services. These services are defined tersely in the answer of the A. A. A. A. as follows:

"The promotion and development of advertising in general, in creating a permanent and ever-increasing market for publishers' advertising space, in developing and producing for the publisher a large number of accounts covering a wide field of industry, in active soliciting of new advertising accounts and in preparing these accounts so that they will be continuous and successful, and in developing and expanding existing advertising by making advertising profitable."

The replies of the several respondents are grouped as they answer each of the paragraphed charges of the complaint, (printed in full in EDITOR & PUBLISHER of Jan. 3, 1925) as follows:

Paragraph I.—This is a general catalog of the Associations cited and the officers and directors of each, together with a general statement of the functions of each association.

Answer of S. N. P. A.—Several publishers cited as officers and directors are shown to be no longer serving as such. It is denied that the association or its officers and directors have any authority to bind individual members of the association to anything or that they have ever bound or attempted to bind any of them to do anything. It is also shown that the members are not bound by the rules, or otherwise, to do anything except pay their dues so long as they remain members, and that every member exercises his own free will about everything. It is stated that the membership, numbering more than 100 and changing from time to time, constitutes only a small percentage of the number of newspapers in the association's territory. The publishers state that they do not know what arrangements the agencies have with manufacturers and other dealers, and that the newspapers pay the agencies for the service rendered the publishers.

Answer of A. A. A. A.—The agencies deny that they or any of them have by the means set forth in the complaint or by any other means used any unfair method of competition in interstate commerce. They further allege that the statement of the engagement, duties, service and relations of agencies in Paragraph I of the complaint is incomplete and inaccurate.

Answer of A. P. A.—The corporation denies that some of the means and methods charged against it in the complaint were applied in its business, and expressly denies that it by any means used any unfair method in interstate commerce.

Paragraph II.—This is the commission's definition of the trade and technical terms used in the complaint.

Answer of the S. N. P. A.—The publishers deny every allegation, including the accuracy of the definitions.

Answer of the A. A. A. A.—The agencies deny that the definitions are complete or accurate.

Answer of A. P. A.—All allegations in this paragraph are admitted.

Paragraph III.—The commission outlines its conception of the function of the agencies in procuring for advertisers space in newspapers, stating that the agencies, as a part of such services, pay publishers for the publication of such advertising in their newspapers, and are by the advertisers reimbursed the sums so expended and paid an additional sum for their services. It is stated that the A. A. A. A. members handle and place about 90 per cent of all national advertising in newspapers, handling the advertising of about 5,000 national advertisers, at a cost to said advertisers of about $200,000,000 annually. It is also set forth that "for many years a large number of national advertisers have themselves conducted their national advertising without employing the services of the respondent agencies or other agencies in that behalf and have done for themselves all the things and services which are done by respondent agencies . . ."

Answer of S. N. P. A.—The publishers admit the payment of a percentage, sometimes 15 per cent, to agencies for developing the advertising published, paying for it and other services, and that this percentage is allowed all agencies fairly entitled thereto, regardless of their membership in any association. It is shown that this arrangement or trade custom grew up many years ago, as a result of the need of such agencies, and that it came into existence before any of the respondent associations or corporations existed and before practically all of the other respondents were engaged in business." Under this custom, it is stated, newspaper publishers now depend upon the agencies to develop advertising and it is necessary to have some one perform such services for the newspapers as the agencies now perform. The publishers also show that so-called type-parts—pictures, cuts, engravings, electors, etc.—may or may not be sent to a publisher by an agency, as the commission charges, and if they are sent by an agency, this act is done for the advertiser, and the type-parts are and remain the property of the advertiser. It is further stated that under the trade custom, the publisher and not the advertiser pays the agent the percent, whatever it may be. The publishers admit that there are some advertisers who prepare and place their advertising, but deny that such advertisers are able to or do solicit and develop advertising and otherwise render the publisher such services as the agencies render him. The publishers state that advertising in newspapers has developed and increased under the aforementioned trade custom to a greater extent than ever before in the history of the world.

Answer of the A. A. A. A.—The agencies deny the allegations on the ground that they are in part inaccurate and incomplete statements of their relations and business methods and in part are untrue, and set forth as follows "the true facts in connection with the subjects covered:"

The business of the agency is entirely one of service:

(a) *To the broad field of advertising in general,* in promoting the wise and effective use of advertising, in enlarging its scope and value and as a reliable medium of information to the public; and in making it profitable and of permanent value to all concerned; and respondents aver that to a large extent the agencies in this relation have been responsible for the general improvement in and the great development and growth of advertising, which has taken place since agencies became a factor in the business.

In developing this general and fundamental service, the agencies necessarily perform a distinct service to the other essential arms of the advertising industry, being

(b) *To the advertiser.* — The advertising agency enables the advertiser and the potential advertiser to make an advantageous use of advertising. By so doing, it renders a double service to the advertiser, first, in making his advertising profitable to him; second, in increasing and sustaining the volume of advertising, which enables the publisher to charge a rate to all advertisers lower than would be profitable if the volume of advertising were small. The agency's service to the advertiser generally includes a careful examination into the advertiser's business, the article to be advertised, its cost of production, its probable market and the buying ability and habit of that market, the probable volume of sales, extent of profit to be derived, ability of the advertiser to finance the production and distribution of the article, history of the trade, and other conditions that are conducive or essential to successful advertising. As a result of its inquiries and its knowledge of the business of advertising, the agency may and frequently does recommend to the advertiser any desirable changes in production and recommends a plan of advertising and marketing including the amount of money probably needed for its successful use, and including copy and text subsequently to be used in publications, and the agency thereupon suggests the nature of the media to be used and, at the direction of the advertiser, arranges with the publishers for the insertion of said advertising in various newspapers and other publications in all parts of the United States.

The agency places orders for the advertiser for matrices, proofs and other materials necessary for reproduction and assists the advertiser in getting such of these as are necessary promptly supplied to the publisher, wholly as a part of the service rendered by the agency to the advertiser. At no time does the agency have any ownership in such contrivances or mechanical parts and they are always the property of the advertiser and sent by or for him to the publisher and returned by the publisher at the advertiser's direction or held by the publisher for the advertiser, and are not commodities of commerce.

Some agencies charge a special fee to the advertiser for this and other said services to the advertiser, some charge the advertiser the cost, some make no service charge whatever. There is not, and never has been any uniformity as to this custom; there is not and has been no agreement among the agencies or between any of the respondents hereto concerning this feature, and it forms no part of the service of the agencies which is paid for by the publisher.

Respondents admit that such advertising is then printed and circulated by said publishers, and they also admit that the purpose of the advertiser and effect of such publication and circulation is largely to promote advertising and commerce.

(c) *The service of the agency to the publisher* is as hereinbefore set forth, viz., the promotion and development of advertising in general, in creating a permanent and ever-increasing market for publisher's advertising space, in developing and producing for the publisher a large number of accounts covering a wide field of industry, in active soliciting of new advertising accounts and in preparing these accounts so that they will be continuous and successful, and in developing and expanding existing advertising by making advertising profitable.

The general plan of remuneration to the agencies by publishers for service to them is as follows: The agencies pay the publishers the latters' charge for inserting and printing and distributing such advertisements in accordance with the "card rates" of each publisher. These card rates vary in various locations and in various newspapers, and the agency respondents aver there is no understanding or agreement concerning them. It is the custom of some publishers to grant 2 per cent for cash on payment of invoice and it is the custom of agencies in such cases to pay cash and receive such cash discount. The agencies collect from the advertiser, and costomarily give the advertiser the cash discount received from the publisher. The

WITH THE BALL TEAMS IN FLORIDA



Robert Boyd, New York Evening World baseball reporter, and George Herman Ruth have been admiring one of the racing canines which have added a new touch to Florida sport of 1925.

publisher pays the agency for the agency service a commission generally of 15 per cent.

Respondents admit that some advertisers designated as "national" have conducted their advertising without employing said agencies, but respondents expressly deny that such advertisers have rendered to the publishers the service rendered by agencies as above described and for which the publishers pay the aforesaid commission to said respondent agencies; or that such so-called national advertisers have been able to effect many economies enjoyed by national advertisers whose advertising is handled by an agency; or that such so-called national advertisers have rendered to advertising in general any such service as agencies have been and are rendering.

And respondent agencies specially aver that the course of business above described with respect to the rendition of service by agencies to publishers and the payment of the agency commission on that account was in existence long before the formation of the American Association of Advertising Agencies and is now carried on by publishers generally with all agencies whether or not the latter are members of said respondent association of agencies.

Answer of A. P. A.—Respondent, having insufficient knowledge of the allegations, denies them.

Paragraph IV.—The commission sets forth its conception of the operations of the American Press Association, in soliciting from national advertisers and agencies advertising for the 8,000 newspapers it represents in practically every state in the union. It is stated that this association procures from the agencies type-parts used in the printing of such advertising and ships these type-parts to newspapers throughout the United States. The commission also states that the respondent corporation publishes a monthly trade periodical circulating among publishers, advertising agencies, and special representatives throughout the country.

Answers of S. N. P. A. and A. A. A. A.—Both of these respondents declare that they have no knowledge as to the facts alleged, and the A. A. A. A. deny especially that the American Press Association produces type-parts from the agencies in any manner other than that stated above.

Answer of A. P. A.—Respondent admits that it is engaged in soliciting from national advertisers and from agencies advertisements to be inserted in country newspapers published throughout the United States; that in soliciting such advertising, respondent acts as agent for and receives its remuneration from the publishers; that said publishers are about 7300 in number; that said newspapers circulate in the towns and villages in which they are published, to some extent in the county in which such town or village is located, and to a very limited extent, outside such county; that respondent is also engaged in the publication of a monthly trade periodical called the *American Press,* devoted to the publishing and advertising business, which said trade journal circulates among publishers, advertising agencies and special representatives, with a circulation of about 5,500. Respondent denies each and every allegation contained in paragraph IV of the said complaint, except as specifically admitted, and further denies that it procures any national or other advertising through or from respondent, American Association of Advertising Agencies, but admits that it receives practically all of its advertising through advertising agencies. Respondent further denies that it procures from any agencies any type-parts to be used in the printing of advertisements and further denies that it ships any such type-parts to any publishers of newspapers.

Respondent alleges that its business consists in increasing by every legitimate means the use by national advertisers of country newspapers as an advertising medium and that its relation to country newspapers is that of advertising representative, remunerated for its services as such representative by a commission of 15 per cent of the so-called gross rate, out of which commission respondent pays the 2 per cent cash discount, thereby reducing respondent's commission to 13.3 per cent. That respondent's remuneration for its services is a part of the so-called net rate, just as the other relevant expenses of the publisher are factors in such rate. Respondent solicits advertisements for the country newspapers it serves, furnishes the publisher of such newspapers contracts, copy for the advertisements and instructions for insertions thereof, collects the charge for such advertisements, and pays the publisher. Respondent in addition, relieves the advertiser or the advertising agency (as the case may be) from the necessity of dealing with numerous publishers of country newspapers and checking up insertions in such newspapers, and attends to all such details. Respondent therefore renders valuable services (a) to country newspapers in general, by promoting their use as an advertising medium by national advertisers; (b) to national advertisers, by demonstrating to them the value and utility of country newspapers as an advertising medium, and (c) to advertising agencies, by relieving them of the enormous mass of details incident to contracting with a list of country newspapers and furnishing copy and insertion instructions to them and checking up on insertions, which mass of details would otherwise militate against the use of country newspapers as an advertising medium.

Paragraph V.—The commission charges that newspaper publishers generally have held themselves out as having two rates at which they compute and charge for the publication of national advertising—gross rates and net rates. As the commission's charge have been once published fully and their general import can be realized from the following answers the details of the complaint will not again be set forth.

Answer of S. N. P. A.—The publishers admit that for convenience rates are sometimes referred to as gross and net rates, but show that the contract rate to agencies and to advertisers is the same, except that agencies are allowed a percent by the publishers for the services to the publisher in developing advertising, paying therefor, etc. They deny that publisher's throughout the United States have generally held themselves out as having two rates for so-called national advertising. It is shown that each publisher fixes his own rate and that the rate differs in newspapers of the same community and from the rate in other communities. They deny that any combination or conspiracy exists between publishers and any of the other respondents regarding rates. They admit that direct advertisers probably existed before there was a need for agencies, but show that the trade custom allowing the agencies a percent gradually grew up because of the need of the agency to develop and increase advertising. They show that the amount the newspaper pays the agency is reasonable and that it cannot obtain such service elsewhere at any such reasonable cost.

Answer of the A. A. A. A.—The agencies deny the allegations and set forth "the true facts pertaining to the subject" as follows:

Out of the custom described (the agency commission), some publishers and some agencies have at times used the words "gross" and "net" rates—the gross rate meaning the card rate of each publisher and the net rate meaning the card rate less the agency commission paid for service to the publisher. Respondents deny that publishers generally hold themselves out as having two rates for the use of their space by national advertisers and aver that exactly the contrary is the rule.

Respondents specifically deny that said rates are in any sense dominated by them or any of them individually or collectively and on the contrary aver that they are fixed independently by each publisher and vary between and within different communities from time to time and in accordance with the individual and uncontrolled decision of each separate publisher, and under conditions of active and free competition.

Respondents deny that the so-called "gross" rate is fixed as the rate to the agency business solely and on the contrary aver that the so-called "gross" rate is the publishers' card rate to be applied to all national advertising alike. Respondents further allege that many publishers bill the agencies at the full card rate, subject to deduction of commission by the agency, and others bill the agency at the full card rate less the commission, subject to cash discount as earned by the agency.

Respondents further deny that they have engaged in any conspiracy or combination with respect to these rates or the compensation above described, and further deny that practically all the newspapers in the United States had made a practice of charging direct advertisers at the so-called net rates upon the same terms and conditions accorded by said publishers to said agencies, and further aver that the facts are just contrary to the allegations in said complaint.

Answer of A. P. A.—Respondent is without sufficient knowledge as to any of the allegations except as they refer to advertising in country newspapers, and as to such advertising, the facts are as follows: The "gross" rate means the card rate of a publisher of a country newspaper, and the "net" rate means the card rate less the commission to an agency. Respondent denies that the publishers of country newspapers hold themselves out as having two rates for the use of their space by national advertisers and avers that the contrary is the general rule. Said rates are fixed independently by each publisher and vary in different communities. Respondent denies that it has engaged in any combination or conspiracy with respect to any such rates or the payment thereof.

Paragraph VI.—The commission sets forth the character of national advertising as an essential instrumentality of interstate commerce.

Answer of S. N. P. A.—The publishers admit that newspaper advertising is one means of informing the public, but aver that so-called national advertising is carried on in different ways. They do not know whether or not advertising accomplishes all that the commission claims, for it, but show that no act of any one or more of them has any effect on either advertising or interstate commerce or any part thereof. They further expressly deny that advertising, or what each, any or all of the respondents do, or any part thereof which the commission complains of, is interstate commerce.

Answer of A. A. A. A.—The agencies characterize the commission's description of national advertising as inadequate and incorrect, and therefore deny it, and they deny that the advertising they conduct, or any of its purposes, methods, parts or elements is an instrumentality or any part of interstate commerce, and that any of their activities or inactivities in using or promoting such advertising has any restrictive effect on such commerce. They aver that their service to advertising has been wholly to stimulate general advertising and to enlarge general trade and commerce and to promote and encourage competition, and to reduce the cost of advertising to the advertiser, to reduce the cost of publication to the publisher, and to reduce the cost of the commodity to the consumer. They state that national advertising, while highly important and beneficial to all classes of industry, is essential and indispensable to the distribution of goods in interstate commerce.

Answer of A. P. A.—Respondent denies the allegations and specifically denies that it is engaged in interstate commerce and further specifically denies that it has restricted such commerce or any part of it.

Paragraph VII.—The commission alleges that about one-third of the advertising revenue of newspapers, estimated at $600,000,000 annually, comes from national advertising and that the publishers' profits depends in many instances upon the amount of national advertising they obtain.

Answer of S. N. P. A.—The publishers show that by far the greater amount of newspaper advertising is not so-called national advertising and they deny that the earning of a profit by the newspapers depends on the amount of so-called national advertising they secure. The publishers state that they do not know what advertisers spend on newspaper advertising or what amount might be considered "national advertising." They further show that part of the advertising in the newspapers is not developed by any of the respondents to the complaint and they expressly deny that publishers uniformly demand a higher rate for so-called national advertising than all other advertising. They show that there are many forms of advertising that the newspaper charges more for than so-called national advertising.

Answer of A. A. A. A.—The agencies, having no information regarding the allegations, deny them.

Answer of A. P. A.—Respondent denies the allegations, except that respondent alleges that the newspapers receive vastly more revenue from local advertising than from so-called national advertising, and that in the case of country newspapers, the operation of a job printing plant, which is almost universally a branch of the business of the publisher of country newspapers, is commonly a more important source of revenue than so-called national advertising.

Paragraph VIII.—The commission charges a conspiracy during the past five years between the respondents to compel national advertisers to employ the respondent agencies or other agencies in the placing of national advertising in newspapers, to prevent such advertisers from advertising directly in newspapers at net rates and to compel these advertisers to pay for direct advertising at gross rates, citing the several steps by which this conspiracy is said to have been made effective. As the nature of the charges is made evident by the denials, the specifications need not again be stated.

Answer of S. N. P. A.—The publishers deny all knowledge of the conspiracy charged and they also show again that the direct advertisers perform no service for newspapers or publishers and that they are not entitled to any per cent whatever from the publisher respondents. Their denials of the specifications follows:

(a) They deny that they have ever conspired with any of the respondents, that they agreed among themselves to

(*Continued on page 36*)

IDEAL HUSBAND IS KANSAS EDITOR



"Don't forget to empty the pan under the refrigerator," says Mrs. Ralph Tennal of Sabetha, Kan., to her husband, above, as she leaves for her bridge club. Mrs. Tennal, in a satire on American women, declared at the recent annual meeting of Kansas editors at Topeka that wives should have a husband to make money, a husband for social eclat and a tabby-cat husband to do the housework. Mrs. Tennal admits that personally she has a three-in-one husband. He is the publisher of the Sabetha (Kan.) Herald. Mr. and Mrs. Tennal have a summer home where the view was taken.

CONVENTIONS CROWD THE SPRING CALENDAR

April Meetings of Associated Press and A. N. P. A., Themselves of Unusual Interest, Will Open Season of Meetings That Will Attract Newspaper and Advertising Folk From Many Countries

WE have with us again the Vernal Equinox, with its associations of northward-bound song-birds, sprouting crocuses and tulips, baseball teams following the birds course, rubbers and umbrellas leading a busy life, and several thousand newspaper and advertising executives arranging their desks for the succession of conventions scheduled for the next three months.

First on the calendar and in the minds of some five hundred or so of the leaders of organized journalism come the April conventions of the Associated Press and the American Newspaper Publishers Association, scheduled as usual for the Waldorf-Astoria Hotel during the week of April 19.

Business opens on Monday, a day earlier than has been the custom. The Associated Press membership will gather in a special meeting on April 20 called by the directors to discuss association matters, chief of which, it is hinted, is the matter of radio broadcasting by members. The following day, April 21, will be marked by the annual meeting, which will ratify any actions taken the previous day, elect new directors, discuss new and old business, and attend the annual luncheon, at which Vice-President Dawes will be the speaker. The meeting will be the twenty-fifth presided over by Frank B. Noyes, publisher of the *Washington Star,* who has been president since the present body was organized in 1901. A record attendance is forecast.

The last sentence applies also to the meeting of the American Newspaper Publishers Association, starting April 22, which promises several discussions of wide interest to publishers. Among the moot topics are the relations of the Audit Bureau of Circulations to newspaper publishers; the postal rate situation, as developed during the 68th Congress and as publishers want it to develop in the 69th Congress; prospects of the print paper market; the unchecked advance in wages to mechanical department employes, and a host of other subjects of lesser importance. The annual banquet of the Bureau of Advertising will be held April 22. The Ad Bureau Committee will meet April 20.

One event will be missing from this week—the annual gathering of the American Society of Newspaper Editors, which was held in Washington last January.

An unscheduled, but important, gathering of the week will be that of representatives of regional press associations—the Inland, Southern, New England, Pacific Coast associations and other groups—to formulate plans for a meeting in June at West Baden Springs, Ind. This assemblage has been sponsored by President Lindsay of the Inland association and has received a cordial response from other associations. A council of the regional associations has long been the subject of desultory conversation, but has never been nearer fruition than at present.

And, immediately after the publishers and their round of business meetings, calls on representatives, advertisers and agencies, two or three plays, and the annual jollification staged by M. Koenigsberg of the King Features Syndicate, the scene shifts to Columbia, Mo.

The 16th annual journalism week of the University of Missouri will be held on the campus May 4-9. The Missouri Writers' Guild will meet Monday. Tuesday is a day of special unannounced features. Wednesday, Thursday and Friday the Missouri Press Association will give attention to work-a-day problems and on Friday night what is described by Dean Walter Williams of the School of Journalism as a "unique Journalism Week banquet" is on the card. Some of the speakers scheduled to address the Missourians are:

O. O. McIntyre, E. B. Garnett, Sunday editor, *Kansas City Star;* Burt P. Garnett, Editorial Research Service, Washington; Frank L. Blanchard, New York; G. V. Kenton, St. Louis; Herbert Bayard Swope, *New York World;* David E Smiley, *Philadelphia Public Ledger;* Col. F. P. Holland, *Holland's Magazine;* M. E. Foster, *Houston Chronicle;* George M. Burbach, Advertising Manager, *St. Louis Post-Dispatch;* Roy W. Howard, *Scripps-Howard* newspapers; James O'Shaughnessy, Executive Secretary American Association of Advertising Agencies; Paul Patterson, *Baltimore Sun;* Elmo Scott Watson, editor, *Publishers Auxiliary;* Walter M. Harrison, *Oklahoma City Oklahomian;* James W. Brown, EDITOR & PUBLISHER; F. Douglas Williams, American Representative Reuters; Herbert S. Hadley, Chancellor Washington University; Rep. Harry B. Dawes, John Clyde Oswald, *American Printer;* Herbert S. Houston, George W. Marble, President National Editorial Association; Eugene B. Roach, President Missouri Press Association; and Dr. J. M. Puig Casaurance, Minister of Education in the Cabinet of President Calles of Mexico.

They will still be talking about the Missouri banquet when the curtain rises in Houston, Tex., where the Associated Advertising Clubs of the World hold their annual meeting May 9-16. More than 3,000 reservations have been made at Houston hotels, it was announced this week by President Lou E. Holland, who stated that the complete list of convention speakers and the business program would be announced shortly.

"This convention will be particularly interesting because of its Pan-American aspect," Mr. Holland said.

"Governments of all the nations on the two American continents have been officially invited to send representatives. Altogether, we expect delegates from 22 nations will be in attendance."

Mr. Holland said 12 advertising clubs in three countries have to date agreed to send 100 or more delegates each to the convention. They are: London, New York, Philadelphia, Mexico City, St. Louis, Kansas City, Columbus, O., St. Petersburg, Fla., Corsicana, Tex., Dallas, Galveston, and Fort Worth.

Newspapers are supporting this year's convention as never before, according to Mr. Holland. He said about 80 daily newspapers have volunteered to publish free advertisements urging advertising men to go to Houston next May. The list includes the *Boston Transcript, Indianapolis News, St. Louis Post-Dispatch, San Francisco Call-Post,* and *Buffalo Express.*

Philadelphia and St. Petersburg, Fla., are actively campaigning for the 1926 convention and there have been reports that the Adcraft Club of Detroit may send a strong delegation to land the convention for the City of the Straits.

The executive committee of the Second District A. A. C. W., this week announced that the district convention would be held at Bethlehem, Pa., June 1-3. H. C. Squires, president of the International Correspondence Schools, Scranton, Pa., was appointed chairman of the program committee. Rowe Stewart, general manager of the *Philadelphia Record,* is district chairman.

Immediately after this meeting comes the semi-annual convention of the Association of National Advertisers, to be held in Chicago June 6-8. The program has not yet been completed, but it never fails to attract and reward between 200 and 300 advertising executives of internationally-known products.

The dates—June 1-3—have also been appointed by the National Editorial Association for the annual meeting of editors and publishers of the country press in Richmond, Va., to be followed by ten days of visits to scenic and historic places in the Old Dominion. Secretary H. C. Hotaling has not yet completed his program arrangements. Among his problems is the disposition of some 76 valuable prizes for participation in the membership campaign which the association has conducted during the past year. Only 49 members have so far entered the contest by enrolling one or more of the 387 new members added to the list.

While the country newspaper men are getting acquainted with "Old Virginny," that branch of the newspaper fraternity included in the International Circulation Managers Association will be talking shop and frolicking near the roof of the continent at Colorado Springs, June 9-11. Will O. Butler, circulation manager of the *Colorado Springs Gazette & Telegraph,* has tracked his colleagues through several states and even into Canada for many years and finally induced them to take the long jump to his favorite playground in the Rockies. The meeting will be presided over by Roy Hatton, *Detroit Free Press,* vice-president, as President Robert S. Weir, *Syracuse Journal,* is now recovering from a severe illness and does not expect to attend the meeting.

The program of the Southern Newspaper Publishers Association's annual convention at Asheville, N. C., July 6-8 is now being arranged by the officers cooperating with a committee of which Wiley L. Morgan, *Knoxville Sentinel,* is chairman. It is expected that the two outstanding subjects for discussion will be second-class postal rates, and the complaint against the S. N. P. A. by the Federal Trade Commission.

These are the conventions and gatherings which will be attended by men and women of national eminence in their chosen work and there are innumerable other meetings, of state and regional associations which will attract noteworthy, if smaller, attendances. In almost every state bosses of the newspaper shop will have a chance to take two or three days off this summer for a trip to the shore of the sea or a cool lake where a little routine business will be transacted while he and his contemporaries indulge in the pleasures of the country. The Sun crossing the equator today ought to note quite a bit of newspaper history made in the U. S. A. before he again passes the line next September.

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

THE DREAMERS

By Henry Edward Warner

I'd like to know Gutenberg now;
I'd like to just watch him, and guess
What's going on back of his brow
As he gapes at a rotary press.
I'd like to be with him, to stroll
Through the room where the cylinders grind—
I'd like to just see
What reactions might be
In the working of Gutenberg's mind!

I'd like to know Morse, could he come
And gaze on the marvels of Now!
I'd like to ask Morse if he knew
Where his dream-thought was destined, somehow!
"What hath God wrought?" . . . Flashed lazily then
A message too halting and slow!
And I'd like to see Morse
Trace the unwired course
Of the thing that is called Radio!

Speed presses! Flash news! 'Round the world
Hath intercourse welded a thought!
Of the breath of an instant are whirled
The dreams of the planets men caught
And O! I would like to see Morse
And Gutenberg, they whose brains gleamed,
Flashed, died in the clay
At the end of their day,
Leaving more than they ever had dreamed.

UNIQUE RAZOR AD DRIVE

Auto Strop Safety Razor Company Testing a "Dealer-Teaser" Campaign

"Dealer-Teaser" is probably the best name for a newspaper advertising campaign now being staged in New York City by the Auto Strop Safety Razor Company, through its agency, Lord & Thomas.

Whatever name is given it, the results so far are entirely satisfactory, S. E. Stampleman, sales manager informed EDITOR & PUBLISHER this week. It is planned to carry the campaign to other cities later, using the daily newspapers, he said.

The response has been most gratifying, Mr. Stampleman said on March 19, two days after the first advertisement appeared.

"We have 12 trunk lines linked up on one board, and the 12 operators have had to work almost continually answering inquiries", he declared, stating that because of the large number it would be impossible to give the actual number of queries.

"We tested out the campaign in smaller cities before we brought it into New York", he continued, "and had astonishingly good results.

"In Rochester, for instance, we used only one newspaper which has a circulation of about 42,000 and sold 40,000 razors."

AKRON TIMES MERGED WITH THE PRESS AFTER PURCHASE BY SCRIPPS-HOWARD

Will Be Issued Evening and Sunday Morning With Judd as Editor, Herman as Business Manager—Reported Price Is $750,000

THE *Akron* (Ohio) *Times,* an evening and Sunday newspaper, this week was sold to the Scripps-Howard Newspapers and was merged with the *Akron Press* as the *Akron Times-Press* and *Akron Sunday Times.* The first issue under the new ownership appeared Sunday, March 15. While the consideration involved was not made public, it is believed to be about $750,000, for which the purchasers obtained the building and property at 75 South High street, equipment, contracts, press and syndicate services, subscription lists and goodwill.



L. E. Judd

L. E. Judd, editor of the Press, will remain in charge as editor of the Times-Press, and Leon E. Herman, until now with the *Memphis Press,* will be business manager. W. Kee Maxwell, who was editor of the Times and, with Ross F. Walker, business manager, controlled the paper, will remain with the Times-Press as an editorial writer. The paper is being published from the plant of the Press, which houses the business and mechanical departments. Pending alterations of the Press building, editorial offices will be at the Times plant.

Consummation of the merger followed several months of conferences between Messrs. Walker and Maxwell and Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers; W. G. Chandler, president of the Scripps-Howard League of Ohio, and E. E. Cook, editor-in-chief of the Scripps-Howard League of Ohio. In a statement of policy published March 14, the new ownership declared that the Times-Press will be independent and non-partisan, but not neutral, in national, state, and local politics.



Leon E. Herman

The Times traces its history as a daily to 1892, when the *Daily Democrat* was established by Russell T. and William B. Dobson, who two years later added to it the Akron Times, a weekly Democratic paper. Both properties in 1897 passed to Edward S. Harter and William F. Gayer and the latter sold his interest in 1901 to Judge C. R. Grant. The paper's name was changed to the *Times-Democrat* and later to the Akron Times.

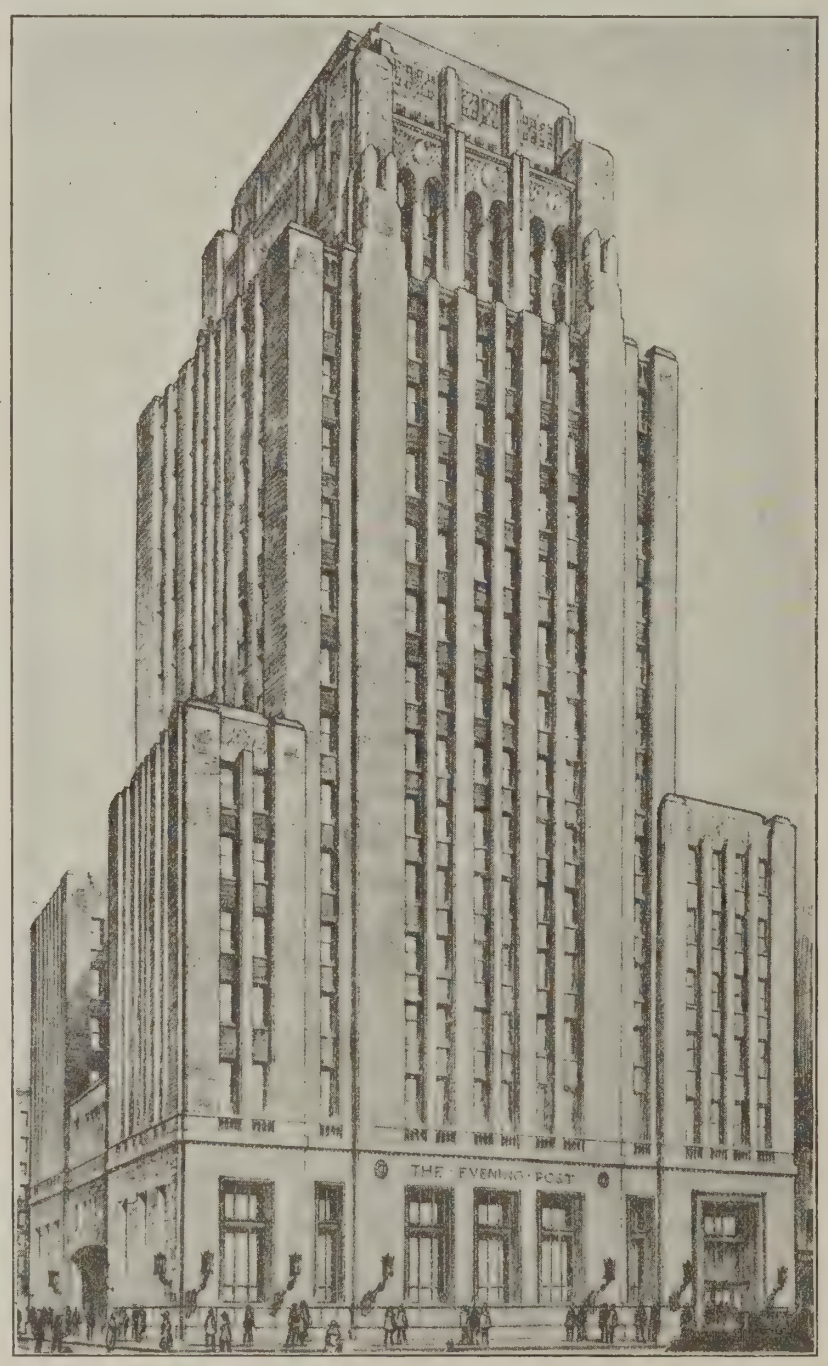
In October, 1916, the paper was sold to Messrs. Walker, Maxwell, and other stockholders, who reorganized it as the Times Publishing Company. Maxwell was president, Walker secretary and treasurer, and on the board of directors, in addition to them, were Mary M. Walker, W. H. Kroeger, and W. E. Young.

Before going to Akron, Messrs. Maxwell and Walker had been associated on the *Peoria Journal* and *Transcript,* Maxwell as managing editor of both papers and Walker as business manager of the Journal. Both have been active in Akron civic affairs and both hold appointments from Gov. Donahey—Mexwell as trustee of the Kent State Normal School and Walker as a member of the Ohio Penitentiary Commission. Their plans for the future have not been announced, but it is stated that after details of the consolidation have been worked out, they will continue to be associated in business.

The Akron purchase is the third important newspaper transaction this winter in which the Scripps-Howard Newspapers have been concerned. The *Des Moines News* was sold in December to the *Register and Tribune* and combined with the latter paper. The *Sacramento Star* a few weeks ago was sold to the *Sacramento Bee* and consolidated. With the Times purchase, the Scripps-Howard Newspapers now own two Sunday newspapers—the first being the Pittsburgh Press, which was purchased in August, 1923.

Other Ohio newspapers owned by Scripps-Howard are the *Cleveland Press, Columbus Citizen, Cincinnati Post, Toledo News-Bee* and *Youngstown Telegram.*

ARCHITECT'S DRAWING OF N. Y. EVENING POST'S NEW $3,500,000 PLANT



DESTINED to form a striking addition to the city's skyline, is the seventeen story plant, which Cyrus H. K. Curtis is building for his *New York Evening Post,* involving an outlay of approximately $3,500,000 exclusive of equipment. It is being erected by the Thompson Starrett Company from plans by Horace Trumbauer, Philadelphia architect, and will be ready for occupancy about May 1, 1926.

It will cover the entire southerly Carlisle street block front, from Washington to West streets, a plot 18.2x123.4x133x irregular.

It will extend for seven stories before the first set back appears and then will ascend to the thirteenth story before there is the second break, an additional feature being the two towers that will rise above the seven floors, on the West and Washington street sides.

Provision has been made for a large court on the Carlisle street frontage.

Granite will be used in the exterior construction for the first story, with brick and terra cotta specified for the balance of the facade.

According to present tentative plans the newspaper will occupy the basement, ground, and first three or four floors of the building the remainder of which will be turned over for offices. The press room will be on the first floor, a little above the level of the street, with the circulation department on the mezzanine over the press room. The business and the advertising offices will be at the front of the building on the first floor. The editorial department, an upper floor.

COOLIDGE PROTESTS AS WRITERS DASH OUT

Threatens to Conclude Press Conference When Press Service Men Rush to Wires on Warren Flash

WASHINGTON, D. C., March 18.—The White House Correspondents' Association this week considered invoking a new rule governing the conduct of the Washington correspondents attending President Coolidge's twice-a-week "press conferences." This was provoked by an unprecedented episode at the President's "press conference" Tuesday.

As the President sifted the customary typewritten questions invariably prepared by various correspondents before being admitted to the President's private sanctum, he replied to an inquiry respecting the status of the Warren nomination by announcing there would be no recess appointment following the rejection of the Michigan man for the second time by the Senate.

Three correspondents for as many rival press associations made a dash for the nearest door to send a "flash" of the latest news in the Warren case.

The President looked up from the sheaf of papers he held. He was manifestly displeased by the interruption, although it is not unusual for the press association men to "beat it to the nearest telephone" with an important item of news before a Presidential "conference" is concluded.

"If those participating in the conference do not care to remain until it is concluded we may as well conclude it now," was the burden of the President's rebuke.

The correspondents grouped closely around the President's desk were taken by surprise.

Charles S. Groves, veteran correspondent of the *Boston Globe,* whose relations with Mr. Coolidge are intimate, rose to the occasion.

He explained to the President the press association men meant no discourtesy but were merely performing a duty they were trained to perform.

Members of the White House Association later held an informal meeting in their press room to discuss the advisability of a rule that no correspondent should leave a Presidential "conference" until the President had signified it was at an end.

It was later decided that such a rule is unnecessary. George Durno, International News Service, president of the association, announced that the men will continue to leave the conference with flashes or bulletins, but more quietly and unobtrusively.

The White House correspondents are soon to take a trip on the Mayflower, down the Potomac. The President will be guest of honor on Saturday night at the annual banquet of the White House Correspondents' Association at the Mayflower Hotel, which promises to be the biggest gathering of the association ever held.

NEWSPAPERS AID PUBLIC HEALTH

Chicago Medical Congress Lauds Their Health Features

The newspaper was declared to be as important a factor as the pill bottle in maintaining public health, by speakers at the congress on medical education, public health and hospitals, holding a short session at the Congress Hotel, Chicago, recently under the direction of the American Medical Association.

City Health Commissioner Bundeson told of the service to the city's general health publicity brought, and how he obtained columns of space for his department and for health campaigns in the daily newspapers.

"The growth of the health column in newspapers is significant," he declared, mentioning the columns of Dr. Brady of the *Chicago Daily News* and Dr. Evans of the *Chicago Tribune.*

EMPLOYMENT ADS EVEN WITH 1924 RECORD

Quiet Business Reflected in Large City Newspapers' Help and Situations Wanted Columns

Employment conditions in the large cities are about the same as they were a year ago, according to comparative want ad statistics gathered from more than a score of newspapers. The table below reproduces the replies of these papers to telegrams, asking them for the lineage and number of situations wanted and help wanted advertisements published Sunday, March 15, 1925, and March 9 or 10, 1925, and the corresponding issues last year.

EXPANDS FINANCIAL SECTION

Changes Follow as Schneider Leaves New York Post for Sun

Important changes in the financial news departments of two New York newspapers will become effective after March 21, when Franz Schneider, Jr., leaves the *New York Evening Post* to become financial editor of the *New York Sun*.

Paul Willard Garrett, writer of "The Investor" column of the Evening Post, will become acting financial editor of that newspaper, Merritt Bond, managing editor, announced.

Mr. Garrett takes the place vacated by Mr. Schneider, which, according to a previous announcement was to be filled by Glenn Griswold, editor of the *Chicago Journal of Commerce*. Mr. Griswold decided this week to retain his Chicago post.

"The Sun's financial section will be immediately enlarged," Mr. Schneider said. "Addition of a special Saturday financial section, completely reviewing business of the week, is under contemplation."

Mr. Schneider will take with him from the Post to the Sun Carlton A. Shively, assistant financial editor; Vincent Guy Sanborn, railroad editor, and Miss Kathlene McLaughlin, a member of the financial staff.

Mr. Bond said he would not be able to announce how these vacancies would be filled before next week.

In addition to financial editorship of the Sun, Mr. Schneider will continue to write his daily column "Business Today" and his weekly financial review. The financial charts, long a feature of the Post, will be added to the Sun's financial pages. On the Post Mr. Schneider developed a system of checking and rechecking stock and bond tables which resulted in an amazingly small number of errors and which he will put into operation in his new position. He was the Post's financial editor for five years.

Mr. Garrett who takes charge of the Post's financial department joined the newspaper in 1920. He is a graduate of Whitman College, and has an M. A. degree from Columbia University. During the war he was connected with the price section of the War Industries Board, Washington, D. C. Later he was associated with the American International Corporation, from which position he joined the Evening Post staff, developing the investment column, which runs under the heading "The Investor."

FUTURE EDITORS AND PUBLISHERS EXCHANGE IDEAS



Some of the five hundred High School girls and boys from various cities in the East, who took part in the great Interstate Publication Contest held at Columbia University. Each contestant entered some bit of writing or editorial matter, and the judges presented prizes to those considered most worthy.

Daily Cited for Contempt

Allen T. Spivey, publisher, a Leslie Boling, city editor, W. Ray Loomis, business manager and Howard Melson, a reporter for the *East St. Louis* (Ill.) *Journal* have been cited for contempt of court by County Judge W. R. Weber of Belleville. The hearing is set for March 21. Judge Weber contends that a statement in a story of the hearing of an election contest is a reflection on him.

Changes on Pittsburgh Press

T. R. Williams, formerly business manager of the *Pittsburgh Press*, has taken a special assignment for the Scripps-Howard newspapers for an indefinite period. Owen M. Phillips, formerly business manager of the *Youngstown* (O.) *Telegram*, is functioning as business manager of the Press during the period of Mr. Williams' absence.

Printers Mfg. Company Moves

The general sales offices of the Printers Manufacturing Company have been moved from Minneapolis to 417 South Dearborn street, Chicago.

FORESHADOWED EVENTS

March 24—Interstate Circulation Managers Assn., annual convention, Altoona, Pa.

March 25—Agricultural Publishers' Assn., convention, Chicago.

March 26—Florida Press Assn., first journalism week, University of Florida, Gainesville, Fla.

April 10-11—Southern Illinois Editorial Assn., Belleville.

April 11—Eastern Oklahoma Publishers Assn., annual meeting.

April 17—Pacific Slope Newspaper Conference, Portland, Ore.

April 25—Georgia Press Assn., Savannah, Ga.

NEWSPAPER FIGURES THAT REFLECT STATE OF EMPLOYMENT MARKET

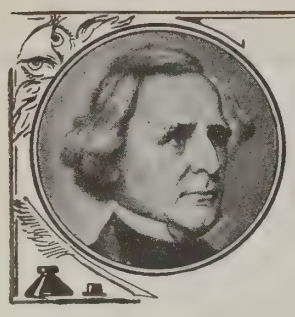
HELP WANTED

Paper	Sunday, March 15–16 —1925— Lineage	No. Ads.	—1924— Lineage	No. Ads.	March 9–10 —1925— Lineage	No. Ads.	—1924— Lineage	No. Ads.
New York World	16,639	3,138	16,823	3,170	11,512	2,813	11,617	2,828
New York Times	10,033	1,209	10,092	1,145	1,944	243	1,988	252
Chicago Daily News*	2,224	423	2,530	521	2,298	426	2,813	518
Chicago Tribune	10,400	1,348	10,475	1,365	3,850	481	4,177	543
Philadelphia Inquirer	7,195	1,272	5,910	1,180	3,180	851	2,745	687
Detroit Free Press	5,810	569	5,530	564	2,282	224	2,142	247
Los Angeles Examiner	4,392	713	5,298	816	2,069	322	2,928	448
Los Angeles Times	....	....	....	....	2,436	333	2,394	341
San Francisco Examiner	3,711	681	3,778	686	1,108	243	1,267	280
Oakland Tribune	....	....	....	....	450	85	408	70
Portland Oregonian	2,128	338	2,576	392	756	112	924	150
Cleveland Plain Dealer	5,040	604	5,166	719	1,960	288	1,876	337
Boston Globe	4,608	640	5,142	722	1,374	190	1,364	218
Baltimore Sun	3,300	409	2,925	451	1,490	279	1,540	262
Rochester Dem. & Chronicle	2,322	393	2,494	412	913	172	763	163
Birmingham News	1,738	243	1,862	243	246	37	354	41
Newark News*	2,357	383	2,407	398	2,278	373	2,093	320
New Orleans Times-Picayune	2,697	434	2,598	437	732	133	768	153
Minneapolis Tribune	2,348	417	2,427	402	831	189	985	213

SITUATIONS WANTED

Paper	Sunday, March 15–16 —1925— Lineage	No. Ads.	—1924— Lineage	No. Ads.	March 9–10 —1925— Lineage	No. Ads.	—1924— Lineage	No. Ads.
New York World	5,001	1,515	5,301	1,554	3,339	1,016	3,270	910
New York Times	4,977	1,152	5,620	1,151	1,351	333	1,353	319
Chicago Daily News*	327	121	301	118	250	91	211	74
Chicago Tribune	1,582	379	1,735	429	803	243	670	170
Philadelphia Inquirer	1,425	491	1,235	394	615	216	540	187
Detroit Free Press	266	66	224	54	126	35	84	24
Los Angeles Examiner	635	240	722	267	433	180	380	142
Los Angeles Times	....	....	....	....	1,008	322	1,050	297
San Francisco Examiner	1,073	364	945	312	297	112	352	125
Oakland Tribune	....	....	....	....	255	78	270	80
Portland Oregonian	1,260	315	1,330	341	504	137	546	152
Cleveland Plain Dealer	644	195	658	188	336	107	378	117
Boston Globe	1,380	286	1,350	212	245	37	260	44
Baltimore Sun	670	216	630	197	485	166	420	138
Rochester Dem. & Chronicle	927	195	843	172	248	54	187	36
Birmingham News	119	24	127	24	49	10	44	8
Newark News*	282	65	285	63	314	65	292	64
New Orleans Times-Picayune	699	199	712	214	334	88	360	102
Minneapolis Tribune	561	153	852	251	191	73	289	97

*No Sunday edition. Figures in Sunday columns are those for the preceding Saturdays. Oakland Tribune and Los Angeles Times did not supply figures for Sunday, March 16, 1924.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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Mr. Chambers a few days later reported an Orangemen's picnic at Elm Park. There was a riot; a man was killed, and many injured. This was his first big "scoop." Hurrying to the office he wrote a four column story and was congratulated on all sides. For more than 30 years he held the record as the only reporter who had interviewed John D. Rockefeller.

Mr. Bennett always had his eyes open watching for talent, and in 1873 made a very liberal offer to young Chambers, which he accepted. Chambers had just returned from having had himself committed to Bloomingdale Asylum as a patient, and wrote a thrilling account for the Tribune of the horrors he had witnessed therein. The Herald sent him to locate the source of the Mississippi River, which he discovered to be Elk Lake. His letters describing the expedition and his great achievement appeared in the Herald, illustrated with maps of the region. He was the Herald's correspondent in Cuba during the "Virginius" troubles, served as European correspondent, and was sent to Spain during the Carlist War. In 1876, Mr. Chambers was made city editor of the Herald, with Mr. Meighan, night city editor, during which period the latter distinguished himself by leaving the desk to hurry to Brooklyn by ferry, to report the terrible Brooklyn Theatre fire; returning after midnight and writing a two column story for that morning's paper, illustrating what active reporters did in those days, when there were no telephones, and few telegraph lines.

Mr. Chambers was subsequently appointed foreign editor, and Mr. Meighan began his long occupancy of the city editor's chair.

In 1880, Chambers was sent to Philadelphia as resident correspondent, and in the course of the performance of his duties unfortunately libelled Senator McPherson and was fined $1,000, which the Herald paid. He was Washington correspondent for a time, and was recalled to the New York office late in 1885, Mr. Bennett having him in mind for a higher post. In this connection it may be recalled that, among the many apocryphal stories told about Mr. Bennett, was one related by Mr. Leo Redding in his article on him in *Everybody's Magazine,* in which Bennett was held up to ridicule in a supposed conversation with Henry Watterson on board an ocean liner as she arrived at Quarantine, by having said that the first Herald reporter over the side would be made managing editor. The first one to reach the deck happened to be Julius Chambers, and he thus was supposed to have accidentally got the job.

Now the facts are, that when Maurice M. Minton wearied of the thankless task of holding down the editorial chair, Mr. Bennett at once spoke of Chambers as his successor, and the true story of his selection is as follows:

Summoning Chambers to his private office, Mr. Bennett said:

"It is now three o'clock. As an evidence of my appreciation of your excellent work at Washington and elsewhere, I request you to take the managing editor's desk at 4 o'clock."

Chambers, with one of his hearty laughs, said:

"Thanks, Sir; I'll run out and get a bite and be on the new job at 4 precisely;" and that was all.

Mr. Minton, who was well qualified for the position, was made a member of the dramatic staff, and in October, 1887, became the Herald's dramatic editor.

Chambers was a veritable "human dynamo;" in spite of long hours; constant mental strain; and interruptions of every sort, he kept up with his work and was the most cheerful man in the building, greeting his associates with a pleasant, "Good Morning," as he arrived, and affording a striking example to all of devotion to duty. The Herald prospered under his editorial management; the circulation lost during the newsdealers' war was more than doubled, and on certain Sundays, exceeded 190,000.

Mr. Bennett, busy with his plans for a daily paper in Paris, was in Europe most of the time, depending on his editor more than usual for wise guidance of the Herald, and his confidence in Chambers' good judgment was fully justified.

Founding of the Paris Herald

Mr. Bennett had long contemplated the starting of a daily newspaper in Paris, but it was not until October 4, 1887, that the first issue of the *"European Edition of the Herald"* appeared, under the skilled supervision of Mr. Chambers, who, with others had been called from New York to take temporary charge of the infant sheet, and organize its editorial and mechanical departments.

The Herald had had no easy task in protecting its special cable despatches from news pirates. It did so at great expense in the courts, and one of the reasons for the starting of the Paris Herald was to have a means of publication for special cablegrams which had been freely appropriated abroad from the Herald without credit. Six members of the New York Herald staff were called to Paris to put the infant paper "on its legs" as Chambers said, and included Mr. John Henderson, the skilled foreman of the composing room, and who was afterward promoted to be the night editor of the New York Herald, and who held that responsible post for years.

While Chambers was absent in Paris, W. J. C. Meighan was appointed acting managing editor, continuing in charge until the return of Mr. Chambers on Dec. 16, 1887.

An amusing incident in connection with the first issue of the Paris Herald, was the despatch from the joint staff, dated from "Bureau de Paris, 49 Avenue de L'Opera," and sent to the London office:

"Dear Mr. ——,

The wire is now working, but not very well. Felicitations. Now let her go!

(Signed)

Barnard, Meltzer, Henderson, Ives, Wyles, Bishop and Chambers."

A second despatch as received in London was an unintelligible jargon of letters and phrases, such as "N, U, Gu, Ru, &c."

The editor in the New York Office, commenting on the disappointing mishap, said:

"It is charitably supposed that in the 'enthuse' of the moment, the six wise men from Gotham, and the one from the 'Hub' tried to get on the wire simultaneously with their respective congratulations. Apparently they all succeeded. It has been ascertained that the name of the telegraph operator is not Ignatius Donnelly, for 'English as she is wired' in the above fashion has no cipher significance."

The "European Edition's" first issue did not appear as "Volume 1; Number 1"; on the contrary, it made its initial bow, captioned:

"New York Herald: European Edition. — Whole Number, 18670." (The New York edition's total issues to date.)

At the head of the editorial column it was announced that:

"The New York Herald is published in New York and Paris every day in the year. The European Edition is sold at 10 centimes in Paris, and at 15 centimes elsewhere."

The paper consisted of four pages, typographically attractive with its large type and handsome head lines. It carried long cables from the New York office and specials from London, Rome and Friedrichsruh. Germany; while the financial news from Chapel Court, London, and Wall street was very complete.

On page two, columns of "Personal Intelligence" were featured, while sporting news largely filled page three. Page four was entirely filled with advertisements.

The first intimation that it was a newly started paper came on Oct. 7, when under the head of "What Paris Says," it was stated that

"A correspondent calls our attention to two or three typographical errors that have crept into our columns during the past few days. We had casually noticed them ourselves, sadly, yet with calm resignation.

"We have parted with the gentlemanly compositor who would insist on taking his p's out of the y box—parted with entire good feeling on both sides, while the humorist who discovered the man was 'frequently an Irishman,' has mysteriously disappeared. However, as our readers must know, a newly organized office is like a new machine of any kind. It does not run smoothly at first but soon will."

(*To be continued next week*)

CORRESPONDENTS HOLD REUNION

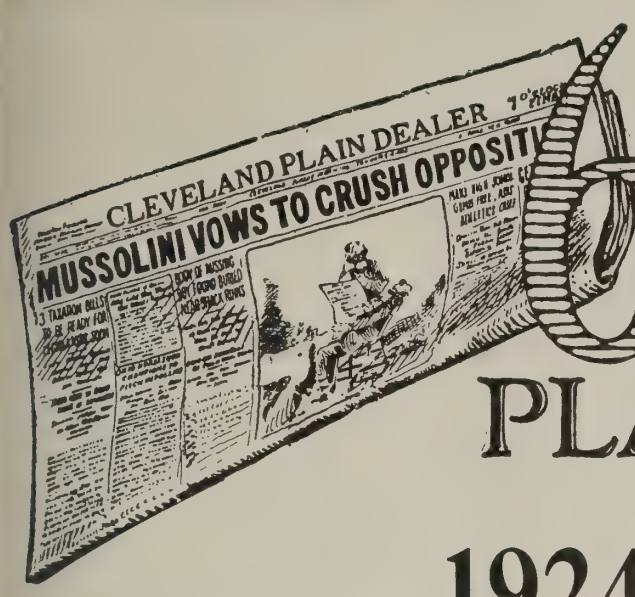
Pennsylvania Legislative Writers Celebrate 30th Anniversary

Pennsylvania Legislative Correspondents Association observed its 30th anniversary with a reunion dinner at Harrisburg, Pa., March 11.

One of its organizers, Colonel Henry Hall, a veteran Washington correspondent, who "covered" the Legislature 30 years ago, and for two sessions sat as a member of the House, attended the dinner. Other men who were active here as writers 15 and 20 years ago who came back to reminisce with the younger men were Alexander P. Moore, Ambassador to Spain and one-time reporter for and later publisher of the *Pittsburgh Leader;* David E. Smiley, editor-in-chief of the *Philadelphia Public Ledger;* John F. Short, *Clearfield Republican;* John P. Reitinger, for years Associated Press correspondent in the Senate; Howard H. Derr, *Philadelphia Record;* Walter J. Christy, *Pittsburgh Gazette-Times;* Charles E. Dorworth, of Bellefonte, and George F. Holmes, now County Commissioner of Philadelphia; Colonel George Nox McCain, *Philadelphia Public Ledger,* and George J. Brennen, *Philadelphia Inquirer.*

Governor Pinchot and other state officials were among the guests.

A. Boyd Hamilton, of the *Harrisburg Telegraph,* president of the association, presided.



60% *used The Cleveland* PLAIN DEALER *Alone!*

1924 was a "hard pull" year—an excellent period in which to test the strength (or weakness) of advertising mediums.

National advertisers who carefully deliberated on markets and media staked more than 8,000,000 lines on Cleveland newspapers in Northern Ohio.

Over 4,000,000 lines of this went to the Cleveland Plain Dealer ALONE.

These advertisers made no mistake!

Reader-acceptance of a great newspaper—one of the greatest in the country and by far the greatest in the prosperous Northern Ohio market—was directly reflected by advertiser-acceptance.



The Plain Dealer has the BUYERS

1586 national advertisers believe that the Plain Dealer has the BUYERS; they were responsible for 51% of the total national lineage in Cleveland newspapers in 1924 appearing in the Plain Dealer ALONE.

965 of these advertisers *used no other Cleveland newspaper!*

The Cleveland Plain Dealer

in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



HARRIS M. CRIST—Willing to try new paths.

FRESHNESS and novelty—newspaper managing editors seek to see the action behind these words reflected in their columns continually, else what price their positions?

"But they far too frequently look in the wrong places," said Harris M. Crist, manging editor of the *Brooklyn Eagle* to the writer this week.

"News agencies and syndicates can fill up any newspaper if the management is content with their brand of novelty and freshness," he explained.

"In many instances, indeed, these agencies have made a lot of managers feel that great individual enterprise is no longer essential. The newspapers managed on this basis, however, reflect a stodgy policy and become highly standardized.

"The managing editor who realizes there is just as much opportunity now for individual effort, enterprise, and for the trial of new ideas as ever before, will present a paper which has real freshness and is crammed with novelties, as well as the news."

"But," I countered, just for argument's sake, "I am told there is a sorry tale of budgets, which makes for low salaries in local editorial rooms—a story that stifles interest and kills novel stories, although the idea was first lusty."

Mr. Crist was quick in answer.

"A person clever enough to produce a new idea," he said, "will be clever enough to find a man to make it effective. No bright practical idea has ever languished and died for lack of someone to exploit it."

I asked if perhaps it wasn't rather difficult to be continually fresh and novel and still keep the newspaper free from a "yellow" tint. His answer was expected and brief. Merely:

"It is not necessary to be 'yellow' to be entertaining."

And as proof one need not talk further with Mr. Crist but rather talk to his newspaper.

The Eagle cannot be called yellow by the farthest stretch of imagination, and is entertaining, it is always putting on new novelties, and its pages quite frequently crackle with freshness.

It wasn't long ago that the Gutzom Borglum controversy was being poured into newspaper offices by wire services. Mr. Crist sent a staff reporter down to Atlanta, and as a result the Eagle featured a new and entertaining angle on the tiff.

The Eagle recently conducted a searching crusade showing up the laxity of the parole law which was crowded with local interest.

The Mayor of New York lives in Brooklyn and Brooklyn wants more subways. For several months now the Eagle has been running interviews with the Mayor's neighbors telling how much they need better transit facilities.

In these ways the newspaper talks for Mr. Crist. But the managing editor doesn't put his feet up on his desk in self satisfied content. He goes over his paper with a fine toothed comb each day seeking tiny refinements.

"There is scarcely a story that can't be improved," he said. "One notable method of improvement is the addition of a line of personal description of the chief character involved.

"Reporters have become so habituated to 'phoning in boiled-down stories that they forget readers can be greatly amused by knowing if the applicant for divorce has bobbed hair or a wig, or if the prosecuting attorney is fat, thin, or wears big black mustachios.

"Side lights like these make newspaper stories human; give color and interest to them.

"Just as a merchant to be successful in bonds or in biscuits, must constantly apply himself, so a newspaper man must be constantly on the alert, trying to determine what the public is interested in. He must have a willingness to make changes, a willingness to walk along new paths."

The story Mr. Crist tells of how he entered newspaper work shows his early willingness to walk along new paths. In 1893 he was earning $9 a week as office boy for a Washington patent attorney. He saw an ad in the "Want" columns of the *Washinton Star,* calling for a boy to work in the Brooklyn Eagle Bureau. He applied for the job, was offered $8 a week and accepted.

"I didn't like the idea of going backward in my progress through the world," Mr. Crist explained. "But knew there was a charm about newspaper work. And anyway I wanted a change."

Mr. Crist has remained with the Eagle the 32 years since, and his progress has always been upwards.

He is now one of the few managing editors in the country, who, in addition to his editorial position is an officer in the publishing company. He is treasurer of the Eagle.

MOST of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Assn.

Executive Offices, Evening Star Building, Washington, D. C.

Tornado Pictures by Wire

The American Telephone and Telegraph Company sent remarkable tornado pictures by wire from Chicago to New York, March 19. The *New York World* using the Bellin method received telegraph pictures from St. Louis the same day.

PRESS SPEEDS SUCCOR TO TORNADO AREA

Chicago Herald Examiner Loads Special Train With Hospital Personnel—Funds of $200,000 Raised by Newspapers

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, March 19.—While telegraph messages were still coming to Chicago with pathetic stories of distress in the tornado stricken regions of Southern Illinois, Indiana and Missouri. A relief train, sponsored by the *Chicago Herald and Examiner,* was dispatched with hundreds of doctors and nurses aboard and carrying large quantities of medical and surgical supplies, food and clothing.

When the extent of the disaster was realized, the Herald and Examiner immediately got in touch with President Charles H. Markham of the Illinois Central Railroad, the only road to the stricken country, and explained the situation.

While this arrangement was being made broadcasters of two of the largest stations in Chicago KYW and WQJ and WTAS, Elgin abandoned their musical programs and began to call for volunteer workers among doctors and nurses, to leave within two hours on the special train. Until sufficient volunteers had responded to fill the train, the Herald and Examiner continued the broadcasting.

Relief funds were immediately organized by the Chicago newspapers. The *Tribune, Herald and Examiner, Daily News, Daily Journal, Evening American* and *Evening Post* received pledges of $200,000 the morning after the disaster.

Don't Make Two Bites of a Cherry

To split a newspaper advertising schedule into two, three or four parts when one newspaper can carry the message at a fraction of the cost to the entire audience you desire to reach, is worse than making two bites of a cherry.

There's the Cincinnati market for example,—141,000 families living within the city circulation area of the local newspapers. Both Cincinnati morning newspapers and the second evening paper reach *some* of these families. But the Times-Star with a local circulation of 134,173 copies goes into every native, white household in this community six days every week. Its remaining 21,000 circulation is extra.

There was a time when most of the local advertisers in Cincinnati split their schedule more or less evenly among the Cincinnati newspapers. There was a time when national advertisers in this market made two, three or four bites of their advertising cherries. But this condition is changing fast.

In 1924, with a total of 12,026,469 lines af display advertising the Times-Star showed a net gain of 316,077 lines over the preceding year. The three other Cincinnati newspapers showed a net loss of 1,242,430 lines from the 1923 record.

Of all the Cincinnati newspapers the Times-Star alone made a consistent, uniform increase in local and in national display advertising, day by day. This increase in very considerable degree was the result of the efforts of many advertisers to concentrate in one thoroughly efficient medium. Nearly two hundred national advertisers are using the Times-Star exclusively in this market.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



The Star Covers The National Capital—Completely

The Star with its circulation of 101,868 Evening and 107,268 Sunday gives advertisers almost one hundred per cent. coverage actually; and actually one hundred per cent. of efficiency in a community where there are the resources to indulge personal taste and inclination in both commodities and luxuries.

You need only ONE medium—for THE STAR will place your message squarely before the Washington public.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

EDITORS, CIRCULATORS, ADVERTISING MEN ATTEND OREGON CONFERENCE

Two Hundred Delegates at 7th Annual Meeting, Eugene, Ore. —G. K. Aiken Heads State Editors—Circulators Elect W. D. Lyness President

(*Special to* EDITOR & PUBLISHER)

WITH more than 200 delegates present the Seventh Annual Oregon Newspaper Conference held at Eugene, Friday and Saturday of last week under auspices of the University of Oregon School of Journalism was the most successful meeting in the history of the gatherings.



W. D. LYNESS

The Conference was featured this year by the annual convention of the Pacific Northwest Circulation Managers Association and addressed by Walter Burn of San Francisco, Pacific Coast manager, advertising bureau, American Newspaper Publishers' Association, and John Henry Nash, San Francisco, one of the foremost of American Printers.

Editors and Publishers of daily and weekly newspapers of trade and class journals, heads of news services, advertising men, printers and free lance writers attended. In addition to the Circulation Managers Association the following groups met on the University campus: the Oregon State Editorial Association; Trade and Class Journal Association of Oregon; Ben Franklin Club of the Williamette Valley; Oregon members of the Associated Press and clients of the United Press.

These groups held several joint sessions with the editors. An important action of the Conference was the appointment of a committee to co-operate with a similar group from the State Editorial Association to agree upon a plan for the employment of an executive field secretary, to outline his duties, and to finance such an officer.

The delegates agreed upon July 16 and 17 as the dates for the annual meeting of the State Editorial Association at Grant's Pass. The report on the field secretary will be made at that time.

George K. Aiken, publisher of the *Ontario Argus* succeeded Edgar McDaniel, publisher of the *North Bend Coos Bay Harbor,* as Conference president; George S. Turnbull, University of Oregon professor of journalism was named secretary. The new and retiring presidents come from geographical extremes of the state. Aiken drove 550 miles from Ontario near the Idaho line to come to the Conference.

The new president is a native of Aberdeen, Scotland, coming to America 37 years ago. He is a graduate of Macalester College, St. Paul, Minn., and engaged in newspaper work on the *Pine County Courier,* the *Forest Lake Enterprise* and the *St. Paul Pioneer Press* in Minnesota before coming west. Before becoming publisher of the Argus he served on three Washington state newspapers, the *Tacoma Ledger,* the *Pasco Progress* and the *Cascade Miner.*

Felicitations on the success of the Oregon conference were received by wire from O. H. Woody, Okanogan, Wash., president of the Washington State Press Association who complimented the Oregon and Washington schools of journalism for their services to the press of the two states.

W. D. Lyness, circulation manager of the *Tacoma News-Tribune* was elected president for the ensuing year and Longview, Wash., was selected as the next meeting place by the Pacific Northwest Circulation Managers' Association. Mr. Lyness succeeds C. H. Breed, circulation manager of the *Spokane Spokesman Review.* Other officers elected were: J. F. Howard, *Albany* (Ore.) *Democrat,* vice-president; Ellis B. Hall, *Centralia* (Wash.) *Chronicle,* secretary-treasurer, and Frank L. Garrison, *Seattle Post-Intelligencer,* and E. A. McKee, *Longview* (Wash.) *News,* directors.

The Longview meeting will be held in April of next year. By action of the Association an annual meeting was substituted for semi-annual gatherings. One of the features of the program was a joint meeting at which circulation managers and editors discussed the question "Editorial and Circulation Problems, What the Circulation Men Have Discovered About Newspaper Readers".

Mr. Lyness and David H. Smith, the Oregon *Portland Journal* spoke on behalf of the circulation managers and A. E. Voorhies, *Grant's Pass Courier,* George K. Aiken, *Ontario Argus* and Paul R. Kelty, *Eugene Guard* for the editors.

Mr. Aiken declared a stable and prosperous community makes circulation and collections easier than a community with a population that changes constantly because of industrial or other conditions. A newspaper, he said, should have a direct interest in stabilized conditions.

More than twenty subjects were discussed in the sessions of the circulation managers including the following: "Independent Carriers *versus* Salaried Carriers;" "the Value of Features;" "the Serial Story as a Circulation Builder;" "How to Overcome the Annual Summer Slump in Sunday Sales;" "How to Increase Mail Circulation in Rural Districts;" "The Best Methods of House to House Canvass;" "Collections;" "Circular Letters."

Mr. Nash, San Francisco printer, was one of the outstanding figures at this year's Conference. He spoke for an hour and a half Saturday morning on "Printing As a Fine Art and the Making of Fine Books" and the delegates clamored for more. Editors and Publishers who do not run job shops were as keenly interested as the printer editors. Mr. Nash who is one of the most successful commercial printers in America as well as a leader in beautiful work, displayed rare books and examples of printing valued at more than $25,000 including "Eusebius" the first book printed in roman types, the work of Jensen in Venice in 1470; "Hypertomachia Poliphili" printed by Al Dus Manutius in 1499; the Nuremberg Chronicle, printed in 1493 and "Two Odes by Mr. Gray" the work of Horace Walpole's Strawberry Hill Press 1757.

Advertising problems were discussed by Mr. Burn and Ralph E. Morrison, manager of the *Western Farmer,* Portland, and formerly with the *Kansas City Star.*

"In nearly every city which I have visited I find a local manufacturer shipping much of his merchandise hundreds and thousands of miles away," said Mr. Burn "and goods shipped into the town from a competitor equally distant being sold in the very shadow of the local man's factory. This is not only one of the biggest factors in economic waste but it is also a striking example of neglected opportunity. If these manufacturers can be shown with the help of the newspapers that there is a profitable business waiting for them in their own community, newspaper advertising will grow, our Pacific Coast manufacturers will reduce selling costs, and economies will result by which the ultimate consumer will benefit."

Mr. Morrison discussed the group plan of obtaining foreign advertising. He argued that a representative of a group of Oregon newspapers, each with leadership in a particular territory, would command much more attention from the California and Eastern advertising agency and space buyer than the single newspaper could win.

Gordon J. Taylor of the *Molalla Pioneer,* who represented Oregon newspapers at the legislature, declared that legislative and voter's pamphlets issued by the state preceding an election are costing the commonwealth $25,000 yearly. A bill sponsored by the State Editorial Association to abolish those pamphlets failed at the recent session of the legislature.

Officers of the Trade and Class Journal Association elected were: Mr. Morrison, president; Jerrold Owen, *Pacific Legion,* vice-president; W. C. Kaley, *Oregon Voter,* secretary-treasurer, and Stephen Hart, *Commercial Review,* and Curtis L. Beach, *Pacific Northwest Hotel News,* trustees.

Conference speakers included: E. A. Koen, *Oregon City Banner-Courier;* A. E. Voorhies, *Grants Pass Courier;* Earl C. Brownlee, *Forest Grove News-Times;* George E. Aiken, *Ontario Argus;* Paul R. Kelly, *Eugene Guard;* B. W. Bates, *Roseburg News Review;* Arne Rae, *Tillamook Herald;* Henry R. Payek, Portland; N. J. Levinson, *Portland Telegram;* Horace E. Thomas, *Portland Oregonian;* Fred T. Mellinger, *Tillamook Herald;* W. Arthur Steele, *Clatskanie Chief,* and Frank Jenkins, *Eugene Register.*

Staff Gives Radio Show

Editors and reporters of the *Springfield* (Mass.) *Union* staff, broadcast a minstrel show Wednesday night, March 18, through Station WBZ, Springfield The show was prepared and rehearsed entirely for the radio audience and was the first of its kind to be broadcast by the Springfield studio. The entire book of the show was written in the "office," the principal contributors being William Hatch, assignment editor; Roger Holden, special writer, and John Skinner, veteran reporter.

Daily Discontinues Rotogravure

The *Brooklyn Standard-Union* has discontinued its Sunday rotogravure section.

Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street **New York City**

Telephone Penn. 7443

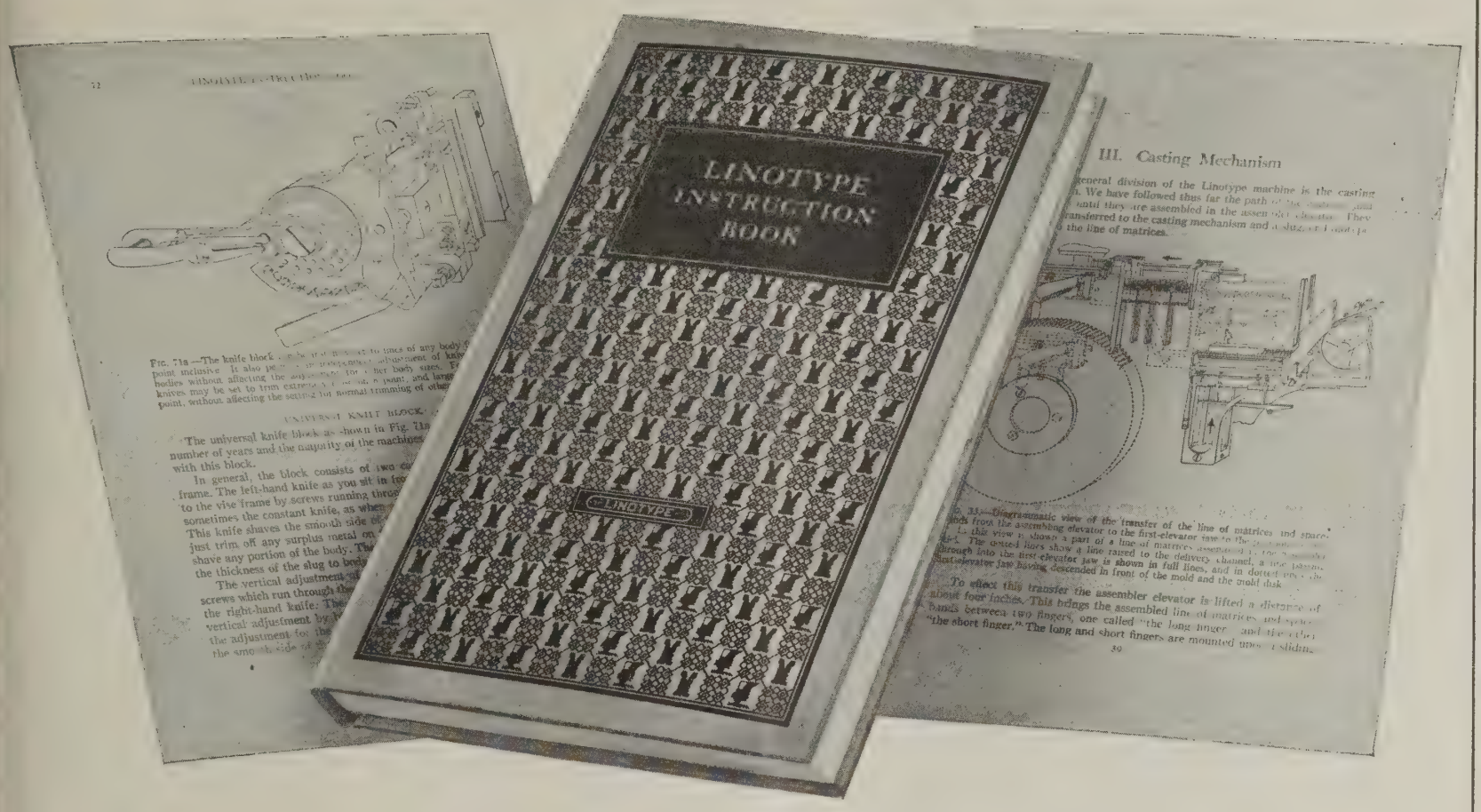
The Times Stands First

Extracts from address by Professor G. B. Hotchkiss of New York University

WE USE THE NEW YORK TIMES more than any other newspaper because results have justified it. The superior quality of The Times for our purposes has been proved by all the available evidence. * * * It is strong for our use because it is solid; it is instructive; it is constructive. It does not run to fads.

* * * *

It is not surprising that The Times stands first with our students. * * * Their interest in education and in reading matter is for the solid things; so it is natural that The Times would be the best medium for reaching them. Then, too, in advertising such as ours it is natural that readers should look to the newspaper that gives them the greatest amount of such information. In other words, the strength of the educational section in The Times and the amount of educational advertising provide a receptive background.



Watch for Your Copy

OF THE

Linotype Instruction Book

[NOW ON THE PRESS]

231 PAGES · 16 CHAPTERS
MORE THAN 150 ILLUSTRATIONS
COMPLETE INDEX

Prepared by the Engineering Staff of the Linotype Company for the profit of all who own or operate Linotypes. Copies will be distributed to all Linotype-equipped plants

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.25.3-F

Composed on the LINOTYPE *in the Caslon Old Face Series except for the hand-set title line*

"DRESS WELL" MOTIF BEING STRESSED IN SPRING APPEALS TO MEN

Mallory Hats, Hart, Schaffner & Marx and Shoe Companies Spending Large Sums in Newspapers—Local Merchants Aiding "Dress Well" Drive

By HAMMOND EDWARD FRANKLIN

J. P. MORGAN once said, "I never look a man up; I look him over."

A huge volume of newspaper space this spring, especially during the several weeks ahead of Easter on April 12, will be published by manufacturers and retailers to encourage the public to dress well.

The women have been much more easy to win over to buy the latest styles of all kinds of apparel than the men, but the mere males gradually are succumbing, and this spring season should respond with more money than previously, due to a number of well directed activities.

One of the first spring "dress well" advertisers to go after the business with a liberal newspaper appropriation is the maker of Mallory Hats, termed "The hats of unexampled smartness—at the head for over one hundred years". The advertising meets low-price chain-store competition (which also uses plenty of newspaper lineage) by coming out in the open as follows:

"The important thing about your hat isn't the sum it costs. It's the something you get—a Mallory.

"A cheap hat fools nobody but the wearer, It doesn't look anything like a fine hat to begin with, and even if it did, it couldn't keep it up. Put seven dollars into a Mallory Hat this spring. Know the glow and thrill of wearing a hat that styles your whole appearance, for your hat is the only article of dress that is on the observer's direct level of vision. Wear a fashionably formed, finely felted luxuriously lined Mallory Hat, and enjoy the secret approbation of yourself; the open admiration of others. And—a Mallory Hat is cheaper than a cheap hat. It is not the castaway purchase of a few weeks, but the cherished possession of a season."

Considerable tie-up space is being bought by retailers who carry Mallory Hats.

After giving the high spots of styles and colors for spring, Hart, Schaffner & Marx add, "The few dollars more you pay for such quality gives you $10 to $20 more service. The way to save is to find the Hart, Schaffner & Marx label." It is estimated that upwards of $500,000 a year is being spent for space about these clothes in the newspapers, presumably mostly by the retailers since the company offers a comprehensive mat service. Other manufacturers are making better advertisers of the dealers by furnishing advertising material prepared by the country's leading advertising brains.

A sensational sale is reported to have followed the newspaper advertising of Knit-tex Coats.

Stacy-Adams Company of Brockton, Mass., makers of men's fine shoes retailing from $12.50 to $16, after 49 years of silence last year adopted a policy of national newspaper advertising in rotogravure sections. This spring the company is continuing this policy, which has met with an excellent response from its trade.

Individual stores in many instances are producing a high grade of spring copy to raise the level of men's dress. Much can be done through special pages, syndicated features and co-operative advertising to foster this purpose and to create further business for the newspaper.

One of the country's most successful co-operative campaigns has been that of the Pennsylvania Shoe Retailers' Association, of which Lee Reineberg of York, Pa. is president. This campaign has been in effect two years. C. F. Harwood said about it:

"The educational campaign of this association at a cost of $500 for copy and art has a four-fold purpose. It was designed and written to educate the public to wear better footwear, more footwear, and to purchase from a reliable shoe merchant.

"Let me take the first reason: To educate the public to wear better footwear. Throughout the copy is mentioned the fact that it is cheaper in the long run to buy better footwear, that good footwear outlasts and outlooks cheaper footwear. The second and third reasons dovetail rather closely,—to wear more footwear and to wear correct footwear, for by wearing correct footwear they naturally will wear more footwear, in addition to the fact that two pairs of shoes worn alternately will outwear three pairs worn consecutively."

Each advertisement measures 14 inches. Thus, if there are 14 members of the association in the town, the cost at a rate of $1 per inch is only one dollar apiece. The stores carry the association emblem in their windows. Mats or electros are furnished by the association. At the association's recent convention it was decided to extend this service to other merchants on the Atlantic coast in New Jersey, Maryland, Virginia and District of Columbia, but the idea is one which is applicable by newspapers everywhere in collaboration with local merchants.

The most ambitious movement to raise standards of attire is the "Dress Well and Succeed" campaign which is nurtured by the National Association of Retail Clothiers and Furnishers, 223 West Jackson Boulevard, Chicago, Ill., with Charles E. Wry as executive director.

The association has arranged with a prominent writer on men's fashions to furnish a weekly article, which may be printed as a feature or split into six daily "takes", for publication by one newspaper in a city on the usual syndicate basis, the cost based upon population. The material is in mat form.

The organization furnishes without charge copy for five illustrated full page advertisements in detail outlining the "dress well" idea as applied to hats, collars and ties, gloves, shoes, hosiery, shirts and other dress accessories and 24 quarter-page institutional advertisements on the value of dressing correctly. The full page copy covers spring opening, straw hat opening, fall opening, overcoats, formal apparel and Christmas copy. The institutional copy four columns by ten inches is recommended for release the first week in the month. The slogan, "Dress well and succeed", is used continually.

Contract forms are furnished for signing up the local dealers.

The first step is declared to be to call a meeting of the members of the state and National Retail Clothiers and Furnishers Associations. At this meeting the members are expected to decide whether the campaign will be limited to members or other retailers invited to join in. The latter course is advised. It is suggested a committee of local dealers work with the newspaper in lining up supporters of the campaign. Local clubs, such as Rotary, are interested.

It is the hope of the association that "Dress well and succeed" will become as powerful a slogan as "Say it with flowers". Already merchants in a number of cities have taken up the idea and several manufacturers also have made it the keynote of campaigns.

EDITOR & PUBLISHER in previous issues has told the story of what a group of Texas retailers did to raise standards of dress and of how a California association of master tailors stirred up interest in custom tailoring with well worked out newspaper campaigns. It is to be noted that Hart, Schaffner & Marx with $500,000 and B. Kuppenheimer with $150,000 are the only two men's apparel national advertisers who appear on the American Newspaper Publishers Association list of 1923 great users of newspaper space.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco. Calif.

AD CAMPAIGN FOR MOVIES

Warner Bros. Will Spend $500,000, Principally in Newspapers

Preliminary plans for a nation-wide $500,000 newspaper campaign by Warner Brothers Inc., moving picture concern, were announced this week exclusively to EDITOR & PUBLISHER by W. L. Barker, advertising manager.

Newspapers will be used principally although other media will not be neglected, Mr. Barker said. The campaign will get under way this coming summer.

"Every effort is being made to get a representative newspaper showing in every community in the United States," Mr. Barker declared. "We will use space ranging from full pages down to 14 inches on a single column.

"In other words we will strive to reach every moving picture fan in the country, working on the theory that the average fan reads one newspaper every day, a fan magazine, and one or two of the larger general magazines."

This year's half-million dollar appropriation constitutes a new high record for this concern. The last extensive national campaign carried on about a year and a half ago called for an expenditure of close to $400,000, according to Mr. Barker.

Blaine-Thompson, Cincinnati advertising agency, handles the Warner Brothers' account.

DAILIES TO MERGE

Rochester (Minn.) Bulletin and Post Record Will Consolidate March 30

The *Rochester* (Minn.) *Daily Bulletin* and the *Rochester Daily Post and Record*, will be consolidated with the issue of March 30, the two newspapers have announced. The name of the consolidated publication will be the *Post-Bulletin*.

Both newspapers were founded in 189[illegible] and have been published continuously since that time. The *Post and Record* has been owned in the Blakely family since it was established.

The principal stockholders of the new corporation will be C. W. Blakely of the *Post and Record* and G. S. Witherstine of the *Bulletin*.

Daily Mail Not in So. Carolina Merger

The *Anderson* (S. C.) *Tribune*, morning newspaper, was merged last week with the *Anderson Independent Tribune* and not with the *Anderson Daily Mail* evening paper, as reported in EDITOR & PUBLISHER. The Mail was not involved in the merger.

69 Years on Newspaper

Augustus C. Kessinger, president of the *Rome* (N. Y.) *Sentinel* on March 17, observed the 69th anniversary of his connection with that newspaper. He was 14 years old when he joined the paper.

Widow Directing Husband's Daily

Mrs. Harriett R. Pierce, wife of J. W. Pierce, late publisher of the *Clinton* (Ind.) *Clintonian*, assumed active charge of that daily this week. Mr. Pierce died March 2.

New Kansas Daily

F. A. Webster was to start publication of a new morning daily at Atwood, Kan. on March 16, to be called the *Northwest Kansan*. Associated Press service will be used.

Trying is Buying!

We do not ask you to buy Certified Dry Mats "sight unseen."

And while we take pride in the many good things publishers and stereotypers are saying about Certifieds and want you to know how others feel about our mats, we prefer that you try them for yourself.

That is why we make it simple for you to have demonstrated to yourself Certified QUALITY which enables publishers to get "wet mat" printing results with all the facility and economy of the cold process of stereotyping.

Try them; COMPARE them; and you'll buy them!

Samples cost you nothing—they are yours free of any charge or obligation. Write NOW!

CERTIFIED DRY MAT CORPORATION
340 Madison Ave. New York, N. Y.

MADE IN U.S.A. BY THE CERTIFIED DRY MATS ORIGINAL CLAUS IDEAL PROCESS

"Made in America to Insure Quality and Service"

(Reprinted from the New York Herald Tribune, March 19th, 1925)

A New and Great Community

A YEAR ago this morning The New York Herald and The New York Tribune were merged and one newspaper public of over 150,000 families met another newspaper public of over 130,000 families for the first time. A newspaper, for its faithful readers, is as intimate and important a habit as a street or a home. A newspaper public is in the truest sense of the word a community—a community of ideas, of principles, of loyalties. Uniting these newspapers was like attempting to merge a city the size of Washington with a city the size of Boston.

Such a shift had never been accomplished before. In every previous newspaper merger, only a fraction of circulation had been added after the first curiosity subsided. As our readers already know, The New York Herald Tribune has achieved the unparalleled success of retaining both publics entire. Indeed, they have already begun to invite their friends to join them—as the steadily growing circulation of the newspaper reveals.

We ask our readers to celebrate with us today the secure establishment of this great and growing community. We are confident that it has never been surpassed in intelligence, in resources, in energy. On this anniversary we pledge our constant effort to keep and deserve the unprecedented support that this community has given us.

The New York Herald Tribune

Net paid weekday circulation in excess of 270,000
Net paid Sunday circulation in excess of 300,000

SCIENTIFIC ROAD TO BETTER PRINTING FOUND IN RESEARCH LABORATORY

Application of Science to Testing Materials in Newspaper Making Proves Successful in Hearst Organization, Director Helfrich Claims—Money Saved by Standardization



John Helfrich in his laboratory

NEWSPAPER publishers are learning that scientific tests of their raw manufacturing materials and methods can help make the product better at a lower cost.

John Helfrich, recently named director of the Hearst Chemical Research Laboratories, New York, made this claim this week, when, in an interview with EDITOR & PUBLISHER, he maintained that application of science to the testing of materials in newspaper making had proved so successful after three years operation, that steps were now underway to enlarge the work of the laboratory for the development of large scale printing improvements, which will affect the entire industry.

"For three years laboratory work has been confined to the standardization of the various materials used in the making of Hearst newspapers, accomplishing considerable money and time saving," he said.

"The laboratory will continue to test and maintain the standards of these materials, the cost of which runs into millions of dollars annually.

"But now we are able to strike out into the creative field. Several new processes, notably time saving changes in photo-engraving, are being developed, the results of which we hope to announce shortly."

Housed on the top floor of the building used by the *New York Mirror* on the corner of Frankfort and Gold streets, the Chemical Research Laboratory is plainly a practical work room.

To this laboratory are brought all new purchases for composing rooms, photo-engraving departments, stereotyping departments, press rooms and circulation departments of Hearst newspapers to be tested to see if they meet standards demanded by practical experts. Newsprint, furnished by 12 different mills, is also tested and kept up to a standard.

Mr. Helfrich said he believed the establishment of similar laboratories would be of value to many American newspaper publishers and wondered why this scientific idea had not been widely followed.

"In many ways money can be saved by standardizing newspaper materials and developing new processes which will either improve the quality of printing, reduce the cost of manufacture, or reduce the time of operation," he maintained.

"Heads of the various departments obtain different materials which suit their purposes. The problem is to maintain the quality. This can best be accomplished by continual testing."

For the benefit of EDITOR & PUBLISHER readers, Mr. Helfrich disclosed for the first time the functions of such testing laboratory, and displayed and explained the various appliances needed for its successful operation.

"When the Chemical Research Laboratory was established its functions were to examine all materials and supplies used by the various mechanical departments of the *New York American* and *Journal* in the manufacture of a newspaper," he began.

"These supplies include linotype metal and lubricating oils from the composing room; acids, alcohol, benzol, silver nitrate, and photographic chemicals from the photo-engraving department; metal, matrix papers and other materials from the stereotype department; newsprint, inks, lubricants and rollers from the press room; and twines and wrappers from the circulation department.

"A set of standards were established for each material and constant examinations are made to keep them up to necessary specificiations.

"We co-operate with heads of various departments to determine these standards and develope new processes.

"The principal materials which we test are newsprint, ink and metals. In metals the percentages of tin, antimony, and lead must be determined. Tests of ink are made to determine its specific gravity, its ash content, pigment, mineral oil and rosin, viscosity, overtone, and penetration stain. For newsprint we test for color, finish, formation, ream weight, absorption, ash content, and moisture."

Mr. Helfrich showed the various appliances in the laboratory, which also maintains a small experimental photo-engraving plant.

Chief among them were a machine called the "glarameter," a comparatively new invention, for measuring the amount of gloss or finish on paper by the reflection of light rays; an extremely sensitive laboratory balance capable of weighing one five-millionth part of a pound; a "viscosimeter," to determine the viscosity or rate of flow of lubricating oils and a flash point indicator to determine the temperature at which gases of oils will ignite.

The laboratory was established by the late George Palmer at the request of Mr. Hearst. Mr. Palmer was in the Hearst employ for 38 years. When he died Jan. 21, Mr. Helfrich succeeded him as laboratory director.

Mr. Helfrich has been connected with the laboratory ever since its establishment. He is a graduate of Pratt Institute, class of 1910, where he concentrated in industrial chemical engineering. He was a consulting chemist before becoming associated with the Hearst laboratory.

REAL "TEETH" IN THIS FRAUD AD MEASURE

Jail Sentence and Fine Provided for Misrepresenting Goods or Services in Michigan Legislative Bill

LANSING, Mich., March 18—Provision of a jail sentence as possible penalty for persons responsible for knowingly publishing false or misleading advertising, using any medium, is a feature of a bill introduced this week in the lower house of the Michigan Legislature by Rep. William B. Campbell of Wayne.

The measure, which exempts publishers from its penalties unless they can be proved to have had knowledge that the advertising they accepted was not true, covers every case that could arise, according to interested persons who have examined the bill closely. It not only includes advertising in the ordinary mediums, newspapers and magazines, but extends to books, notices, handbills, posters, bills, circulars, pamphlets, letters and contains a final sweepup proviso to include those who advertise in any other way.

The provisions in regard to the commodity advertised are equally inclusive, the bill stating that not only merchandise but securities, services, or anything offered to the public must be described with utter truth.

Representative Campbell's measure would supersede another similar act passed in 1917, but according to Legislators little used since. The old act provides for a fine of not less than $10 and not more than $300 but carries no jail alternative.

The new act would eliminate mention of the minimum fine and would provide an alternative of imprisonment up to 90 days in the County jail in case of convictions.

Truth in advertising has been an objective sought, not only by Michigan newspapers, but by a large number of merchants' organizations throughout the State.

That this has not been entirely achieved is admitted, but many interested persons profess to see a distinct improvement within the past few years. Agitation to take action against a few unscrupulous advertisers in various sections of the State who have, it is claimed, deceived the public in relation to the quality of goods offered in sales, and also against patent medicine advertisers has arisen from time to time but difficulties of obtaining evidence of a convincing sort has proved a barrier to institution of court proceedings under the old act.

Representative Campbell has made no statement as yet as to the backing for his bill.

Ad Men Plan for Houston

Chicago and middle western advertising men met at a luncheon at the Hamilton Club, Chicago, on Feb. 22, under the direction of the Advertising Council of the Chicago Association of Commerce with members of the "On to Houston" committee of the A. A. C. W. and made plans for attendance at the latter's convention in Houston in May. A special train carrying more than 150 advertising people will leave Chicago on Friday, May 8, it was decided.

Redmond Joins Brooklyn Times

The *Brooklyn Daily Times* has recently installed a financial department, of which Edward Redmond, formerly manager of the financial department of the *Brooklyn Daily Eagle*, will act as manager.

Herald Tribune Circulator Praised

Claude H. Sandkam, circulation manager, *New York Herald Tribune*, was given a dinner March 19 by his subordinates in honor of his successful efforts, since the daily's consolidation a year ago. More than 400 attended.

The Toledo Blade

The Editor & Publisher in their issue of February 28th, gave the lineage record of the important Daily and Sunday newspapers for the year 1924.

The TOLEDO BLADE ranked high in all of these lists, and made an enviable record, particularly in National Advertising.

It carried a total of 2,255,939 lines of National Advertising during the year 1924.

It was first among 6 day evening newspapers in its particular group—that is, in cities between 200,000 and 250,000 population.

It was 11th among 6 day evening newspapers in the entire country, but all ten newspapers that carried a larger volume were published in larger cities.

The TOLEDO BLADE carried more National Advertising than such papers as the New York Journal, Minneapolis Journal, Baltimore Sun, Boston Globe, Brooklyn Daily Eagle, Washington Star, Los Angeles Herald, Pittsburg Press, Cleveland Press, Chicago American, San Francisco Call and Post.

We are merely mentioning the other papers, in order to show how high the BLADE ranks among leading evening newspapers.

The BLADE carries over 90% of all the exclusive National accounts in Toledo.

Paul Block Inc.
Representative

NEW YORK CHICAGO DETROIT BOSTON

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Here in 1912 Back in 1925

FOR the first time in fifteen years the Convention of the Associated Advertising Clubs will be held twice in the same State. . . . The first time in fifteen years it has played a return engagement. . . . It was held in Texas, at Dallas, in 1912 . . . and will be held again in HOUSTON this year, 1925.

The Dallas Convention was epochal; it marked the beginning of the "TRUTH" movement. . . . The Houston Convention will mark another epoch. . . . The Pledge of Advertising for World Peace! It is a well recognized fact that well-directed publicity was very largely responsible for assistance in winning the last war . . . and it can be made fully as instrumental in preventing the next.

Yes . . . the Advertising folks are coming back to Texas to rededicate themselves to the old task . . . "Truth in Advertising" . . . and to take up the new task of making Advertising the universal language of Peace and Good Will among the Nations of the World!

WORLD ADVERTISING CONVENTION MAY 9th TO 15th

In the opinion of nearly everyone, in position to know, this convention will be the biggest and most helpful ever held on American soil. But aside from the convention itself —there are other good and sufficient reasons why big business men of the country should attend.

Manufacturers are always seeking new markets. . . . They are interested in raw materials, cheaper transportation, quicker distribution.

Wholesalers and manufacturers are interested in locations for branch houses so that they can more economically and efficiently serve their trade.

Investors are interested in any locality that is developing sanely and surely and where there is still a rapid increase in values.

Your impression of Texas may have been gained through a perfunctory study of it in your geography years ago . . . . or through some romantic magazine story or lurid movie.

To know the REAL Texas you must visit it . . . . and there is no better time than when thousands of business men from all over the world come here to the 21st Birthday Party of the A. A. C. of W.

Consult with your local "On-to-Houston" Chairman about plans, rates, reservations, etc. Or, write to:

EXECUTIVE COUNCIL,
WORLD ADVERTISING CONVENTION, HOUSTON, TEXAS

Houston has a population of 226,256 according to the last scholastic census.

Houston is the junction point of seventeen railroads which act as feeders to the forty-two steamship lines which radiate from here to all parts of the world.

Houston is frequently referred to as "The Manchester of America" with its great man-made waterway and inland harbor.

Houston is the greatest inland cotton port in the world . . . exporting through its harbor, so far this present season, in excess of one and a half million bales.

Houston is the Queen city of the Southwestern States of the U. S. A.—the gateway to Mexico and all Latin America.

88 STORY HOTEL

No, not all under one roof .....but its equivalent in the eleven Class A Hotels reserved for the convention: .....Plenty of room for all.

The Publisher

THE MODERN PUBLISHER is a manufacturer. The production of his newspaper is a manufacturing enterprise. If his organization is as good and his machinery as efficient as his competitor's—other things being equal—he need not fear him; if they are better he may disregard him.

In one respect he differs from other manufacturers; time is an element essential to his success. He sells news—the most perishable of all commodities. The most abhorrent waste in his operations is the waste of time, the material out of which he coins money. He can coin time into money at all only because of the swiftness of his machinery.

As an inventor of newspaper machinery I have concentrated my attention upon time—the prime essential of news publication—and upon operating cost and space. I invariably work under a formula composed of three factors. It runs as follows: My objective must equal the greatest output obtainable per minute of time,

Manufacturer

per dollar of operating cost, per cubic foot of working space.

The swiftness and certainty of the publisher's mechanical equipment must be made to keep pace with the constantly increasing pressure put upon him by the extraordinary growth of the public's interests. And its cost of operation and working space must be continuously lessened per unit of product—whether product be printing plates or printed papers.

I present the matter thus to impress the publisher with three things: He is a manufacturer; his are problems of quantity production, aggravated by the necessity of working within extremely narrow time limits, which are arbitrarily set for him; the most serviceable money he spends is that which makes and keeps his plant abreast of the times.

HENRY A. WISE WOOD

New York City,
March 5, 1925.

EDITORIAL

STILL MILES APART

ONE of those magnificently printed four-color process magazine advertisements, showing a happy family seated about a newfangled radiator, glowing with warmth and comfort, hit this writer's eye in February. The heating arrangements at home were not satisfactory and a wintry blast was blowing from the sea. The combined circumstances induced a letter to the signer of the advertisement. We stated the location of our humble cot and asked for detailed information concerning that heating machine which made advertisement children's cheeks shine like pippins, and father and mother to lounge in the faultless library in supreme contempt of a raging storm without. We followed all of the directions of the advertisement and even went further—we drew a simple sketch of the floor plan of the old homestead, indicating the need and asking prices, or the name of a local dealer.

A week later a neat form acknowledged our letter, but it gave no valuable information nor clew to the address of a local dealer. Three weeks passed and then came one of the finest pieces of printed matter it has been our pleasure to see. Color printing until our eyes ached, quality of paper that would have graced a wedding invitation, marvelous description of the heating plant and fixtures, a great selling talk anent coal economy. But not a word concerning where this precious contrivance might be found in this neck o' the woods or possible adaptability to the old homestead.

This editorial is prompted by the receipt today of another batch of resplendent circular matter from the advertiser. It must have cost a fortune to produce. The heating machine is embossed on a dainty cover. It is shown again, in colors, in a pasted-in sheet, and ten additional times is it pictured in a single book. There is a moving story of the life of the inventor of this graceful, elegant, harmonious, chaste, compact, symmetrical, classic, economical, indispensable heating device, the wonder of the age, but still no word concerning dealer or price.

Conservatively, the advertiser must have spent a good five-dollar bill on this prospect and we are still miles apart on the essentials of a trade. Being in the market for a heating machine, at least for next winter, we shall now keep our eyes open for a nice little black and white announcement on newsprint which will indicate where we may go and have a sensible business talk with someone who has some kind of heater for sale at a price.

More than 3,000 advertising men have already registered for the Houston, Tex., convention of the Associated Advertising Clubs of the World, May 9-15, assuring one of the greatest gatherings in the history of the industry.

A WORLD GAG

THE Italian dictatorship now reaches for a means of control of world opinion. With the national press muzzled, editors intimidated, the people bamboozled whenever it is expedient to fool them, it is now reported that foreign correspondents are to be compelled to put their heads through the medieval collar.

If there is one principle that has been established beyond question in this country it is that government or business or even individual conduct which cannot bear the test of news-fact investigation and publication is at base rotten and deserves to fall.

The Italian dictator will not succeed in muzzling the world's press. He may embarrass action, may tighten censorship, find means of intimidation and actual punishment for "violations," but he will not silence the voice of our press. Our men will find means to transmit to the channels of public information which flow to the people in this country, the essentials of facts which our people are entitled to know as the basis of opinion. It will not be partisan news. It will not be vindictive because of the proposed foreign correspondent's muzzle. It will be straight from the shoulder truth, reflecting credit or discredit upon the government of Italy according to merit. There is no gag to fit the world's press, as Mr. Mussolini is to discover.



As the partridge sitteth on eggs, and hatcheth them not; so he that getteth riches, and not by right, shall leave them in the midst of his days, and at his end shall be a fool.—Jeremiah; XVII, 11.

CLEAN FINANCIAL REPORTING

EDITORS might go back to the files of November, December and January, to survey what was written then by financial writers. There was a run-away bull market. There was talk of getting rich quick. The securities and commodity markets were excited for weeks to the point of hysteria. The public bought great gobs of paper. The value of that paper has since shrunk enormously.

Did any financial writer, at that time, publish direct or covert advice to readers to buy? Was speculation made to appear as sound investment? Was it stated that this or that stock was cheap at quoted rates? Was the newspaper made party to a stock boom, an unloading process? Is there justification on the part of a reader who complains that he has suffered a loss through ill-advice?

EDITOR & PUBLISHER has long deprecated financial reporting which exceeds the established boundary of news reporting. It does not seem to us that financial tipping is legitimate, but on the contrary a wicked and dangerous practice. We are bound to condemn financial news reporting which in any essential way differs from any other class of reporting and it is evident that the financial pages of the majority of newspapers are as clean of conscious propaganda, or tipping, as any other page. There are financial writers who do tip, or do permit themselves to suggest buying or selling. Their motives are not discussed because they are not known. Why this should be permitted we have never been able to understand. Newspapers do not permit writers to attempt to influence readers on other subjects, far less perilous than stock speculation.

We confidently believe that the financial reporting situation of the American press is infinitely better, truer to news standards, than five or ten years ago. Events in the securities and commodity markets since early November offer, it seems to us, an excellent opportunity for editors to check up on the question of the reliability of their reports in the large sense of legitimate news reporting. The ethical standard of the American press is not gauged by liability, but rather by conscientious responsibility.

March 21, 1925 Volume 57, No. 43

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 34 rue Thiers, Boulogne-sur-Seine (Seine).
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy; $4 a year; foreign $5; Canadian $4.50.*

RETAIL COPY PRICES

WE know of no instance where a newspaper of established quality has raised its retail copy price and suffered a severe circulation reversal. We know of several recent instances where the retail copy price has been advanced without loss of circulation and with very satisfactory results in helping to equalize production costs.

New York World, for instance, increased its rate from two to three cents a few weeks ago and we are informed that there was no appreciable circulation change, which is certainly a testimonial of public esteem.

The American people know what they want, get what they want, when the price is fair. Pennies do not appear, in this day, to count for much, even among those who have few of them. The poor think in terms of dollars. The great middle class think in terms of hundreds of dollars. Any business is in terms of thousands and the million is a standard unit of measurement among the rich.

Aside from the sound principle of selling any commodity for its worth to the purchaser, there is in newspaper practice the infinitely greater consideration of editorial independence through copy prices which return to the publisher revenues at least approaching material costs. There are profound questions in journalism, not clearly apparent today but ever in the background, which revolve about the economy of copy prices based on worth to readers.

Mr. Hearst has for several years been an advocate of increased retail price and has contended, we think truly, that the American people know what they want and will buy it at fair prices. He has found it possible to proceed with circulation promotion at increased rates, and has maintained that with increased circulation revenue responsibility for higher quality of his newspapers was merely intensified.

The penny, by reason of established custom, has long been the price unit of daily newspapers in the country, except for a few western cities where the copper has ever been popularly scorned. Five cents has been similarly the unit of Sunday price. There has been, and will continue to be, a publisher's disposition to get copies into the hands of the public at the lowest possible cost.

The question is widely discussed whether the public does not expect to pay more than five cents for a Sunday newspaper, of the quality and quantity the American newspaper publishers are now producing and up to five cents per copy for daily newspapers. Each publisher knows his local situation. The interesting fact remains that there is no recent instance within our knowledge, where price advances above five cents on Sunday and above one and two cents on week days has not been absorbed by the public almost without comment.

Circulators should know best what are the price advancement possibilities in the wholesale field. Within a few years there have been some remarkable achievements in advancing wholesale rates. It is a generality, not without point, that every dollar of increased revenue from circulation is a dollar on the safe and sound side of newspaper making.

Advertisement of a new book tells "how to get your name and picture into the newspapers easily," but no book tells how to keep them out.

TYPE FOR HUMAN EYES

PASSIONATELY denouncing fat type faces which continue to menace good typography in some publications of this country as in Europe, Edward E. Bartlett, director of typography of the Mergenthaler Linotype Company, makes this significant statement:

"Every American advertiser or printer who swallows the facile patter about 'attention-compelling' values should study the foreign advertising pages where the fat-face brood demonstrates by dreadful example what kind of attention their user may expect. These welters of typographic gargoyle catch the eye not by attraction, but by shock. They do not command attention. Attention means reading, and reading is the last thing that the troubled eye and mind try to do, or can do, in their presence."

We believe that to be the fact and sound psychology

PERSONALS

BARRETT ANDREWS, publisher of the *Boston American,* returned last week from a two months' business trip to Mexico City.

John C. Brimblecom, editor and publisher of the *Newton* (Mass.) *Graphic* and past president of the Massachusetts Press Association, has gone to Florida for a two months' stay.

Mrs. C. S. Jackson, wife of the late publisher of the *Portland Oregon Journal,* will leave in June for a tour of Europe. Mrs. J. L. Robinson of Pendleton and Miss Helen LaMarr of Portland will accompany her.

John L. Sturtevant, president of the *Wausau* (Wis.) *Record-Herald,* has left for a vacation in California, where his son, John C. Sturtevant, is living.

Alfred Soderstrom, pioneer publisher of Swedish newspapers in Minneapolis and the United States, has been awarded the decoration of the Royal Order of Vasa of the first class, by the King of Sweden.

Miss Belle McCord Roberts, formerly editor of the *Long Beach* (Cal.) *Telegram* and now vice-president of the Press-Telegram Company, is visiting her brother in Colorado.

Seth G. Wells, owner and editor of the *Erie* (Kan.) *Record* has been appointed state oil inspector of Kansas.

Edgar C. Nelson, editor of the *Booneville* (Mo.) *Advertiser* was elected president of the Chamber of Commerce of that City.

William Yost Morgan, editor and publisher of the *Hutchinson* (Kan.) *Daily News and Herald,* and former lieutenant governor of Kansas, recently underwent a serious eye operation in a Kansas City hospital. He is recovering.

IN THE BUSINESS OFFICE

CHARLES W. BOGGS has resigned as business manager and secretary-treasurer of the *Oklahoma City Oklahoman and Times.* He will devote his time to his oil interests.

A. H. Longbotham has resigned as general manager of the *Buffalo Evening Post.*

Sidney D. Long, general manager, *Wichita* (Kan.) *Eagle,* with Mrs. Long, returned to Wichita recently from a trip to Miami, Fla.

George S. Brumback, until recently on the *Minneapolis* (Minn.) *Journal,* has joined the advertising staff of the *Long Beach* (Cal.) *Press-Telegram.*

Jack Connolly has resigned from the advertising staff of the *Buffalo Evening News* to become assistant secretary of the Buffalo Better Business commission.

W. J. Hofmann, advertising manager of the *Portland Oregonian,* is one of three incorporators of the Portland Rose Festival association, which has charge of Portland's big annual floral fete.

Cecil L. Shepard, of the *Denver Rocky Mountain News and Times* advertising staff, has been chosen vice-chairman of the Denver Ad Club.

J. Hugh Biles, advertising manager, *Ada* (Okla.) *Evening News* and *Weekly News,* and Mrs. Biles are parents of twin sons born March 5.

IN THE EDITORIAL ROOM

J. M. LIMPUS has been promoted from the copy desk of the *New York Daily News* to the Sunday department of that newspaper.

V. A. Field has been made editor of the *Stillwater* (Okla.) *Advance.*

W. M. Walker, for the past 18 months Sunday editor of the *Jacksonville* (Fla.) *Times-Union,* has resigned to become associated in an editorial capacity with the Peninsular Publishing Company, Tampa, Fla., publishers of *Suniland* and *Picking House News.*

Anard W. Littman, formerly with the *Atlantic City* (N. J.) *Gazette-Review,* is now sporting editor of the *Atlantic City Ventnor News,* a weekly.

Ben Baines, *San Antonio Evening News* army reporter, will leave this week with two army air officers from Kelly Field to mark 50 emergency airplane landing fields between San Antonio and San Diego.

Miss Gladys Calvert Stoudte, formerly social editor of the *Atlantic City* (N. J.) *Gazette-Review,* is now in the same capacity on the *Atlantic City Ventor News,* weekly resort publication.

John Bailey, reporter on the *Coffeyville* (Kan.) *Daily Journal,* has resigned because of ill health, and has gone to Albuquerque, N. M.

Karl W. Miller has been assigned to the Washington staff of the *Detroit News* succeeding Russell Barnes, recently assigned to Paris.

John H. Sorrels, news editor of the *Oklahoma City Daily Oklahoman,* has resigned to assume direction of the *Star City* (Ark.) *Lincoln County Ledger.* Edward T. Austin, assistant telegraph editor, *Chicago Herald-Examiner* will succeed him. Austin was on the Oklahoman staff before going to Chicago.

C. F. Fairman, formerly on the *Springfield* (Mass.) *Union* copy desk, has been made industrial and real estate editor for the Sunday edition.

Arthur Kowalski of the editorial staff of the *Buffalo Courier* has been reelected president of the Buffalo Arts club. Mary F. Nash, also of the Courier, has been reelected secretary.

Fred Henshaw and Herbert Garrison have been assigned to the state house staff at Lansing by the *Detroit News.*

Edward Long, for 20 years state editor of the *Providence* (R. I.) *Bulletin,* has retired. H. M. Hofford, assistant state editor, has been appointed state editor.

William M. O'Neil, formerly city editor of the *Springfield* (Mass.) *Union,* has been promoted to night news editor.

James H. Fifield, formerly industrial and real estate editor of the *Springfield* (Mass.) *Union* is now night city editor.

Walter W. Schramm has resigned from the staff of the *Cleveland Times.*

Ben Williamson has joined the reportorial staff of the *Cleveland Plain Dealer.*

Miss Frances Boardman, music and dramatic editor of the *St. Paul Dispatch-Pioneer Press,* has returned from a trip to New York.

Dorian E. Stout has been named city editor of the *Mobile* (Ala.) *Register,* to fill the vacancy caused by the resignation of Lynn Hogan.

William D. Mahoney, formerly of the sport department of the *Buffalo Courier,* has been admitted to the bar and has begun the general practice of law in Buffalo.

Lee Smits, former Seattle newspaper man, is now photoplay editor of the *Detroit Times.* The "wild life" page of the *Detroit Free Press* which he once edited is now in the hands of M. F. Dunkenbrod.

Robert Yoder, Gibson City, Ill., has joined staff of the *Decatur* (Ill.) *Herald.*

Bryan P. Martin, city hall and police reporter of the *Fort Wayne* (Ind.) *News-Sentinel* is now assistant city editor.

Arthur J. Quinn, of the *Boston American* city staff, has been tarnsferred to the Lawrence office to take charge of the Merrimack Valley edition of the paper.

S. J. Doss, assistant sport editor, *Fort Wayne* (Ind.) *News-Sentinel* has taken over the sports desk, following the resignation of Robert L. Beard to enter the real estate business at Sandusky, O.

H. T. Hasselquist, news editor of the *St. Paul Dispatch,* is ill. L. L. Perrin, city editor, has assumed his duties.

John M. Clearly, former reporter of the *Trenton Times,* has returned to the news staff of the paper.

H. B. Crozier, who covers politics for the *St. Paul Dispatch-Pioneer Press,* is recovering from a severe illness.

Lawrence Sheppard, *San Antonio Evening News* police reporter, has entered a hospital for an operation.

ASSOCIATION CHIEFS

A. B. HARRIS, the new president of the Texas Circulation Managers' Association, has been circulation manager of the *Dallas Times Herald* for the past five years, but, like many others now active in the newspaper industry, he served an early apprenticeship.



A. B. Harris

Born and educated in the county, he started his newspaper work as a carrier boy, when he was 12 years old. At 19 he took a civil service examination for appointment as a clerk in the postal department, and, passing with a high standing, he was given an appointment. After eight years he was promoted to the office of assistant superintendent of mails, having direct charge of all outgoing matter. He served in this capacity for 12 years, resigning a little more than five years ago to become circulation manager of the *Times Herald.*

Under his direction rural carrier routes were established and systematized. Some of these, operating over pike roads, extend 30 miles from the office of publication, and in one instance a route extends 75 miles. These, together with shorter ones operating over lateral, or connecting rural roads, have enabled farmers within a wide radius to receive the *Times Herald,* afternoon newspaper, on the day of publication.

Franklin Johnson and Walthall Littlepage, former *San Antonio Evening News* reporters, are now with the *San Antonio Light.* Kenneth McCalla, formerly with the Light is now with the Evening News.

HOLDING NEW POSTS

ORVILLE WELCH, from copy desk, *New York American,* to copy desk *New York World.*

Jack Dalton, from copy desk, *New York Daily News,* to copy desk, *New York Times.*

Earl Overholt, from assistant city editor, *Bronx Home News,* New York, to copy desk, *New York Daily News.*

Franklin Brooks, from *New Bedford* (Mass.) *Standard,* to copy desk, *New York Daily News.*

M. C. Kearney from assistant city editor, *Worcester* (Mass.) *Telegram* to staff, *Providence* (R. I.) *News.*

Russell W. Whitney, from *San Francisco* (Cal.) *Herald* to *Mobile* (Ala.) *Register,* editorial department.

Lloyd Northard, from sports staff, *Detroit Free Press,* to sports staff, *Detroit News.*

Blackburn W. Johnson from Raleigh, N. C., Associated Press bureau, to city editor, *Raleigh* (N. C.) *Times.*

Vance Dolan from the *Canton* (O.) *News* to the *Mansfield* (O.) *Journal.*

Edward Sullivan, from night staff, *Boston Advertiser* to city staff, *Boston American.*

Ted Brewer, from *Little Rock* (Ark.) *News* to staff, *San Antonio Evening News.*

Pat Walsh, from staff, *Muskogee* (Okla.) *News,* to *San Antonio Evening News.*

Willard Edwards, from Chicago City News Bureau, to staff, *Chicago Tribune.*

Jack Hazle, from *Detroit News,* to staff, *San Antonio Express.*

CHANGES OF OWNERSHIP

JOSEPH F. PALMER has sold his controlling interest in the *Bath* (N. Y.) *Steuben Advocate,* a daily, to Merritt F. Landen, and has returned to Buffalo where he formerly was a member of the staff of the *Evening News.*

George C. Jordan, of Washington, D. C., formerly a resident of Staunton, Va., has purchased the *Waynesboro* (Va.) *Valley Virginian,* a weekly, and will turn it over to his son, Louis F. Jordan, attorney and writer, on July 1.

Stillwater (Okla.) *Advance-Democrat* has been purchased by Arthur S. McEwen and E. E. Hadley, publicity director of the Oklahoma Agricultural & Mechanical College at Stillwater. The newspaper will become the *Stillwater Democrat.*

Richmond (Minn.) *Reporter* has been sold to W. L. Rethwill. He was at one time publisher of the *Sanborn* (Minn.) *Sentinel* and also associated with the *Springfield* (Minn.) *Advance.*

Judge C. W. Ryan, owner of the *Wathena* (Kan.) *Times,* has sold the paper to John D. Grier, of Kansas City, Mo.

A. L. Grimm of Prentice, Wis., has purchased the *Mellen* (Wis.) *Weekly* from the Northern Publishing company. L. E. Kenyon has been succeeded as editor of the paper by Arthur Lidmark of Prentice.

Tyler (Minn.) *Journal* has been sold by M. Glemmested to Axel H. Anderson of Omaha, Neb.

WITH THE SPECIALS

ALLIED Newspapers, Inc., publishers representatives, have added Manning Wakefield, J. Albert O'Brien, and Leslie Rood to its sales staff. Wakefield was for a number of years Eastern manager of the Farm Press Publishing Company; O'Brien was formerly national advertising manager of the *Baltimore Post,* while Rood, formerly with the *Cleveland Press,* has been doing special work on the Pacific coast for the past year.

SPECIAL EDITIONS

COLORADO SPRINGS (Col.) *Gazette* and *Telegraph,* 170-page Annual edition in 12 sections, Sunday, March 8.

Opelika (Ala.) *Daily News,* 80-page special edition welcoming the Pepperell Manufacturing Company to Opelika, March 13.

Blackwell (Okla.) *Tribune,* 72-page Progress edition, March 1.

NEW PLANTS AND EQUIPMENT

OKLAHOMA CITY OKLAHOMA NEWS has ordered a new Goss high speed press and is installing new type-setting and stereotyping machinery. A new paper warehouse has been leased.

Pierre (S. D.) *Capital Journal* has added a linotype to its equipment.

Mount Vernon (Ill.) *Register News* has broken ground for a new building in the downtown district, and will install a new duplex rotary 16-page press.

Ithaca (N. Y.) *Journal-News,* recently installed a new Ludlow Typograph.

Wakefield (Mass.) *Daily Item* recently added another linotype to its equipment.

Cleveland Commercial recently purchased its second Ludlow.

MARRIED

HAROLD M. OLSON, city editor of the *Winona* (Minn.) *Daily Republican Herald,* to Miss Fern Andrews, instructor in music at the Winona State Teachers' college, March 13.

Felicia Gizycka, niece of J. M. Patterson of the *Chicago Tribune,* to Drew Pearson of Swarthmore, Pa., March 12.

SCHOOLS

MEMBERS of the industrial journalism classes of Oregon Agricultural College will spend their Spring vacation in Portland and will visit newspaper plants and commercial printing houses. The trip is sponsored by Sigma Delta Chi. O. C. Leiter, managing editor of

the *Portland Telegram,* has invited them to a dinner in the Telegram building.

Harper Leech, financial writer for the *Chicago Tribune,* told students of the Medill School of Journalism "How to Make Business News Interesting" in a recent public lecture. Leech was formerly managing editor of the *Denver Express.*

Jerome D. Barnum, publisher of the *Syracuse* (N. Y.) *Post Standard,* addressed students in the Department of Journalism at Syracuse University Tuesday on "What the Publisher Expects of the Newspaper Worker."

ON THE MECHANICAL SIDE

WILLIAM J. ROGERS, for several years Sunday foreman of the *Trenton Times-Advertiser,* has been made day foreman of the Times.

PRESS ASSOCIATION NOTES

VICTOR G. C. EUBANK left New York late last week for San Francisco to sail from there to Tokio, April 4, to become Tokio correspondent of the Associated Press, relieving Charles E. Kloeber, returning to this country on account of illness. Eubank was formerly attached to the cable staff of A. P.'s New York office. He has been with the press association since 1921, joining the service as assistant city editor of the *Los Angeles Examiner.* He started newspaper work in 1903 on the Kansas City Star. He has also served on the *Chicago Record-Herald, Chicago Tribune,* and *Chicago Examiner.*

W. G. Head, formerly of the *San Antonio* (Tex.) *News,* now is assistant manager of the International News Service bureau in Kansas City, succeeding S. J. Hughes, transferred to St. Louis.

H. C. Renegar, formerly night filing editor in the Raleigh, N. C., has been appointed correspondent in charge of the Charlotte bureau by the Associated Press.

Jack Bernstein, who left the St. Paul office of the United Press to serve that organization in Havana, has returned to St. Paul.

ASSOCIATIONS

KANSAS WOMEN'S PRESS ASSOCIATION recently elected Mrs. R. H. Trueblood, associate editor of the *Yates Center* (Kan.) *Times,* president.

Arkansas Press Association will hold its annual summer convention at El Dorado, Ark., May 14-16. Charles A. Berry, publisher of the *El Dorado News* will be host.

Hub Journalists Club of Boston, Mass., celebrated its 38th anniversary by a dinner and dramatic entertainment recently.

Boylston Street Advertising Association, Boston, recently elected the following officers: president, Ernest M. Steele; vice-president, Frederick E. Jackson; treasurer, Terry B. Gordon.

New England Newspaper Alliance discussed free publicity, advertising copy and advertising rates at its March meeting in Boston recently. Harry B. Shapleigh of the Julius Mathews Advertising Agency, Boston and Cornelius Decker, advertising manager, *Manchester* (N. H.) *Union-Leader* were among the speakers.

Advertising Club of Brooklyn this week voted to raise $15,000 to organize a Brooklyn Division of the New York Better Business Bureau. J. T. Bellau, advertising manager of Loeser & Co., Brooklyn, is in charge of arrangements.

Six-Point League, New York special representatives society, have arranged a luncheon in honor of John G. Ham to be held at the Advertising Club of New York, March 24.

Advertising Club of New York now plans to run two special trains to the 21st annual convention of the Associated Advertising Clubs of the World to be held in Houston, Tex., May 9 to 15. Trains will leave New York May 7 with a stop-over in St. Louis.

ADVERTISING AGENCY AFFAIRS

E. HARTFORD POWELL, of Barton, Durstine & Osborne, Inc., New York, who won one of the Bok advertising awards for copy prepared for Macy's New York department store, was principal speaker at the meeting of the Cleveland Advertising Club last week, where he asserted that more life is needed in store advertising.

"Highbrow writing", he contended, "has a tendency to make copy far too serious. An advertiser should put life and joy and sparkle into paid notices, in order to stimulate interest in them and hold reader's attention."

Rufus A. Choate, who was editor of *Toronto Sunday World* when it was taken over by the *Toronto Star,* has become an executive member of the staff of J. J. Gibbons Advertising Agency, Toronto. Mr. Choate started his newspaper career on the *Peterboro* (Ont.) *Examiner* and has seen service on dailies in Toronto, Montreal, Calgary and several U. S. cities, being at one time a member of the Congressional Press Gallery, Washington.

Winthrop C. Hoyt, son of Charles W. Hoyt, of the Charles W. Hoyt Company, Inc. is visiting this country for a few weeks as special representative of W. S. Crawford, Ltd. of London. Mr. Hoyt has been with the Crawford Company for the past year, and previously was connected with *Harper's Bazar* and *American Agriculturist.*

The Blackburn Advertising Agency of Dayton, O., has been incorporated with $50,000 capital.

Wallace M. Findlay, for the past five years associated with the J. J. Gibbons Advertising Agency, Toronto, and prior to that with the Willys-Overland Company, Toledo, has joined the Clarke E. Locke Advertising Agency, Toronto.

The Midland Advertising Agency, Cincinnati, has removed its offices to new and larger quarters in the newly erected Atlas National Bank Building. Expansions in both personnel and service are being rapidly made by the Midland Agency, the latest addition to its staff being that of Eugene S. Mittendorf who on April 1, leaves his present post as publicity director, United States Playing Card Company, Cincinnati.

Robert E. Ramsay, vice-president, James F. Newcomb & Co. Inc., New York, N. Y., addressed the current meeting of the advertising class conducted by the Educational Department of the Jersey City Y. M. C. A. under the auspices of D. B. Jetmore, Educational Director.

The General Advertising Agency has been established at Buffalo by Gerhardt and Alfred Hanser, with offices at Hertel avenue and Colvin parkway. Gerhardt Hanser formerly was editor of the Furniture Index, a trade paper published at Jamestown.

Raymond E. Walz of the Walz-Weinstock Advertising Agency, Buffalo, has been appointed chairman of a new publicity committee appointed by the Buffalo Chamber of Commerce.

FLASHES

The burning issue in many households is an old flame.—*New York Telegram-Mail.*

"I miss my husband," wails an Arkansas woman. Aim lower, madam.—*Des Moines Capital.*

Necessity isn't the mother of invention. If you think it is, read a list of patents issued.—*El Paso Herald.*

If a good citizen waits until he has been married fifty years, he may get his name in the papers.—*Sandusky Register.*

Yet some women are important enough to get in the rotogravure section without the help of a bathing suit.—*New York Telegram-Mail.*

If there must be windshield stickers why not produce one to read: "Don't hug the driver?"—*Baltimore Sun.*

One swallow does not make summer, but one swallow of moonshine may make a long good night.—*Cincinnati Times Star.*

As a general thing a self-made man is a lucky stiff who has happened to marry the right woman.—*Vancouver Sun.*

Praise is deserved anyway. It takes a clever father to think up those bright sayings of his child's.—*New York Telegram-Mail.*

A philosopher is just an ordinary man who has whittled down his ambition to fit his capacity.—*Baltimore Sun.*

Wonder which muscles those electric hobby horses exercise that a flivver doesn't?—*Des Moines Tribune.*

A critic remarks that "half the women in the world retail gossip." Are we to assume that the other half are in the manufacturing business? — *Waterloo Tribune.*

Faith is the greatest thing in the world; millions have fought, bled and died for doctrines they never read and did not understand.—*Don Marquis, New York Herald Tribune.*

WE DO
OUR WORK
WITH THE
SAME INTEREST
AND
ENTHUSIASM
AS IF
WE OWNED
EVERY
NEWSPAPER
WE SERVE

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and —efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising
CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO
15-19 East 26th St. NEW YORK

The Danbury News

DANBURY, CONN.

Population, Danbury, 22325
Circulation, Danbury News, 7100

The Danbury News had the largest lineage in 1924 of any paper of 7000 circulation in the country. It published a daily average of 81.85 columns.

The lineage was:

Local	**5,579,315**	**agate**	**lines**
National	**1,360,170**	"	"
Classified	**585,777**	"	"
Total	**7,525,262**	"	"

Flat Advertising Rate:

30 cents an inch, mats or electros.
36 cents an inch, composition advertising.

FASTER COMPOSITION

of Newspaper Headings, Classified and Display Advertising

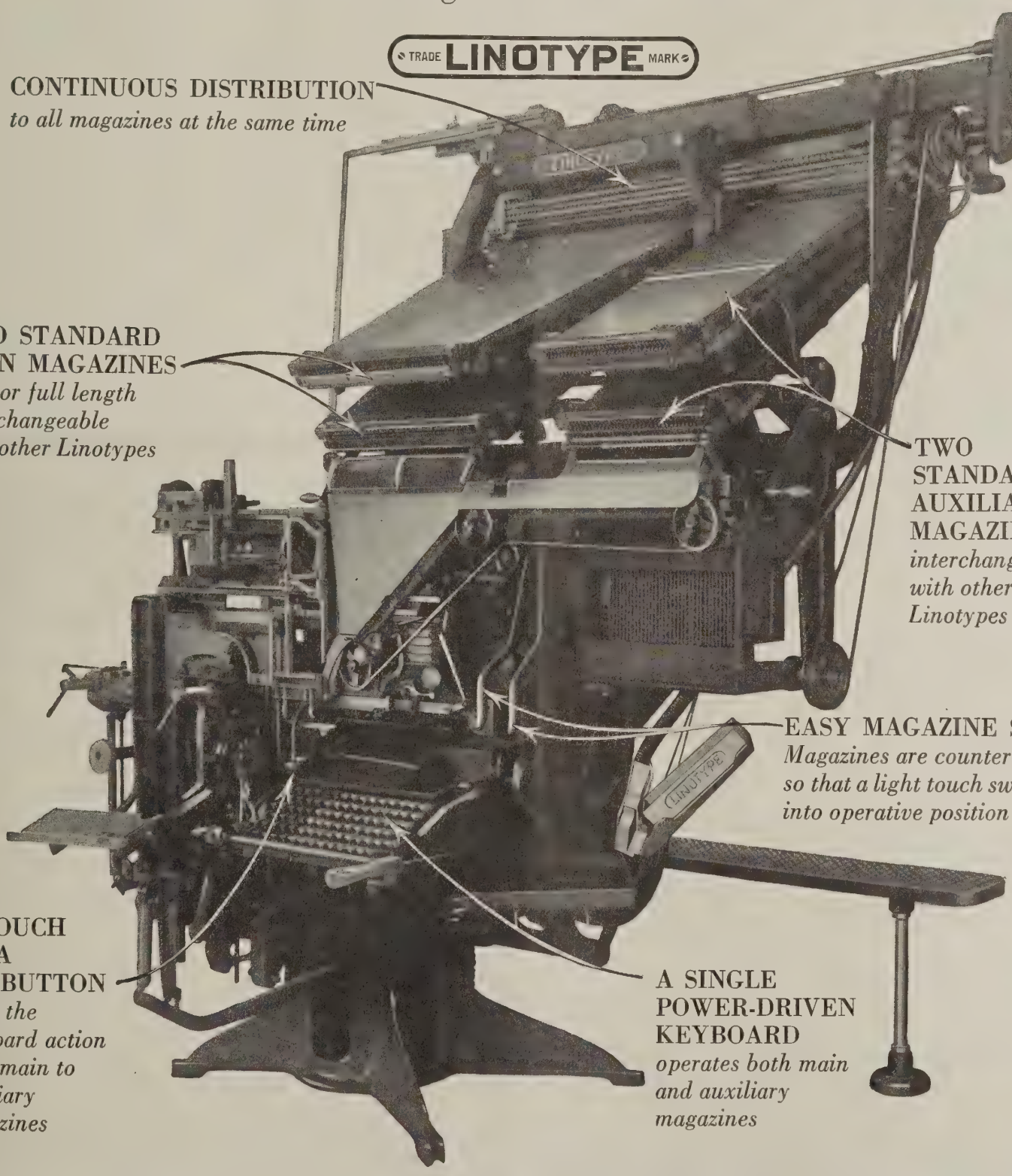
Faces from All Magazines Mixed in the Same Line

TRADE LINOTYPE MARK

CONTINUOUS DISTRIBUTION
to all magazines at the same time

TWO STANDARD MAIN MAGAZINES
split or full length interchangeable with other Linotypes

TWO STANDARD AUXILIARY MAGAZINES
interchangeable with other Linotypes



EASY MAGAZINE SHIFT
Magazines are counterbalanced so that a light touch swings either into operative position

A TOUCH ON A KEYBUTTON
shifts the keyboard action from main to auxiliary magazines

A SINGLE POWER-DRIVEN KEYBOARD
operates both main and auxiliary magazines

Ask the nearest agency to send you the folder "Suggested Headletter Layouts for the Model 26 Linotype" and full information about this machine

LINOTYPE **MERGENTHALER LINOTYPE COMPANY** LINOTYPE

SAN FRANCISCO CHICAGO NEW ORLEANS *Brooklyn, New York* CANADIAN LINOTYPE LIMITED TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

[COMPOSED ENTIRELY ON THE LINOTYPE IN BODONI AND BODONI BOOK]

533.25.3 F

WHAT'S WHAT IN THE FEATURE FIELD

Cross Word Puzzles Set by Machine—Burbank Signs Contract With Coast Syndicate—Cooper Writes for Newspapers

SERVICE of artists in the preparation of cross word puzzles for half tone reproduction is no longer required by the *Brooklyn Eagle*. John F. Freeman, composing room foreman, has discovered the black and white numbered squares can be constructed on type setting machines with greater accuracy, less cost, and considerable time saving. Mr. Freeman explained the method to EDITOR & PUBLISHER this week.

"We were often troubled," he said, by mistakes made by artists who drew our cross word puzzles, which necessitated the making of new plates. One day I sat down at a linotype machine to see if I couldn't put it to work in the place of inaccurate human beings. The experiment proved successful."

All that was necessary, he said, was the addition by the linotype company of type high quads to form the black squares. Superior figures are used tc designate the different blanks, the "down rules" now run in ordinary magazine channels. The horizontal lines are cast separately and inserted on the stones.

Answers to puzzles are also set on the linotypes, this being made possible by the installation of a font of typewriter characters.

Now puzzles roughly constructed on graph paper by Eagle readers can be sent direct to the composing room and linotype operators, without the help of artists.

The Eagle obtains all its puzzles from readers by offering $5 each for those accepted and published. In this way the editors have more than 1,000 each week to pick from. They are distributed to newspapers by Thompson Feature Service, New York.

Luther Burbank, plant wizard, has now authorized his first series of newspaper articles to be handled by the C. C. Powell Newspaper Features, San Francisco. The articles, to run in a six-day release, are written in collaboration with Elizabeth Urquhart. They will appear under the caption "In the Garden with Burbank".

Merian C. Cooper, explorer and magazine writer, who, with two other Americans, witnessed the migration of wild Persian tribes from the lowlands beside the Persian Gulf to the interior plateaus in search of grass, has written his experiences in a series of two articles for newspapers through the Metropolitan Newspaper Service, New York.

J. N. ("Ding") Darling, cartoonist, Herald Tribune Syndicate, New York, is seriously ill at his home in Des Moines.

S. L. ("Roxy") Rothafel, director of the Capitol Theater, New York, and friend of radio fans, has contracted to write for the Chicago Tribune Newspapers Syndicate.

The Ledger Syndicate, Philadelphia, announced this week a new weekly children's feature called "Through the Gates of Fairyland", written by C. S. Hammock, and illustrated with silhouette drawings by Mrs. Hammock. It is supplied in a seven-column or eight-column mat.

Noted figures in all branches of sport have written articles for the Ledger Syndicate, Philadelphia, to appear under the title "My Greatest Vivtory and How I Won It."

"Senator" Ford, vaudeville monologist, is now producing a stickful humor-our feature entitled "One Minute Monologues" for the National Newspaper Service, Chicago.

Henry P. Martin, Jr., manager of the Des Moines Register and Tribune Syndicate visited New York this week. He is making a business trip through the East. His syndicate has prepared two new features, "Reel Tips," a one column illustrated feature for the fisherman and outdoor enthusiast, and "Cross Sections of History," stories on interesting events in American history. . "Reel Tips" is being written by "Jobby" Jensen, "Cross Section of History" by Robert M. Williamson. "Our Checker Column" by P. H. Ketchum written for checker fans is another Register and Tribune release.

T. C. Davidson, pioneer syndicate man, has severed his connections with the Herald Tribune Syndicate, New York. He informed EDITOR & PUBLISHER he was not ready to announce his future plans. Mr. Davidson was manager of the New York Herald Syndicate under James Gordon Bennett and was also a member of the Herald Board of Control and Executive Committee.

Miss Wilella Waldorf, in charge of the Post Syndicate, and the New York office of the Ledger Syndicate, Philadelphia, has been appointed assistant to John Anderson, dramatic editor of the *New York Evening Post*, replacing E. S. Colling who resigned effective March 21. Elsa Umla has been placed in charge of the syndicate. Miss Waldorf will write the Post's moving picture reviews.

Jack Lait, editor of International Feature Service, is creator of a new comic strip for King Features Syndicate, Inc., New York, entitled "Gus and Gussie."

"Prunes and Prisms" by Percival Prim is a new daily feature in verse being handled by the McClure Newspaper Syndicate, New York.

Mrs. Edith Gould Wainwright, daughter of George J. Gould, has written "The Life Story of a Rich Girl" for newspapers through King Features Syndicate, Inc., New York. It runs to 20 daily installments, illustrated.

"Half Told Tales" by Dr. Henry Van Dyke has been added to the feature list of McClure Newspaper Syndicate, New York.

NOME PICTURES ARRIVE

P & A Photos Brought by Dog Team, Boat and Seaplane

First pictures of the race made by Gunnar Kasson across frozen Alaskan snows with his dog team bearing serum to diphtheria stricken Nome were brought to Chicago by Pacific and Atlantic Photos, after a journey of 2,600 miles, involving almost every form of transportation, from dog team to airplane.

The pictures taken in Nome by Pacific and Atlantic photographers who had been awaiting the arrival of the serum, were turned over to Capt. Hegness, who rushed 870 miles from Nome to Nenana in a record trip, traveling eighteen hours a day, according to P. A. Allison, Chicago manager of Pacific and Atlantic.

At Nenana Hegness boarded a train leaving for Seward, 400 miles distant. At Seward, the steamship Alaska was waiting, steam up. The bundle of plates was turned over to the captain of the Alaska.

In Seattle, 1300 miles south, B. W. Hellings, coast representative of the Pacific and Atlantic Photos, started north with a seaplane. At Cape Lazon, 300 miles north of Seattle, Hellings put out in a speed boat, and received the plates, heavily wrapped in oilcloth, as they were lowered over the side of the ship.

Fifteen minutes later, Hellings was speeding back to Seattle in the seaplane, arriving there 15 hours before the steamship Alaska. From Seattle, the pictures were distributed.

EVENING POST TO ADD DAILY ROTO SECTION

Will Start Issuing 4 Pages Rotogravure on April 1, C. C. Lane, Business Manager Announces—Increase Rates 10 Cents a Line

The *New York Evening Post* will start publication of a daily four-page rotogravure section April 1, C. C. Lane, business manager, announced this week.

This history making innovation is the result of long study and discussion following a suggestion made by John C. Martin, vice-president and general manager, Mr. Lane said:

The four-page rotogravure pictures will be a permanent part of the regular daily issues of the Evening Post. The 8-page Saturday Graphic, at present published by the Post, will not be affected by the change.

Official announcement of the section's addition will not be made until March 28, but Mr. Lane confirmed reports heard by EDITOR & PUBLISHER and issued the following exclusive statement:

"For the first time in history, a rotogravure picture feature section will be issued as part of a regular daily newspaper.

"In taking this pioneer step we have been moved by two outstanding considerations.

"In the first place, readers are demanding more and more pictures with the news of the day. And they want particularly the quality of pictures made possible by the refinements of rotogravure. Our idea with the new four-page section will be to parallel as nearly as possible the news of the day with effective pictures.

"Secondly, advertisers have long expressed satisfaction with weekly rotogravure, but often they have been dissatisfied in that their advertisements appeared at the time stores were closed. Now their copy will appear on the same day, for example, as the special sales covered are taking place.

"It is entirely appropriate, we think, that the Evening Post should be the first paper to take a step of this sort, because it was the first to print a graphic section on a week day.

"Mr. Martin is responsible for the idea. He has long hoped for the possibility of a press which would be capable of turning out rotogravure pictures along with the news. We are now doing the next best thing by having two sections.

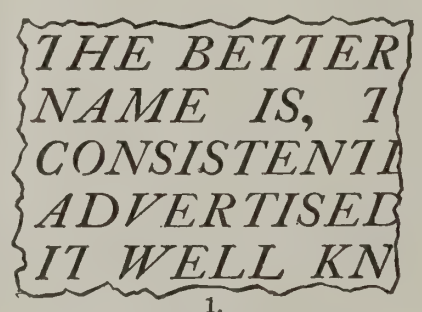
"As a sort of trial balloon, we ran a special Inaugural Day rotogravure section to test any possible difficulties in handling such an enlarged newspaper on the streets and in the mailing rooms. We found it worked smoothly and the demand was unexpectedly large, and therefore we decided we were ready to make daily rotogravure a permanent feature of the Evening Post."

Editorial direction will be handled from New York. Thomas McVeigh, rotogravure editor, will remain in charge with probable additions to the staff.

Advertising in the new section has been set at a 10 cent a line increase over regular contract rates.

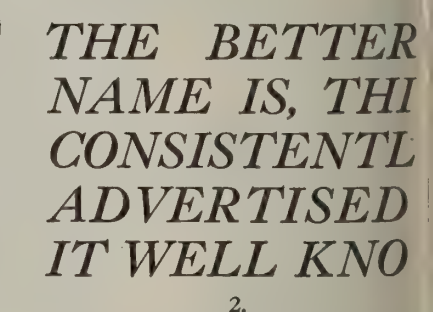
Unbreakable Ludlow Italics

Examine the two specimens of italic below and choose the one you like best.



1.

This was clipped from a prominent paper. It is a specimen of full-kerning single-type italic, and is reproduced here exactly as printed in that paper. There are nine broken or battered letters in this specimen.



2.

The same wording used in Figure 1 is shown in this specimen, but it has been reset in one of the many beautiful faces of Ludlow non-breakable italic. The letters have the full-kerning effect, but with no kerns to break off.

With the Ludlow you print from sharp, clear-cut new slugs that are cast fresh for every issue by your own compositors right in your own composing room. Ludlow slugs will not break or give way under extreme pressure of the steam table.

The newspaper equipped with a Ludlow has no cause for using worn, battered or broken faces because it sets matrices, not type, and with the Ludlow there is always an abundance of matrix faces in any size up to 60 point including bold and extended.



Ludlow Typograph Company
2032 Clybourn Avenue
CHICAGO

San Francisco, Hearst Building
Atlanta, 41 Marietta Street
New York, World Building
Boston, 261 Franklin Street

LUDLOW QUALITY COMPOSITION

WHAT OUR READERS SAY

Killian's Defense

To Editor & Publiser: Sometimes think it is almost a precept in journalism to believe anything charged to the riscreance, the inanity, or the stupidity a reporter. The press urges its claim integrity by selecting for its servants ose from whom it hopes for contribuon to that integrity. But in spite of critical public and a press which, while gnizant of its limitations, is scrupulsly careful in choosing its agents, it ems to be the press that is readiest to nvict, readiest to slam the cell door or lease the trap—with one-half the evince presented.

This prelude, through which I trust u may stagger without undue bewilderent, I, too, regard with some surprise. his is because my own experience of r craft not infrequently arouses in me feeling which, if I may presume to rry you with me in the mild and chuckg spirit which I trust seeks utterance re, is but inadequately expressed in at dreary coinage, "What the hell's the e?"

Yet while conscious that dirge is the npo and that I would as intelligently tle upon a flagpole in the hope of itating an asylum for the deaf and mb, I go on the remote hope that to eak some credit where discredit seems complete possession may beguile some r, however reluctant. Permit me to nsider your editorial "Hoax Hoaxing" the issue of February 21.

The charge is that Tom Killian, a reorter for the *Chicago Tribune,* while vering the story of Floyd Collins' agic death in Sand Cave, Kentucky, ok the view that it was a hoax.

I shall attempt some categorical analys of your editorial:

No. 1—"It remained for a single reorter . . . to play a stupid part of septic."

Pardon me if I seem instantly prolific adjectives.

The statement I have quoted is untrue, surd, ill-considered and conclusive. here were some twenty-five or thirty porters in Cave City, all of whom were rfectly cognizant of the buzz of rumors out the "hoax," and working on it fore Killian arrived. No one contends was a hoax; no one but deprecates such suggestion. But the truth is "hoax" s bandied about. Killian was there report truth. He did not report that was a hoax. He reported that there s talk of a hoax. And here is what wrote:

"Cave City, Ky., Feb. 8.—(Sepcial) -A Grand Jury inquiry into mysteris circumstances surrounding the imisonment of Floyd Collins will be arted tomorrow morning.

"County Attorney J. Lewis Williams night announced at his home in Glasow that the investigation would be shed vigorously.

"Detectives will be sent here tomorw to begin accumulating evidence well as to take testimony from newsper correspondents and state officials ho have amassed a large amount of aterial indicating that the case merits vestigation.

"County Attorney Williams *says he ill investigate* rumors that the Sand ve tragedy grows out of a plan to in publicity for the newly discovered vern and also that if Floyd Collins found dead a charge of homicide y be lodged." . . .

ollowed by some more particularizin of the rumors. And that was *the ly item* written on the subject by Klian.

o you see anything in the four paragphs except a straight report of action ctemplated by a regularly-constituted ficial of the law?

s there anything in the item that any rporter is prohibited by his conscience frm giving to his newspaper?

o. 2—"An official investigation was required to set aside this false notion."

What false notion? If it was so palpably false, why investigate?

Brother, it was the investigation that was reported; not the report investigated. And I think Killian had a right to report it.

No. 3.—"But it seems incredible that a discriminating man . . . could have gone so far wrong as to play a hoax angle on this story."

I refer you to No. 1. It was not the hoax, but the investigation of the hoax that was played. Incredible? It was incredible that Loeb and Leopold could be arrested, but we played that.

No. 4.—"The official report indicates that it was a deliberate and conscious fake."

Ah—official report: there, in that sonorous and sepulchral phrase lies the strand of hair, the old bone button, the shred of fabric that furnishes the clew to the whole skulduggery. Whose official report? Now I take refuge in base innuendo, hints so cunning and smug that the layman must inevitably convict me out of my own mouth. But it is an inuendo that to the journalist of experience is as articulate as William Jennings Bryan. When a little politician finds a public event into which he may thrust his Archimedes' lever the better to move the world I much mistake his Thespian attributes if he fail to avail himself of it. I congratulate the Ciceronian Lieutenant-Governor Denhart upon the sagacity and courage with which he created an issue with a reporter; a lieutentant-governor scattering the alphabet "officially" over a crowd of newspapers to the discomfiture of a reporter who was limited by the rules of his calling which bid him declare what is "officially reported" but forbids his defense.

No. 5.—"The reporter is alleged to have defended news faking as an institution."

A lie.

No. 6.—"He failed to appear before the Governor (Denhart) for an open hearing."

He did not. He had no chance to appear for he was ordered home when it became apparent that he was being set up as a target in the proceeding which he had forecast and because he did forecast it was turned to the advantage of Denhart.

No. 7.—"The official condemnation of the hoax story needs no embroidery here."

But it gets it.

No. 8.—"The newspapers of the country did well to give full publicity to the official finding that this silly fake was the crude work of a single individual."

Denhart's "official condemnation" did get full publicity. And now I know why I wrote the prelude to this letter.

Yours very truly,
R. M. Lee,
City Editor, *Chicago Tribune.*

FOREIGN CORPS ELECTS

A. Arib-Costa, La Tribuna, Rome, Named President at Annual Dinner

A. Arib-Costa, U. S. representative of *La Tribuna,* Rome, was elected president of the Association of Foreign Press Correspondents, at the organization's 7th annual dinner held Thursday evening at the Port Arthur restaurant, in Chinatown, New York. He succeeds P. W. Wilson, special correspondent for Great Britain.

F. Douglas Williams, New York manager of Reuter's Ltd., and A. Algara, of *El Universal,* Mexico, were named vice-presidents. Sydney J. Clarke, *London Daily Telegraph,* was re-elected secretary-treasurer and Harold Butcher, *Liverpool Echo,* assistant secretary.

More than 100 representatives of foreign newspapers and guests attended the dinner. Principal speakers were Don Seitz of the *New York World* and Ziangling Chang, Chinese Consul General for the United States.

Oakland Post-Enquirer Leaps ahead in GAINS

(Reprint from Feb. 11 issue Oakland Post-Enquirer)

The Post-Enquirer has passed the 40,000 circulation mark!

In three short years this newspaper has had the most remarkable growth of any newspaper on the Pacific coast.

Its growth is just like the growth of Oakland.

The progress of the Great East Bay district has astonished investors not only in California but in far eastern points.

The industrial growth has established a record.

Over 40,000 Net Paid Circulation

65 Per Cent Home Delivered — Circulation Concentrated in Great East Bay District.

ADVERTISING GAINS

Oakland is right up at the top of the list of all cities in the United States showing large newspaper advertising gains—a sure index of business health.

Building permits for the month of January just closed exceed by almost a million dollars the total for January a year ago.

Mile by mile the new homes are spreading out over all our beautiful hills.

In all this prosperity The Post-Enquirer has shared and its circulation—now well over the 40,000 mark—is leaping ahead with the expansion and prosperity of the whole district.

REMARKABLE GROWTH

The past year's growth in the face of a dry, hard season when other big centers of the coast showed losses instead of gains is all the more remarkable.

With the fine rainfall in northern California this winter and more promised, the year opens with prospects of even greater development and better business than ever before in the forward-marching history of the East Bay.

PLEDGED TO SERVICE

The Post-Enquirer is committed to the upbuilding and development of this community—the brightest spot on the western map—and its achievement of 40,000 circulation in three years is proof that its faith in this community was more than justified.

THE POST-ENQUIRER

OAKLAND, CALIFORNIA

Advertising Offices
Veree & Conklin, Inc.

New York: 300 Madison Ave.
Chicago: 28 East Jackson Blvd.
Detroit: 217 Lafayette Blvd.
Kansas City, 1100 Davidson Bldg.
San Francisco: 454 Monadnock Bldg.
Los Angeles: Karl J. Shull, 315 South Broadway

WASHINGTON MEN BAFFLED IN ATTEMPT TO REPORT COUZENS TAX PROBE

Secrecy Veils Hearings of His Committee and Only Meager Reports Issued 24 Hours Later—Question of Printing Returns Still Unsettled

By J. BART CAMPBELL

(*Washington Correspondent,* EDITOR & PUBLISHER)

WASHINGTON, D. C., March 19.—Newspaper correspondents at the national capital are speculating as to how extensively the public is to be taken into the confidence of the Treasury Department regarding the 1924 income tax returns just made, or of the special Senate committee investigating the Internal Revenue Bureau behind doors closely guarded against publicity.

The publication of income tax returns, which raised such a nation-wide tempest last year, is still a moot question the U. S. Supreme Court is yet to determine in the two cases pending, which involve the right of newspapers to spread the identity of income tax payers and the amount of taxes paid by them before their readers, in accordance with the law.

The failure of the late Congress to meet the issue, although in some quarters the hope was entertained that an effort would be made to repeal the publicity provision at its final session, has put the situation squarely up to the nation's highest appelate tribunal.

"As soon as practicable" is the official pronouncement of Treasury officials in response to inquiries as to when a public inspection of the 1924 income tax returns may be permitted.

These officials are making no effort to disguise their profound hope that the U. S. Supreme Court will hand down a decision that will close to the public all income tax returns, and thereby render impossible newspaper access to the 1924 taxes.

But far more than the tangled question of whether income tax returns should be submitted to the public gaze is the access denied the public to the records of the special taxation investigating committee of which U. S. Senator James Couzens, of Michigan, is chairman.

Newspaper correspondents were amazed when John Carson, Senator Couzens' secretary and a former newspaper man, made the announcement this week that whatever testimony is given before the committee between now and June 1, when the authority given the committee by the Senate to continue its investigation during the present Congressional recess will Expire, will not be permitted to find its way into the newspapers, at least until Congress reconvenes.

As Congress does not meet again in regular session until December next, although there is still talk of a special session in the Fall, the pronouncement of Mr. Carson, speaking for the committee chairman, if permitted to stand, simply means the public will not know what is transpiring behind the bolted doors of

The committee proposes to devote considerable further time this spring to its probe of taxation, but according to Mr. Carson not even the transcript of the testimony heard by it is to be seen by newspaper men. Evidently the greatest secrecy is to veil the hearings conducted by the Senatorial representatives of newspaper readers respecting matters of public record in the Internal Revenue Bureau.

Although U. S. Senator William H. King, one of the committee members, has fought for open sessions and unrestricted publicity since the committee investigation was started last spring, newspaper men have been hampered by unusual secrecy in their efforts to learn all that a committee duly appointed and authorized as the representative of a public legislative body has done to justify the charges of its chairman that high tax officials have been guilty of gross incompetence, if not of criminal negligence.

The committee has met behind closed doors from the outset of its investigation. Meagre parts of the testimony given before it have been permitted to reach reporters, but in such restricted form as to put them to considerable unnecessary trouble in their efforts to furnish their newspapers with legitimate news.

For a while it was the practice in Senator Couzens' office to furnish a single typewritten transcript of the hearing of the previous day. First come, first served was the policy pursued, and writers were forced to wait in turn for an opportunity to scrutinize many pages of testimony given 24 hours before.

Since then only those parts of the testimony it was decided should be made public have been distributed in printed form, but it has been stipulated that no newspaper man should be entitled to more than one copy. Some correspondents have openly resented the inference implied that if they were supplied with more than one copy the additional ones might find their way into channels not associated with legitimate news gathering.

But even the single copies have been restricted to what are known as hearings six, seven, eight, nine and ten. Those designated numerically as one, two and three have been refused newspaper men, while four and five have been available to them only through the Secretary of the Senate with whom only those transcripts it was deemed desirable for the public to have access to have been filed.

When it is considered the committee met almost daily during December, January and February, the scantiness of the news allowed correspondents visiting Senator Couzens' office at the Capitol, and the difficulties imposed upon them by the unusual secrecy prevailing there, may be realized by those familiar with the task of the trained reporter.

Newspaper correspondents have had a similar experience with the prohibition phase of the committee investigation. Although the committee conducted its private inquiry into prohibition enforcement weeks ago, copies of the testimony are yet to be printed, although the usual single typewritten transcript, 24 hours old, was available the day following each secret hearing.

The palpable efforts made to throw newspaper correspondents off the track of the committee investigation have merely served to emphasize further the increasing troubles besetting them as a result of frequent sessions of Senate and House committees from which they are frequently barred with the rest of the public, sessions described as "executive" to cloak the secrecy adopted to prevent publicity being given to testimony on matters of public concern, and to permit the distribution of "doctored" reports among the press whose representatives are so often criticized by Senators and Congressmen for not printing the truth when it is so often denied them by those very Senators and Congressmen, or their secretaries.

Reporter's Story Praised in Senate

Robert Barry, of the Washington staff of the *Philadelphia Public Ledger* and the *New York Evening Post,* this week drew praise from Senators for the story he wrote March 17 on the defeat of Charles B. Warren's nomination for U. S. Attorney General. The story was read in the Senate Chamber at the request of Senator Pat Harrison. Senators commenting on it said it proved that members of the press gallery knew more about inside politics than many of the nation's veteran lawmakers.

Kelly Joins Cooperative Magazine

John Tyrone Kelly, formerly managing editor of the *Fourth Estate,* and previous to that for many years with the New York Evening World has joined the staff of *The Farmers' Co-operative National Magazine,* published in Washington.

SENATE PRESS GALLERY PACKE

Warren Fight Draws Washington Cor in Full Force

Not even during the tense World W and League of Nations days has the Se ate Press Gallery presented a more ar mated and crowded scene than it d when the Senate rejected Monday t nomination of Charles Beecher Warr as Attorney General for the second tim

The dramatic news value of the o casion drew most of the Washingt correspondents to the gallery until ev standing room was at a premium, a late comers found it impossible to squee themselves into the packed benches a chairs reserved for active newspaperme

Veterans of the Washington corps correspondents mingled with the ne comers. The woman reporter was mu in evidence. The big press room b hind the doors opening upon the galle resounded with the clicking of ma telegraph keys and typewriters. Co boys scurried to and fro. James Preston, the gallery custodian, mai tained, however, his traditional calm d ring all the excitement and hubub. H was nearly mobbed when he remarked one group of correspondents after it w all over, "Well, I remember that back the Civil War days—"

In New Orleans It's

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

It covers an ideal test market used by

National Advertisers

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS of Mount Vernon

THE STANDARD STAR of New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.

Mount Vernon—New Rochelle

Faith—

THE BASIS ON WHICH WE ENJOY A BUSINESS RELATIONSHIP WITH EVERY NEWSPAPER WE SERVE

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and —efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

IN National Advertising during 1924 the New York Evening Journal led all other New York evening newspapers in the essential divisions of advertising directed to consumers buying through retail stores.

FIRST

in National Advertising of:

Food — Furniture
Men's Wear — Toilet Articles
Women's Wear — Beverages
Shoes — Jewelry
Tobacco

NEW YORK JOURNAL

America's Greatest Evening Newspaper

INDUSTRIAL TITAN

PENNSYLVANIA leads every State in the amount of capital invested and in primary horse power engaged in manufacture. It also leads all other States in manufacturing production when the mines and quarries operating in Pennsylvania are considered.

PENNSYLVANIA annually manufactures merchandise valued at approximately $7,000,000,000. Employees thus engaged number approximately 1,500,000 and their annual payroll is $1,750,000,000.

PENNSYLVANIA stands first in total production of mineral wealth, and first in coal, coke, cement, stone, sand, gravel, natural gas, pig iron, clay products and lime. Nearly a third of all Portland cement made in the United States comes from Pennsylvania. The production exceeds 30,000,000 barrels.

PENNSYLVANIA has continued to maintain her place as the Keystone of the country in industry, manufacture, mining and agriculture, and it is only natural that she should receive first thought when a national advertising campaign is under consideration. Use these top-notch newspapers of the State.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	29,446	.10	.10
*Allentown Call .....(S)	19,425	.10	.10
†Beaver Falls Tribune .....(E)	5,725	.03	.03
†Bloomsburg Press .....(M)	7,189	.029	.029
*Chester Times .....(E)	15,507	.055	.055
†Coatesville Record .....(E)	6,529	.035	.03
*Connellsville Courier .....(E)	6,212	.02	.02
*Easton Express .....(E)	21,439	.07	.07
Easton Free Press .....(E)	12,711	.05	.05
*Erie Times .....(E)	26,258	.08	.08
*Harrisburg Telegraph .....(E)	40,487	.095	.095
Hazleton Plain Speaker....(E) / Hazleton Standard-Sentinel.(M)	19,510	.06	.06
*Mount Carmel Item .....(E)	4,409	.025	.021
*Oil City Derrick .....(M)	6,375	.035	.035
*Pottsville Republican and Morning Paper .....(E&M)	16,284	.08	.07
*Scranton Times .....(E)	41,414	.12	.11
*Sharon Herald .....(E)	6,568	.0285	.0285
†Stroudsburg Record (E) Press..(M)	8,078	.045	.045
*Sunbury Daily Item .....(E)	4,564	.025	.021
*Warren Times-Mirror .....(E&M)	7,579	.036	.036
†Washington Observer and Reporter .....(M&E)	17,358	.06	.06
†West Chester Local News.....(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader ....(E)	23,775	.08	.06
*Williamsport Sun .....(E)	19,766	.07	.07
†York Dispatch .....(E)	18,527	.05	.05
†York Gazette and Daily.....(M)	17,604	.05	.05

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

CAUSES OF COMPOSING ROOM WASTE DISCUSSED BY PRINTER

Superfluous Instruction Blanks On Ad Copy Waste Time and Money, He Says—Suggests Better Proofs and Accurate Copy Reading

By A PRACTICAL PRINTER

IT is often claimed by publishers that the cost of production in the composing rooms of some of the metropolitan Eastern newspapers is far in excess of that of the smaller Western or Southern daily, and this discrepancy, as a rule, is blamed upon the individual printer. It is to correct this and other erroneous impressions, and to acquaint the employer with some of the real causes of excessive costs of typesetting, etc., on the larger papers, admitting that these conditions do in fact obtain to a degree, that these suggestions are tendered.

If the Western or Southern printer is more productive than his Eastern brother it is only because he does not work under so many restrictions and handicaps. He is more often carefully tried out and then placed in the position in which he most aptly fits, being left unhampered to do the work assigned to him. That is the man who produces results.

Of course, the higher cost of living confronts the printer in New York City, in particular, thus necessitating a higher working scale. One would naturally suppose, however, that with the latest of improved printing machinery and equipment the advanced methods of production and the highest class of skilled labor at its command, the metropolitan newspaper could at least be produced at the minimum cost, comparatively, of that of its smaller contemporary that has not these advantages. If it is not, then the reasons are multiple.

It is in the composing room that the principal costs of production are encountered, hence the greater its efficiency the greater the success of the paper itself. And yet how many of the shortcomings of other departments are blamed upon the printer!

Take, for instance, the preparation of advertising copy. In at least one large composing room I have in mind, more obstacles are placed in the way of the printer to prevent him from doing his work expeditiously and correctly than I have ever elsewhere noted—and I speak from a country-wide experience. Innumerable blanks emanating from the advertising department—alteration, "early run," "don't duplicate," correction and other blanks—and, in addition, correspondence between the advertising department and the advertiser, much of it of a cumbersome, confusing and annoying character so far as the work in hand is concerned, are attached to each and every piece of ad copy that is handled by the compositor. Frequently this mass of superfluous paper is attached to a 10 or 14 line ad, and this must pass through several hands—the layout man, linotypist, ad compositor, the man at the proof press, and then to the proof room; back again to the ad desk, the linotypist and the compositor for correction, and then again to the proofroom for revision, etc. Figure out the amount of time lost in the handling of this blank-burdened copy if you can! Each and every man to whom it comes must spread it out and search through the mass of papers for any special instructions relating to its preparation or insertion that may not appear on the face of the copy itself, where it should be. In its constant handling many unnecessary and expensive errors occur that are not due to the printer or proofreader. The copy becomes worn, torn, disarranged, and often the proofreader has difficulty in deciphering any part of it correctly. Result, the setting of the ad has in itself cost two or three times what it should cost.

And yet all this is done perhaps to save the accounting department a few moments' time, or the employment of a competent, practical man who is able to estimate the added cost of the author's alterations, etc., easily and readily. The delays caused in the handling of badly prepared ad copy, the employment of a surplusage of blanks, etc., in this one office will run into tens of thousands of dollars yearly—enough to bankrupt the average but better systematized newspaper. Further, the correct time spent on the composition or alteration of ads so prepared is seldom, if ever, set down by the compositor; thus the main object of one of the excess blanks is at once defeated.

The remedy: A simplified system of small stickers denoting "early run," alterations, corrections, etc., that will not add to the cumbersomeness of the copy to be handled, and the employment of a thoroughly practical man in the accounting or advertising department who can readily compute time and expense of typesetting, alterations, etc., where customer is to be charged for same. The cost in the saving of paper and printing alone would justify the employment of this one man, to say nothing of the many thousands of dollars saved yearly through waste of time by the printer, as explained.

In this same office are the finest proof presses I have ever seen. Every facility is provided for the taking of good proofs, and yet the proofs are the worst I have ever seen. Many thousands of proofs are sent out to advertiser patrons that are practically unreadable, and are returned thus as insert copy, almost undecipherable to the corrector or proofreader. Having had to complain to the heads of the department having the presses in charge, because of the constant tax on the eyes in reading these proofs, I was told merely to do the best I could—that the boys on the proof presses had more than they could do.

These same boys are allowed to gather up copy indiscriminately, roll it up carelessly and send it to the proofroom, there to be sorted out and placed in order by the proofreader before the proof can be read—a rather expensive process in loss of time, wear on the nerves and eyesight of high-priced men that is altogether uncalled for. And these same proof boys, as the future printers of this office, are thus permitted to begin their apprenticeship under a system that encourages a thorough annihilation of ideals.

The head of any department is responsible for the efficiency of the employes of that department; no other rule can apply. Boys, or men, allowed to do their work without regard to efficiency are a heavy liability and never an asset to an office. Again, the leakage here is immense and yearly mounts into thousands of dollars through the enforced loss of time by the journeyman printer and proofreader. It should and could be easily remedied.

Almost every newspaper worthy the name has its own style (rules of capitalization, hyphenating, etc.), most of it very simple, yet how little followed! Here, perhaps, is the source of the greatest expense to a New York newspaper. Through the medium of the "style book"—a system that has been favored in printing offices from time immemorial—the compositor's work is standardized for any particular office. Comes then the half-fledged copy reader and proceeds to put into practice the knowledge he has acquired in some impractical school of journalism. As this is all at variance with the rules of the office, and as his mind is far above such limitations anyway, the proofreader must employ the act of conformance, with the result that thousands of lines are reset and handled in correction every week through the incompetence of a self-sufficient copy reader.

It may be asked: "Since there is a style, why should bad copyreading make such trouble?" Well, the proneness of the present-day type of printer is enough of an answer to that. When it is suggested, as it has been frequently enough, that the editorial and proof rooms work in cooperation, to the end that much overlapping and duplication be eliminated, the suggester is usually treated with a superciliousness that bars any further attempts at improvement. Where copy is prepared in a workmanlike fashion, without superfluous marks and unnecessary punctuation (usually wrong anyway), the compositor can operate speedily, the proofs are comparatively clean, and the first edition doesn't look as if the pages had been pied.

In this day of speed the linotype operator has little time, even if he has the intelligence, to edit his copy as he goes, though some of the older school of printers do. It is this man's work that should be the standard of every newspaper office. His work stands out in clean proofs and economy of production. He comprehends the philosophy of "style" and does not permit the copy reader to victimize him by way of bad proofs. A copy editor whose work has to be recast at the expense of the printer's or proofreader's time is an exceedingly costly luxury. Count the cost, if you can.

Every head of a department should be peculiarly fitted for the place he fills. An apprentice who is allowed to do his work slovenly or carelessly cannot develop into a competent journeyman. Neither can the careless printer develop into a competent executive head. The highly skilled printer who takes pride in doing his work correctly seldom tarries long in an office where ability is not recognized or where the executive jobs are manned with lightweights.

And so, Mr. Employer, the solution, after all, reverts to you, if you are getting what you feel you are entitled to in return for what you are paying for skilled mechanical help. A composing room that has really skilled men at the head will, in time, automatically have a thoroughly organized, able working force. No organization or individual may presume to dictate to an employer as to the selection of his lieutenants or heads of departments.

Heart Attack Fatal to Roberts

William L. Roberts, 53, managing director of the New York Employing Printers Association dropped dead in the New York Advertising Club, Monday, March 16, from a heart attack.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42d Street New York

Plan Help for Ministers

Advertising clubs over the country are being urged from headquarters in New York to form groups of pastors and other churchmen to study the subject of church advertising.

Advertising men can render a great service to the churches and to their entire community by complying with this suggestion.

Many communities have found display advertising space of great benefit to churches, but the copy must be planned upon a broad basis to help the ideals of Christianity throughout the community.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

(ANADIAN PRESS FIGHTS :ROPOSED RADIO CURB

Iotest Copyright Bill Which They Claim Would Force Payment of Royalties for Songs Broadcast

Canadian newspapers operating broad-sting stations are much concerned over treatened legislation at Ottawa which ay interfere with their freedom of eration. The threat is contained in the w copyright bill now before Parliament. his bill seeks to extend the definition "performance" to include "any com-inication or broadcasting of such work wireless telephony, telegraphy, radio other kindred process." It is held at the effect of this construction of te word "performance" would be to pre-nt the broadcasting of any copyrighted ng or other work without the consent the holder of the copyright.

H. C. Hocken, M. P., publisher of the *ronto Orange Sentinel,* interprets the use as meaning that a copyright song uld not be broadcast on the radio in nada without payment of royalty to te owner of copyright, the effect being tat, whereas, WEAF, New York, or ay other American station would be e to broadcast it to Canada, the Can-ian broadcasting stations could not do s

Montreal La Presse, which owns and erates station CKAC, is urging radio steners in Quebec to give vigorous op-sition to the proposed law. It believes tat if it is put in force, it will kill oadcasting in Canada, to the detriment national sentiment and public spirit.

The copyright bill is now in the com-ittee stage and on March 13, opportunity as given the radio interests to voice their eticisms. At the outset, E. R. E. Chev-rr, M. P., sponsor of the measure, ndertook to modify the broadcasting ovision somewhat by introducing the rds, "when made for no gain or in-test, direct or indirect," by way of ex-eption. He admitted, however, that this uld not give relief to newspaper sta-ons, which obviously gained by the olicity received from their broadcast-ir operations.

The principal spokesman in opposition the clause was R. H. Combs, Toronto, o appeared for the Canadian Radio Tades Association and represented an irestment of over $30,000,000 in plant al equipment.

He pointed out that all broadcasting stions had music libraries containing rchased selections and selections given tis by music publishers for advertis-in purposes. It was unfair that the olishers should be given free adver-ting when they wanted it and at same tie have right to prosecute for royalty. Polishers apparently wanted to run with th hare and hunt with the hounds. They nted both free advertising and royal-ti. And as a matter of fact the author ha no control over musical works what-ev; as a rule he sold his copyright to th publisher.

roadcasting stations, Mr. Combs maintained, could not be operated at a ga. If musical compositions could on be broadcast on royalty basis, then th demands of the public would have to be met from the United States. The crstal set users would hear nothing and th owners of the big sets would get nothing but United States programs. He claimed that there should be no such discrimination as this between the United States and Canada.

WEEK'S AD TIPS

N. W. Ayer & Son, 309 Chestnut street, Philadelphia. Has secured the account of the Rollin Motors Company, Cleveland.

Barrows & Richardson, 19 West 44th street, New York. Making contracts with some western newspapers for the Gorham Company, silversmiths, Providence.

Thomas E. Basham Company, Inter-Southern Building, Louisville. Placing orders with some Pacific Coast newspapers for the Kentucky Tobacco Company, "Black Leaf 40," Louisville.

George Batten Company, 383 Madison avenue, New York. Renewing contracts with newspapers for a Spring campaign for the Armstrong Cork Company, Armstrong Linoleum, Lancaster.

Biow Company, 9 East 40th street, New York. Making contracts with newspapers in New York and vicinity for the Van Camp Packing Company, pork and beans.

Blackett-Sample-McFarland, 58 East Washington street, Chicago. Reported to be placing account of the Green Circle Products Company, chewing gum, Chicago.

Blaine-Thompson Company, Fourth National Bank Building, Cincinnati. Reported to be placing account for Warner Bros. Motion Pictures, New York.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia. Reported to be placing account of the Edward Schmidt Company, beverage, Philadelphia.

Caples Company, 225 East Erie street, Chicago. Making contracts with western newspapers for the Baltimore & Ohio R. R. Company, Chicago.

Collins-Kirk, Inc., 750 North Michigan avenue, Chicago. Making contracts with some western newspapers for James S. Kirk Company, Chicago.

Dauchy Company, 9 Murray street, New York. Has secured the following accounts: R. U. Depapenha & Company, New York, manufacturers and importers of food products; De Graus Aymer & Company, New York, manufacturers of marine supplies and The Simplex Specialty Company, New York, manufacturer and distributor of hardware novelties.

Dorland Advertising Agency is to open a Chicago office in charge of Frank Feldman, formerly of Lord & Thomas, to handle the newly secured account of the Cellucotton Products Company (Kotex), Chicago.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Will place orders in New York, New Jersey and New England States for the Adair Realty & Mortgage Company, New York.

Erwin, Wasey & Company, 844 Rush street, Chicago. Six hundred line copy being sent out on the Quaker Oats Company (Full-o-pep chicken feed), Chicago.

Erwin, Wasey & Company, 844 Rush street, Chicago. Placing account of Associated Shipper of Florida Grapefruit.

Gardner Advertising Company, 350 North Michigan Boulevard, Chicago. Reported to be placing account of the Chicago Roller Skate Company, "Cusher" shock absorbers, Chicago.

Glaser & Marks, Inc., 234 Boylston street, Bsoton. Placing orders with some New York newspapers for the Goudey Gum Company, "Oh Boy Gum," Boston.

Laurence Gumbiner Company, 9 East 41st street, New York. Has secured the following accounts: Freed Eiseman Radio Corporation, Brooklyn; Guy T. Gibson, Inc., perfume, New York; Stickel Company, "Kurlash," Rochester, N. Y.; F. A. Patrick (North Country Loom Division) Duluth; Loft, Inc., Loft cocoa, New York.

Gundlach Advertising Agency, 400 North Michigan avenue, Chicago. Has secured the account of the San Telmo Cigar Manufacturing Company, Chicago, and a general list of papers will be used.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Has secured the account of Lyon & Healy, musical instruments, Chicago.

H. K. McCann Company, East Ohio Gas Building, Cleveland. Reported to be placing account of the Laundryette Manufacturing Company, electric washing machine, Cleveland.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Reported to be placing account of Norris, Inc., candy, Atlanta.

Arthur Rosenberg Company, 110 West 34th street, New York. Has secured the account of the Karlin Laboratories, makers of Amegin, New York.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. A list has been prepared on Cluett Peabody Company, Troy, New York.

Stack Advertising Agency, 29 East Madison street, Chicago. Copy being distributed generally to newspapers on Northern Pacific Railroad, St. Paul, Minn.

J. Walter Thompson Company, 410 North Michigan boulevard, Chicago. Schedules to be issued soon on the Celotex Company, Chicago, to metropolitan centers where they have large distributing connections or dealers in eastern and southeastern states.

Minnesota A. P. Members to Meet

Minnesota members of the Associated Press will hold their semi-annual meeting in Minneapolis, April 4, as guests of the *Minneapolis Journal.* Frank A. Day, publisher of the *Fairmont Sentinel,* is president of the state association.

Oregon Dailies Merged

The two daily newspapers of Albany, Ore., the *Democrat* and the *Herald,* which were consolidated recently, have come out in their new form under the heading, *Albany Democrat and Herald.* It is announced that the merged paper will be kept free of political affiliations.

Oregon Paper Loses Suit

The *Marshfield* (Ore.) *Times* and M. C. Maloney must pay $1,500 damages to A. K. Peck, a jury has decided. The suit centered in a Ku Klux Klan fight.



Cincinnatus Would Have Approved the Plus Plan

WHEN Col. Israel Ludlow named the city of Cincinnati he was honoring an organization of Revolutionary officers, but also inadvertently, the Roman general Lucius Quintius Cincinnatus. The latter, so history tells us, dropped his plow to win great military honors and then returned to his farm. As a general, Cincinnatus was a great believer in the use of Plans.

Today the publishers of the Cincinnati Post and the Cincinnati Enquirer, two nationally known newspapers, show the same appreciation of Plans, by selecting the Imperial Plus Metal Plan to keep their type metal up to its highest efficiency and to add years to its period of usefulness.

The Plus Plan Is Successful

Here's a plan that works—it's successful! That is plainly evidenced by its growing popularity. Hundreds of publishers of American newspapers will attest to the reliability and economy of the Plus Plan as a means of getting the most out of their type metal. Let us send you this interesting plan.

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



BEST BY ACID TEST
TRADE MARK REG.

98.2%

Circulation coverage of all the homes in

NORRISTOWN, PA.

when you advertise in the

Norristown Times Herald

National Representative
PAUL BLOCK, Inc.
New York Detroit
Chicago Boston

"FIRST IN PUBLIC SERVICE"

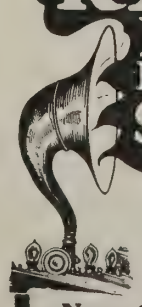
The World
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES



The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles

New Orleans States

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

N. Y. REPORTER GOES GUNNING FOR FAKE PRINCES AND BAGS TWO

Max Lief of the Daily News Unmasks Two Suave Pretenders to Royalty Who Duped Society and Government Officials—One Deported Last Week

By MAX LIEF

H. R. H. PRINCE ZERDECHENO Mohammed Saide became an ocean-liner passenger last Friday—by request of the United States immigration authorities.

The deportation of this mogul of royal masqueraders, self-styled the Emir of Kurdistan, who so completely hoaxed editors, reporters, lawyers, statesmen, movie stars, society folk and others, ends a remarkable career of unmitigated gall that still leaves me gasping for air.

And I say that after being the prince's newspaper Nemesis for three years, through no choice or fault of my own. For I still marvel at the audacity of this man who was flung into jails of Paris, London, Constantinople, and Washington; kicked out of France, England, Turkey, and now the United States—who not only persists in proclaiming himself a prince of the blood, but still gets people to believe him!

The curtain rises on the office of the managing editor of the *New York Daily News*. The time—winter of 1922. I had already had some minor success in the undoing of another royal vagabond—Harold Schwarm, the dish rag prince of New Britain, Conn., who had fooled New York by parading himself as Prince Louis Henri de Bussigny de Bourbon, heir to the throne of France. The time was deemed ripe by Managing Editor Payne for another prince-killing, and again I was appointed to do the princing.

Zerdecheno had come into the News office with a colorful autobiography, according to which he was the Crown Prince of Kurdistan, a province of Turkey, where he lived in his father's thousand-room palace with a harem of twenty-five beautiful girls presented to him by his indulgent parent on his 14th birthday.

There were 25,000 camels and 25,000 horses on his father's estate, the autobiography continued, as well as some thirty Renault and Rolls-Royce machines to climb the tortuous Kurdish mountains, which even a mule found difficult to ascend.

Tall, slender, bronze-skinned, a perfect composite of all the published books on etiquette, Zerdecheno boasted of his intimacy with the Morgans' Rockefellers, and Vanderbilts, and claimed the following royal relationships:

Nephew of the King of Egypt, first cousin of the King of Spain, second cousin of King Feisal of Mesopotamia, third or fourth cousin of Mustapha Kemal Pasha of Turkey, etc., etc.

"Confessions of a Crown Prince, a Descendant of Pharoah," was the title of these extraordinary memoirs, for publication rights to which he asked only $25,000, to pay his American hotel bills and a few other trifling expenses.

Later, I discovered the prince had almost induced a New York publisher into buying these memoirs at that price, by getting into the good graces of the publisher's beautiful wife.

Up to this time the prince had incurred some newspaper publicity by marrying, in the Mohammedan custom, Kitty Spigli, a so-called Kentucky heiress and belle, who has been his constant consort in all his triumphs and trials, prison or otherwise. Other than this, and the fact he had been crashing the gates of New York society for two years, we knew nothing about the man.

How to investigate and establish the faker's identity? We knew he was a faker. He changed his stories with each interview. He spoke broken Turkish and very little French. His crested coat-of-arms on his visiting cards, which he so graciously autographed for me with the royal signature, was a ridiculous



MAX LIEF

mixture of occidental and oriental insignia.

My investigation took me on a wearied roundof lawyers, financiers, society debutantes and dowagers, and others who all swore by him. I made the rounds of the British, French, Turkish, and other consular offices of New York to see what they knew about him. Only my good friend, Shah Mir Effendi, the Turkish vice-consul, seemed to agree with my suspicions, and even then Shah Mir wanted to go slowly.

At times I felt almost ashamed of what I was doing—feeling like a detective or spy, hounding a released convict.

I kept on Zerdechno's trial for two or three weeks. It took some time before I discovered one of his names was Jay Bonsou; that he had been a salesman for a Chicago commercial firm, and that his royalty consisted solely in being a knight of the road, a prince of Pullman smokers, and a king of hotel lobbies.

On Tuesday, No. 14, 1922, I wrote the first of a series exposing the Quince Prince. And when the first story broke, the tips came into the office thick and fast via telephone and letter. They were from all sorts of people who had known or had dunned the prince—from tailors and hotel managers he had gypped, from gullible Social Register personages upon whose fancies and pocketbooks he had played.

Well, the News ran the series for a week. We received numerous phone calls from the prince's lawyers threatening libel suits. Finally, Zerdecheno fled from the Pennsylvania Hotel, one of the numerous hotels he had gypped. His imperial baggage was seized in default of an unpaid bill for $274, and booking passage for Europe, he fled under the very eyes of the United States immigration inspectors, armed with a warrant from Washington for his arrest for entering the country through Canada without a passport.

Nothing more was heard of the wily poseur until we received cables from abroad about the prince's six months' and three months' incarceration respectively in London and Paris prisons for hotel gypping.

The London press played the story of his international career, and discovered he had been a Whitechapel pants-presser only a few years before.

But the story did not end there.

One day last summer, I was sitting in a lunchroom, perusing the photographic page of the *New York Herald Tribune*.

There, in all the accustomed trappings of his pseudo-aristocratic career—frock coat, striped zebra trousers, high hat, cane, and waxed mustache was a picture of the "EMIR OF KURDISTAN, one of the distinguished passengers who arrived from Europe on the *Homeric* yesterday."

The cat had come back.

I hurried to the city room after cutting the picture out and showed it to Col. Frank Hause, the city editor. Frank sent to the morgue for all of Zerdecheno's pictures and together we compared them with the photo clipping.

There was no mistake about it. It was the prince! He had passed down the gangplank of the Homeric under the shrewd scrutiny of ship news reporters and custom officials alike.

As slick and as suave as ever, investigation proved he had come over on a diplomatic passport from England, giving his address in care of the State Department at Washington, and coming through with colors flying and baggage unexamined, claiming diplomatic immunity!

The man who had put over a visit to President Harding at the White House, who had been ignominously exposed in print, now claimed friendship with Secretary of State Hughes and was headed for a comeback!

The News again exposed him, with the result that he was thrown into jail in Washington by the Labor Department authorities. Released on bail, the prince filed papers in a million-dollar libel suit against the News, suing me for an additional cool million—probably the most flattering tribute I have received in my newspaper career. And speaking of suits, he ordered six from a Washington tailor, for which he never paid!

Zerdecheno has just been deported from Ellis Island, as an undesirable alien. Since the two exposures I have met him several times—once in the Turkish consul's office, when we almost came to blows. Another time it was in a fashionable Fifth Avenue photographer's office, where he had come in full uniform regalia to pose for pictures; another, in the lobby of the Equitable building, where he had evidently gone to visit his lawyers—he has visited almost every one in town.

But anyway, I hope he's my last prince. I'm tired of princing. Since coming to the News four years ago I have been reporter, rewrite man, feature writer, column conductor, radio critic (Pax vobiscum!) and now, under the Burns Mantle, in the dramatic department.

But I'm through with princing forever.

WORLD PIONEERS I COLOR GRAVURE

Will Launch 4-Page Section in Sep and Flesh Tones March 22—Printing with European Color Press

The *New York World* on March 2 will start printing four pages of its eigh page Sunday gravure section in color

The color feature a combination sepia and flesh tone is the product of printing press of Continental manufa ture, purchased a year ago by the Worl

"It will mark the first development experiments with this press, which are willing to present to the public, b it is not yet perfect," J. F. Bresnahan, t World's business manager said.

"The press is capable of printing six colors and is designed to make perfe registration. Whether or not we w ever be able to develop the full six-col idea for newspaper work, we don't kno

"Our experimentations so far ha proved very expensive."

The press prints the gravure-col combination at a speed of about 5,0 copies an hour, he said. It was built the Societe Alsacienne de Constructio Mecaniques, Mulhouse, Alsace Lorrai France. The folder it uses was made the Koenig & Bauer factory at Wurt burg, Bayern, Germany. L. C. Owe the World's production manager, made special trip abroad last year to negoti its purchase.

Adds Saturday Comic Section

The *Great Falls* (Mont.) *Leader*, e ning daily, recently added a four-pa colored comic section to its Saturd evening issue.

"Some Things We Do—And Some Things We Don't" is a booklet that would interest you. Write for it.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Directory of Leading Feature

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

"S T O R I E S"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Fashions

WEEKLY STYLE PHOTO SERVICE.
20 latest fashions and captions weekly.
More than 100 papers use it. Write for low rate.
Styles Service Syndicate, 353 5th Ave., N. Y.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that m radio fans regular newspaper readers. A plete department.
American Radio Relay League, Hartford, C

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LES
The Standard Religious Feature of Amer Newspaperdom. Twenty-five years of contin publication. Non-Controversial, Readable, Tim
The Ellis Service, Swarthmore, Pa.



Our Own World of Letters

By JAMES MELVIN LEE

THOMAS A. EDISON tells about himself in "My Deafness Helped Me to Hear the Phonograph"—one of a series of articles in *Hearst's International-Cosmopolitan* for April. Among other things Edison mentions his job as newsboy on the Grand Trunk Railway during Civil War days. How he got Mr. Fitz, then of the *Detroit Free Press*, to trust him for a thousand newspapers at the time of the Battle of Shiloh reads as interesting as any bit of fiction in the series.

Mr. Edison is a great newspaper reader. He says:

> I read three newspapers each day. If they are delayed or do not reach me I don't know what to do. The vast development of the newspaper and magazine has done more even than the motion picture to make hearing unnecessary.

In the same issue will be found some references to the newspaper experiences of O. O. McIntyre. They will be found in the article headed "My Dad".

* * *

FOR members of the art staff I want to make this entry: "Memories of a Cartoonist" by Walt McDougall in *The American Mercury* for March.

* * *

OTHER columns than mine have mentioned the fact that Carr Vatell Van Anda, managing editor of the *New York Times*, is away on a vacation. *The New Yorker*—a new weekly in Gotham—in its issue of March 7, prints a personality sketch of V. A., whom it calls the best newspaperman in New York.

One paragraph by way of quotation amply illustrates the mode of treatment:

> The fierce anonymity of Mr. Van Anda—it has had at times almost the note of a bridling virginity—has been preserved by a very network of disinclinations. Through the use of that instrument which he himself largely helped to forge, it has so long been given to him to say on whom a fleeting fame should be bestowed and from whom it should be withheld—a kind of professional *noblesse oblige*—he has made it a rule of his life that none of that fame should be apportioned to himself. Then, too, the sight of his "morgue" stuffed to choking with bulged envelopes of clippings about men who strutted briefly a year ago and are themselves today as anonymous as the Neanderthal man—that also must keep a certain amused disdain of publicity animate in the back of his thoughts. After finally his anteroom, with its daily spectacle of men offering up their immortal souls and women offering up their beautiful white bodies on their white-hot yearning for the front page, must make any managing editor a little sick of the whole inglorious scuffle and drive him further within the shell of his own fastidious privacy.

I think I need only one guess for the author.

* * *

FOR several reasons "The Yiddish Press" (Teachers College Press) by Mordecai Soltes ought to be in the library of the more important newspapers of the country. In the first place, it traces the growth and origin of the Yiddish press and gives material that cannot be found in any other volume.

The chapter which deals with the readers of this kind of journalism is illuminating. Possibly more startling information can be found in the chapter dealing with the author's study of some 1,500 editorials. Whatever may be true of the editorial page of English dailies the editorial columns of Yiddish papers, according to Mr. Soltes, are carefully read—especially by the laboring class.

But the section that unquestionably deserves the most thoughtful consideration is that dealing with conclusions reached. By way of example let me quote the following:

> The fact that the majority of the Yiddish publications have gradually introduced an English page or column, or have attempted to teach their readers English, indicates clearly that the leaders of the Yiddish press realize what changes the future may require, especially if the United States should adhere to its restrictive immigration policy.

Editorial writers, when they want to comment on such problems as immigration, will find this book by Mr. Soltes an excellent work of reference. In this connection the translation of editorials will be found helpful in order that one may have the other fellow's point of view. These editorials will be found in the appendix.

The author was formerly Director of Extension Education of the Bureau of Jewish Education and is now connected with the Jewish Welfare Board. He has produced a book that is both scholarly, in its mode of treatment and new in its subject matter.

* * *

THE official organ of the American Public Health Association is *The American Journal of Public Health.* Frankly, it is about the last place one would look for an article to mention in this department. Yet the January and February issues contain articles dealing with newspaper publicity.

The January issue opens with "The Newspaper Man's Point of View" by Lee A. White of the *Detroit News.* In the February issue appears "The Health Workers' Point of View" by Philip P. Jacobs, publicity director of the National Tuberculosis Association. These two papers, presenting both sides of this matter of newspaper publicity, offer many suggestions on the way health stories should be handled by the press.

When the American Public Health Association met in Detroit the News of that city prepared a special "Health Extra" which Mr. White reproduces in connection with his article. This "Extra" was made up of clippings from the newspapers of many cities. It was regular newspaper size and was used in a so-called clinic on newspaper publicity. Both of the articles which I have mentioned revolve around this "Health Extra."

A surprise awaits most newspaper workers who read these two articles. I found mine in the first on page 3.

THE Principles and Standards of Education for Journalism as adopted by American Association of Teachers of Journalism have been published in pamphlet form and may be obtained from Willard G. Bleyer, Director, Course in Journalism, University of Wisconsin, Madison. The pamphlet stresses the point that the requirements for instructors in journalism should include practical journalistic experience, and that the instruction should be vitalized by contacts with current journalistic conditions on the part of instructors.

* * *

SEVERAL items of interest to advertisers are printed in *Gage Readings* for February. Radio advertisers, for example, are urged to come down out of their "super-selective" clouds and talk to the man in the street in his own language.

Another item tells how the Italian Government has put into operation a system of advertising with postage stamps as the medium. These stamps are twice the size of the ordinary stamp: one half is used as a stamp and the other half contains the advertisement. One American sewing machine manufacturer has taken space: the rate approximates $220 for space on one million stamps.

The publisher of *Gage Readings* says that "your name on a postcard pays for a year's subscription." The address is North McCamly street, Battle Creek, Michigan.

* * *

Two interesting features in *The Trib* for February—the house organ of the *Chicago Tribune*—deserve special mention. One describes the work of the Public Service Bureau conducted by the Chicago Tribune which last year handled nearly 600,000 separate units of service. The other feature is Chapter IV of John Kelley's reminiscences of his cub reporter days.

A. HAMILTON GIBBS—a brother of Sir Philip Gibbs, the war correspondent—is the author of "Soundings" (Little, Brown & Co.)—the love story of a young English girl brought up by an artist father. When Mr. Gibbs was at Oxford University he started the undergraduate weekly, *The Tuesday Review.*

* * *

WILL IRWIN'S novel, "Youth Rides West," tells how the newspaper came to the pioneer town of Cottonwoods. I especially liked the description of the tramp printer.

* * *

BECAUSE of the attention crime news is attracting "Psmith, Journalist" (A. & C. Black, Ltd., London) by P. G. Wodehouse has special interest. Undoubtedly the Rosenthal case suggested the theme dramatized in the newspaper novel.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

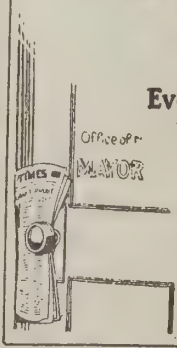
"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

Detroit Times



Evening 220,000

Sunday 250,000

Banquet Tea

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH

New York City—Boston

G. LOGAN PAYNE CO.

Chicago - Detroit - St. Louis - Los Angeles

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

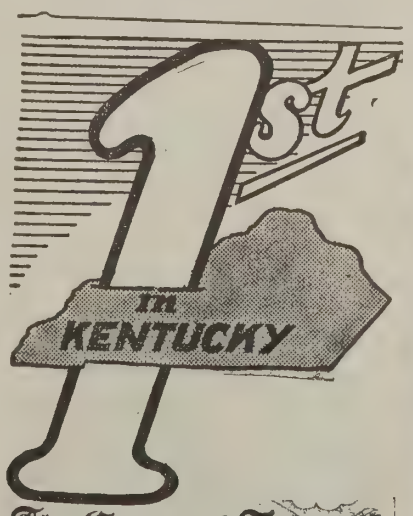
MORNING AND SUNDAY

October circulation (net paid)

Daily Circulation 137,824

Sunday Circulation 197,347

Member A. B. C.



The Courier-Journal

THE LOUISVILLE TIMES

Represented Nationally By

The S. C. Beckwith Special Agency

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia and GROWING!

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER

Sec'y-Treas., I. C. M. A.

Peoria Star Co.

Peoria, Ill.

REPORTER AT BOTTOM OF BOSTON HOAX

Mysterious "Lafayette Mulligan" Who Liberally Extended Keys of City to Notables Was Boston Herald Writer

The mystery of the identity of Lafayette Mulligan, the person who gave away keys to the city of Boston to many notables including the Prince of Wales has been revealed as Fred R. Brine, a *Boston Herald* reporter. Intended as a harmless prank, the scheme of sending an elegantly worded letter of invitation to the Prince of Wales to visit Boston and the delivery of a key of the city on behalf of Mayor Curley, assumed international proportions. The management of the Boston Herald announced it knew nothing of the plan at its inception or during its execution and did not countenance it.

Brine revealed that in addition to the fictitious "Lafayette Mulligan" whose signature stood upon the Prince of Wales invitation to Boston, he also invented the personage of "Seumas Ignatius Mulligan" who rose to the defense of Lafayette when doubt was cast upon the latter's existence. The photograph of Seumas which appeared in many of the newspapers here was a discarded rogue's gallery photograph of ancient vintage.

The miniature key to the city sent to Bayard Tuckerman at the time an authentic key was sent to the Tuckerman's guest, the Prince, was picked up in a street gutter after the Elks' parade here last summer. Steel dies were ordered, stationery printed and every precaution taken to make the invitation to the prince appear authentic. Acknowledgment of the receipt of the key printed in the Boston papers came as a surprise. Lafayette Mulligan, named as social secretary to Mayor Curley, could not be identified. Mayor Curley promptly denied that he had issued an invitation to the prince or had sent the keys. The mayor's ire was aroused and he promptly planted the responsibility for the hoax on the shoulders of Frank W. Buxton, managing editor of the Boston Herald, who knew nothing of the affair and who declares that he would have squelched it immediately if he had known the plans.

Fuel was added to the excitement by the invention of the character of Seumas Ignatius Mulligan, a distinguished scion of the Mulligan clan. Seamus took a room in a West End hotel at $1.50 a day, but was never visited by reporters who dodged his mythical footsteps.

Art Writer Wins $100 Prize

The $100 prize offered by the Allied Artists of America, for the best published, constructive criticism of their twelfth annual exhibition recently held in the galleries of the American Fine Arts Society, New York, was awarded to Mrs. Helen Appleton Read, art critic of the *Brooklyn Eagle*.

Oklahoman City Editor Resigns

R. G. Miller, city editor of the *Oklahoma City Daily Oklahoman*, for the last five years, has resigned to become manager of the Chamber of Commerce at Bristow, Okla. Miller served five years on the *New Orleans Item* and *States* before going to Oklahoma in 1920.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Obituary

MRS. MARIE ANTOINETTE MURDOCK, 84, widow of the late Thomas Benton Murdock, of El Dorado, Kan., a widely known pioneer Kansas editor and publisher and a brother of the late Col. Marcellus M. Murdock, founder of the *Wichita* (Kan.) *Eagle*, died at her home in Long Beach, Cal., last week. Mrs. Murdock assisted her husband in his newspaper and also his political work.

CHARLES L. KIRKPATRICK, 43, newspaper man of Pittsburgh, died at his home there March 15. Mr. Kirkpatrick worked for many years in New York, Cleveland and Pittsburgh. He was the first city editor of the *Pittsburgh Sun*.

W. D. GRIST, 59, for many years editor of the *York* (S. C.) *Yorkville Enquirer*, died last week of apoplexy.

CLARENCE E. WALLER, 49, vice-president of the Michigan Federation of Typographical unions, and past president of the Jackson, Mich., union, died at Jackson, last week following an operation.

ELMER G. HULL, former editor of the *Orwell* (O.) *News-Leader*, is dead.

CLARENCE W. EDMUNDSON, 54, for the past five years advertising manager for the *Coffeyville* (Kan.) *Daily Journal*, died recently at his home following a stroke of apoplexy.

MRS. LEN G. SHAW, wife of Len G. Shaw, dramatic editor of the *Detroit Free Press*, died at her home in Detroit last week. Burial was at Adrian, Mich., Mrs. Shaw's old home.

LAFAYETTE H. BEACH, 70, publisher of the *Albion* (N. Y.) *Orleans County Republican*, died March 13, in his home in that village. Mr. Beach had been publisher of the newspaper for 35 years. His brothers also are newspaper men, Fred Beach being with the *Rochester Democrat-Chronicle* and Robert Beach being with the *Jamestown Morning Post*.

J. H. MAXWELL, 77, pioneer Minnesota editor, died recently at Pomona, Cal.

Daniel S. Dougherty, 73, died at Centreville, R. I., March 12. He was editor and publisher of the *Wappinger Falls* (N. Y.) *Chronicle*, until 1886 when he moved to Southbridge, Mass., to become associate editor of the *Southbridge Herald*, a position he held for 18 years, when he retired from the newspaper field and removed to Centreville.

EUGENE H. PERDUE, 82, who was for 37 years business manager of the *Cleveland Leader*, died this week at his home in Cleveland. He was a director of the Associated Press for many years.

WALTER G. KNOPF, 53, for more than 25 years head of the stereotyping department of the *Columbus, Ohio, State Journal*, died this week after a long illness. His son, R. W. Knopf, is manager of the Knopf Advertising Company at Columbus.

WALTER L. JAMESON, 65, for 18 years in the *Boston* (Mass.) *Transcript* composing room, died in South Boston recently.

ELIZABETH MASON OVIATT REYNOLDS, mother of Howard Reynolds, southern representative of R. Hoe & Co., Inc., died recently. She was 101 years old at Washington, Conn., Oct. 25, 1823.

MRS. JOSEPH PULITZER DIES

Auto Crash Injury, Thought Slight at First, Proves Fatal

Mrs. Joseph Pulitzer, wife of the second son of the late Joseph Pulitzer, died in a New York hospital Friday, March 13, of injuries caused by an automobile accident on Thursday night.

Mrs. Pulitzer's husband is editor and publisher of the *St. Louis Post-Dispatch* and secretary of the Press Publishing Company, publishers of the *New York World* and the *Evening World*.

Mr. Pulitzer, who was on a fishing trip along the Florida coast, was located at Long Key, Fla., through an Associated Press dispatch to the *Miami Herald*, which enlisted the aid of the Florida East Coast Railway dispatcher.

The funeral of Mrs. Pulitzer was held at 2.30 p. m., Monday afternoon, at the Pulitzer home on Barnes Road, St. Louis County. A private service was held later at Bellefontaine Cemetery.

Before her marriage in 1910, Mrs. Pulitzer was Miss Elinor Wickham, member of one of the oldest St. Louis families. The wedding ceremony was performed in her home there. Besides her husband, Mrs. Pulitzer leaves three children—Joseph Jr., nine years old; David, seven, and Elinor, two.

VETERAN CARTOONIST DIES

A. Wilbur Steele, Denver Post, Made Daily Drawing for 28 Years

A. Wilbur Steele, said to be the first American cartoonist to draw a daily cartoon for a newspaper, whose cartoons appearing for 28 years in the *Denver Post* have had a large influence upon the growth of the West and have been credited directly with many important reforms in Western affairs, died Thursday, March 12 at the age of 63, after a week's illness with pneumonia.

Steele was brought to Denver by his parents when four years old. The lad's first efforts at drawing were pen and ink "selling arguments" for grocers posted in the store windows of his father's grocery store.

After leaving college he joined the *Rocky Mountain News*, working for seven years on that paper. He joined the staff of the Denver Post in 1897.

Former Reporter Accidentally Killed

Richard H. Fox, 27, formerly a reporter on the staffs of the *New York World* and the *New York Times*, who resigned from the latter paper to become associated in the Marshall Stillman movement, accidentally shot and killed himself March 16, in the study of his parents' home in White Plains, N. Y. while cleaning a revolver. Fox a graduate of Columbia University, was in the army during the war.

San Francisco Chronicle
Leading Newspaper of the Pacific Coast
"Blankets" Northern and Central California
A clientele that can and does buy everything
National Advertising Representatives
Williams, Lawrence & Cresmer Co.
225 Fifth Ave. NEW YORK
360 N. Michigan Ave. CHICAGO

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1924, *124,468 total net paid.
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 129,834
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

THE First thought of those who advertise to Texans is usually
The Dallas Morning News
—the paper of Prosperity Zone

first! in OHIO
3,108,287 LINES
JANUARY 1st to FEBRUARY 28th, 1925
The Dispatch published during the first two months approximately 53% of all Columbus newspaper advertising and 447,195 lines more than all other Columbus newspapers combined.
In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.
NET PAID CIRCULATION
City 52,891
Suburban 23,639
Country 21,928
GRAND TOTAL.... 98,458
LARGEST IN CENTRAL OHIO
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

NO STATE PAPERS IN TEXAS
Texas is too large to be covered by one, two, three or four newspapers.
Texas has some of the best newspapers published.
Among them
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
For information about Texas, ask *Beckwith—He Knows*

Los Angeles Times
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

ANTI-GAMBLING BILL IS PASSED IN MICHIGAN

ct Prohibiting Publication of Betting Odds and Forecasts Expected to Become Law — Former Law Unconstitutional

LANSING, Mich., March 16.—Unanimous passage late last week by the state nate of the Bahorski anti-gambling ll, which would again outlaw the publation in Michigan or the disseminating i the state through newspapers of other stes of racing forms or information in ration to betting odds, forecasts early eactment of this measure. No serious oosition to the bill, which was the basis f a warm newspaper fight when it appired at the 1923 session under a differe name and with slightly different ovisions, has appeared in the house or en in the editorial columns of its fmer newspaper foes. The former bi, the Voorhies-Bahorski act, was eily passed and remained in force up til last December when it was thrown o on a technicality by the state supme court.

That the latest bill, like its predecessor, isone of the most stringent in its provions ever proposed in the United Stes is admitted. The opening clause, wich is virtually the same in the new bi as in the old, it is claimed would pohibit the writing of insurance in this ste if it were literally interpreted. It dclares, in part "It shall be unlawful fo any person . . . to take . . . frn any person any money or valuable thg with the agreement . . . that ar money or valuable thing will be paid ordelivered to any person where such pement or delivery is alleged to be or w be contingent upon the result of any ra, contest, or game or upon the happening of any event not known by the parties to be certain."

Perhaps the strictest section of the whle act is that portion of it relating to he publication of betting information. Tls portion of the bill absolutely prohilts such publication or distribution of nrmation of that character even after h contest has occurred. These provions, contained in Section Four; follow:

It shall be unlawful for any person, natural or artificial, or for the officers, agits, servants or employes of any corporation, directly or indirectly, individuall or by agent, servant, or employe, by means of any newspaper, periodical, poler, notice or other mode of publicatio or reproduction, to write, print, publis advertise, deliver, or distribute, or offe to deliver or distribute to the public or to any part thereof or to any person, an statement or information concerning the making or laying of wagers or bets or the selling of pools or evidences of betting odds on any race, contest or game or on the happening of any event or known by the parties to be certain, or any purported event of like character. Such acts herein prohibited may be deemed violations hereof when committed after any game, contest, race, or event; and the possession of evidence for the publication of any statement or information concerning the making or laying of wagers or bets or the selling of pools or betting odds, shall in the same manner be deemed a violation of this act, whether before or after the act evidenced thereby.

The few modifications in which the new bill differs from the old do not affect any of the sections relating to publication of betting information but they do, it is claimed, make the measure less liable to attack in the courts. Under the earlier act any person found on the premises of an establisment where gambling was found in progress was subject to the full penalty of the law. The new bill limits the extreme penalties to proprietors and assistants and affixes lighter penalties for frequenters."

Another precaution taken against possible action to have the act declared unconstitutional is a final section in which the legislature hereby declares that it would have passed the act and each section, subsection, sentence, clause, and phrase thereof, irrespective of the fact that any one or more other sections, subsections, sentences, clauses, and phrases be declared unconstitutional." It is declared, therefore, that decision to the effect that any part of the act is unconstitutional shall not affect the validity of the remaining portions of the act.

Whether passage of the new act will be the signal for another intensive enforcement drive such as followed placing of the first law on the statute books is problematical. Newspapers containing racing information were seized on Detroit newsstands on the previous occasion and all out of state papers were forced to take measures to eliminate their racing forms from Michigan editions. Some papers merely blue-penciled those sections but it is doubtful that this would be considered compliance with the law were such a case to be taken to court.

That the original act did do much toward cleaning up gaming conditions and the operation of pools and booking agencies around Detroit is admitted and for that reason the new bill is believed to have added support. The Detroit News, ever since the old law was thrown out, has pointed out the trend toward reinstatement of the evil condition which formerly prevailed, citing instance after instance where gambling joints and bookmakers' stands have resumed operations.

Peru Daily Continuing

Continuation of the publication of the *Peru* (Ind) *Daily Chronicle* for which a trusee was appointed last week was made possible, after employes of the Peru Chronicle Publishing Company had filed liens to the amount of several hundred dollars alleged to be due in wages, by a deed of assignment made by the company to the Citizens' National Bank of Peru.

New Passaic Daily Planned

Harry H. Weinberger, lawyer and banker of Passaic, N. J., is planning establishment of a new daily newspaper there to be called the *Passaic Morning Call*. He informed EDITOR & PUBLISHER he was not yet ready to announce detailed plans.

N. Y. World's Oldest Employe Honored

William Jenkins on March 12, celebrated his 50th anniversary at the "case" for the *New York World*. In honor of his golden jubilee, a special session of the World Chapel of the composing room was called and Mr. Jenkins was presented with a set of resolutions and a smoking set.

Davis Golf Club Official

Robert H. Davis, of Frank Munsey publications, was recently elected president of the Golf Club of the Hardware Club, famous noon-day mecca of New York newspaper executives.

Long Beach Daily Broadcasting

The *Long Beach* (Cal.) *Press-Telegram* has started to broadcast from their own radio station on the roof of the new Press-Telegram building. Frank Goss, Sunday editor is in charge.



INDIANA, being right in the heart of things, commercially and geographically, means that advertising campaigns have a far reaching influence in all directions.

NATIONAL advertisers would do well to start in close to the center of things—and work from the center.

DISTRIBUTION, in Indiana, is greatly facilitated because of the highly developed means of transportation within the state.

INDUSTRIALLY, Indiana has great value since through position, she is superbly situated to capture wide markets and to secure cheap raw materials.

ADVERTISERS owe it to themselves and their products to carefully survey the Indiana field and its great possibilities and use the cheapest and most efficient mediums.

NEWSPAPERS, listed below, reach the greater part of the worth-while people of the state, and can be of great aid in helping National Advertisers to secure a firm foothold here.

A GIVEN territory, intensely cultivated, gives great satisfaction and soon popularizes merchandise Nationally Advertised. **Try Indiana.**

		Circulation	Rate for 5,000 lines
†Decatur Democrat ..... (E)		3,106	.025
*Evansville Courier and Journal...	(M) 27,839 (E) 11,230	39,069	.09
*Evansville Courier and Journal ..... (S)		32,840	.08
*Fort Wayne Journal-Gazette ..... (M)		31,502	.08
*Fort Wayne Journal-Gazette ..... (S)		34,520	.08
*Fort Wayne News-Sentinel ..... (E)		41,938	.09
*Gary Evening Post-Tribune ..... (E)		14,196	.055
Hammond Times ..... (E)		16,553	.06
*Huntington Press ..... (M&S)		3,797	.025
*Indianapolis News ..... (E)		128,400	.25
*Lafayette Journal & Courier.....	(M) 7,605 (E) 12,900	20,505	.06
†††La Porte Herald-Argus ..... (E)		6,000	.025
*Newcastle Courier ..... (E)		4,517	.025
*South Bend News-Times	(M) 10,138 (E) 12,902	23,040	.06
*South Bend News-Times ..... (S)		21,298	.06
†South Bend Tribune .....(S) 19,388.....(E)		20,627	.06
*Terre Haute Tribune ..... (E&S)		22,830	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

DENY CONSPIRACY AGAINST DIRECT ADVERTISERS

(*Continued from page* 6)

assist the agencies association in carrying out the alleged combination and its alleged purposes.

(b) They deny that they ever adopted at their annual convention resolutions commending the alleged combination and declaring adherence thereto, or that they ever supplied the A. A. A. A. with copies of such resolutions.

(c) They show that the S. N. P. A. has at times secured information regarding advertising, financial responsibility of agencies, ability to render service as defined above, amount of business placed, and the personnel and character of agencies, and communicated such information to members desiring it. Such information is also collected, it is shown, with regard to a publisher member of the association. They deny that there is any agreement between the association and its members, or anyone else, with reference to this information or that any means exists for changing it, no matter what the information shows. They show that the association can only compel a members to pay his dues or cease his membership, and that a member is bound to do nothing else. They believe that members allow a percent to any agency financially and fairly entitled to it, for services rendered. They deny that they ever conspired with anyone about anything.

(d) They deny that information is exchanged among members to be used in carrying out the alleged combination, and that they or any of them supply any information to the A. A. A. A. for alleged similar uses by it or its members.

(e) They deny that they agreed among themselves to accept direct advertising at the so-called gross rate only and through the S. N. P. A. They show that no advertising comes to them or any any of them through the S. N. P. A. They also deny that they bring pressure and coercive measures to bear on any member of the association, no matter what rate he grants, to compel him to accept advertising at gross rates only and they also deny that they endeavor to compel any member of the association to accept advertising at the gross rate or at any rate.

(f) They deny that they or any of them, use any other co-operative means to effectuate the alleged combination.

Answer of A. A. A. A.—The agencies deny that they have at any time taken part in any such combination or conspiracy, and they deny that they have done or now do any of the acts set forth to effectuate any such combination or conspiracy, and referring to the correspondingly lettered sub-paragraphs specifically deny:

(a) That they have inaugurated or agreed to carry out any such combination by any co-operation among themselves or with any other persons, corporations or organizations.

(b) That any newspaper committee was appointed to take charge of any such combination.

(c) That any such announcement of any such undertaking was made by it or anyone for it.

(d) That any of the acts set forth in sub-paragraph (d) were done with the purpose or effect of prosecuting any such undertaking or promoting any such combination.

(e) That any pressure or coercion was ever used or exercised or that any threats of withdrawal of advertising were ever uttered by it or any of its members against anyone for any purpose directly or indirectly to prevent publication of advertisements from any advertiser or to fix or change his advertising rates.

(f) That any coercion was ever brought to bear upon any publisher by any means, and specifically deny that the booklet called "Clients of Members of the American Association of Advertising Agencies," or its distribution had any such purpose or effect.

(g) That any co-operation was sought or secured from respondent corporation in any such conspiracy or combination.

(h) That any co-operation was sought or secured from respondent publishers in any such conspiracy or combination.

(i) That any data or information was ever collected anywhere with any purpose or effect to promote or make effective any such conspiracy or combination.

(j) That any data or information was ever sent anywhere with any purpose or effect to carry out any such conspiracy or combination.

(k) That any such lists were compiled or sent out anywhere with any purpose or effect to promote or make effective any such conspiracy or combination.

(l) That any such use was ever made of any list to compel any publisher to cease, or fix or change his rates for certain advertising, and deny that threats of any kind were ever used by them against publishers for any purpose.

(m) That any agreements were ever secured from any publisher or group of publishers as there alleged or as a means of furthering any such combination or conspiracy.

(n) That any of the acts alleged in sub-paragraph (n) were performed, or any such information collected or used for purposes of any such conspiracy or combination.

(o) That respondents used any other co-operative means to carry out any such conspiracy or combination.

Answer of A. P. A.—Respondent denies all allegations in paragraph VIII, except that it is without sufficient knowledge to answer any of the allegations against respondent agency association and the respondent publishers association and its members. Respondent further denies that it has ever engaged in any combination or conspiracy with the other respondents or any of them or with any other persons, firms or corporations whatever, and specifically denies the allegations contained in the subdivisions. Respondent alleges that the facts in relation to its business operations are set forth in paragraph FOURTH of this answer.

Paragraph IX.—The commission complains that the effect of the alleged conspiracy or combination is to hamper, hinder, and obstruct national advertising throughout the United States; to restrict distribution of such advertising and the type-parts essential thereto to channels and upon terms dictated by the respondents; to restrict publication of national advertising to newspapers approved by the respondents; to prevent newspaper publishers from according net rates to direct advertisers; to compel national advertisers to employ respondent agencies, etc., etc.

Answer of S. N. P. A.—The publishers deny all the allegations and further plead that the contract for advertising is not a part of interstate commerce, that the use of advertising space in a newspaper is not a part of interstate commerce. They show that the acts of any and all of the respondents do not either restrain newspaper advertising or interstate commerce, but promote both.

Answer of A. A. A. A.—The agencies deny all allegations.

Answer of A. P. A.—Respondent denies all allegations.

Paragraph X.—The commission states that the acts above charged are to the prejudice of the public and constitute unfair competition within the meaning of the Federal Trade Commission Act.

Answer of S. N. P. A.—The publishers deny this allegation, and all others not already admitted or denied, and pray that the complaint be dismissed.

Answer of A. A. A. A.—The agencies deny this allegation and as a further and separate defense they allege:

I.—The American Association of Advertising Agencies was organized at St. Louis, on June 4, 1917, and then adopted a formal constitution and by-laws and declaration of purpose. Amendments thereto relate to amount of dues, election of officers and the like, and have not changed in any respect the form of the organization or its purposes.

II.—Throughout its activities, the American Association of Advertising Agencies and its members have been devoted to the establishment of principles and ethics that were and are calculated to enlarge and perpetuate successful and clean advertising at a cost that will insure a profitable investment to the advertiser and an appropriate return to publisher and agency. These principles and ethics have included unwavering and continuous opposition to any form of secret rebates and unfair discriminations and evil practices. And respondents further allege that these efforts by the agencies have been in protection and promotion of competition and fair practice in the entire field of advertising.

WHEREFORE, respondents pray that said complaint be dismissed.

Answer of A. P. A.—Respondent denies all allegations and states that it is not now and never has been engaged in interstate commerce and has not at any time ever done any unlawful or illega act, and that its business has always bee and still is in compliance with and auth orized by law. WHEREFORE, sai respondent respectfully prays that sai complaint be dismissed.

Attorneys for the A. A. A. A. ar McKercher & Link, New York; th S. N. P. A. is represented by Finlay Campbell, of Chattanooga, Tenn., and th American Press Association by Brodet Raphael.

N. C. Goodfellows Elect Wistar

C. W. Wistar, of the Charlotte, N. C Associated Press bureau was elected pre ident of the Goodfellows Club, compose of editors and traffic men of the A. P. i North Carolina, at the organization mee ing held recently in Greensboro. Milto Garges, of New York, chief of the tra fic department of the A. P., and U. I McCall, of Atlanta, Ga., Southern divi ion superintendent, were visitors at th meeting.

Does the defeat of Warren mean war between the President and the Senate?

What have been the consequences of such action in the past?

Was the President within his constitutional rights in re-submitting the nomination? Could he legally have given Warren a recess appointment?

The events leading up to and following upon each previous repection of a cabinet appointment were set out and the precedents covering points in dispute were given in a report mailed to all clients March 18.

EDITORIAL RESEARCH REPORTS

1425 G Street Washington, D. C.

ASSOCIATED EDITORS SERVICE

DAILY

Layon McDuffer—Comic by Payne.
"Kids" Pantomime—Comic by Striebel.
Quillen's Paragraphs.
"Aunt Het," by Quillen.
"Willie Willis," by Quillen.
Mothers and Their Children.
Golf as Champions Play It.
Color Cut-Outs.
Al Demaree's Sport Cartoons.
Word of Comfort.

WEEKLY

Boys' and Girls' Page.
Economists' Forum.
Auto Sense—Williamson.

SEMI-WEEKLY

Barrie Payne on Golf (Humor).
Individuality of Dress.

ASSOCIATED EDITORS, INC.

440 S. Dearborn St., Chicago

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep—Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

Our Features:
Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

ATTENTION PUBLISHERS

C. B. HOLLISTER can be reached at the Ambassador Hotel, New York City, until further notice. Newspapers confronted with circulation problems and desiring large immediate paid-in-advance circulation gains are invited to communicate. In position to conduct one more big campaign before July 1st.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

Newspaper Features

Intelligently Selected—Properly Prepared

Comics, Fiction, Cross-Word Puzzles, Weekly Features, Daily Fillers and Blanket Services.

Write for Sample Sheets

Readers' Syndicate, Inc.
799 Broadway New York

Billboard Tax Bill Introduced

The first definite blow at billboard advertising ever threatened in Michigan is contained in a measure introduced in the lower house of the state legislature late last week by Rep. Joseph C. Armstrong of Detroit. The measure would place an annual license fee or tax of five cents per square foot on all signboards and billsboards, would place all such outdoor advertising under the jurisdiction of the department of public safety, would require a $10,000 bond of all persons or firms engaged in outdoor advertising as a business, and would place a number of other regulations on billboard publicity.

Silver Cup for Best Weekly

The *El Reno* (Okla.) *American* will present a silver loving cup to the weekly paper in the state having the best front page make-up, judged on the basis as that employed by the National Editorial Association in awarding its trophy last June.

112 Pages of Rotogravure

The *San Francisco Chronicle,* March 11, published a Special Edition to call attention to the forthcoming Diamond Jubilee of California. Besides its regular black and white edition the paper issued 5 rotogravure sections—two of 32 pages each and three of 16 pages.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Printers' Outfitters.
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.
Due to consolidation, the following machines are for sale: Duplex angle bar, double drive press; one Huber, two-revolution, four roller cylinder press. Both with motors and equipment. Miller saw, electric metal furnace, Model L Linotype and other equipment. The Democrat-Herald, Albany, Ore.

For Sale.
One Goss "Straightline" newspaper printing and folding press. Two-plate wide, 4 to 12 pages inset, 24 pages collected; eight columns 13 ems. Folders for either two or three folds. Samples of product furnished upon request, together with any other information sought by any person interested. This press is now taking care in colors of the Comic and Magazine Sections of the St. Paul Sunday Pioneer Press, and can be released about July 1, 1925. Price and terms on application to Comptroller, Dispatch Printing Co., St. Paul, Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Johnstown Tribune
Johnstown, Pa.

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO. CHICAGO — NAME, SERVICE, QUALITY, FAME — CLINE WESTINGHOUSE

MAIN OFFICE Conway Bldg. 111 W. Washington St. CHICAGO
EASTERN OFFICE Marbridge Bldg. Broadway at 34th St. NEW YORK

Used Newspaper Presses

SCOTT	16, 24, and 32 Page Presses.
GOSS	24-Page Press for black or color work.
HOE	Quadruple, Sextuple and Double Sextuple Presses.

Send for list of presses which are available for early delivery.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO
1457 Broadway, NEW YORK

FOR ALL NEWSPAPERS
DUPLEX PRESSES
"OUR CUSTOMERS WRITE OUR ADS"
DUPLEX FLAT BED
"When we installed the Duplex your erector tutored an inexperienced man and he's still running the press.
AND IT RUNS, TOO!"
Waurika, Okla., News-Democrat
Duplex Printing Press Co.
BATTLE CREEK, MICH.

The Mailing Point
is often
The Breaking Point

In the chain of service between subscription order and delivery to the subscriber.

SPEEDAUMATIC equipment stops the break with the DIRECT IMPRINT and daily and accurate correction of the mail list.

Write for details.

The Speedaumatic *Company*
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

Wilke's METALS
THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan
It Will Save You Money

Metals Refining Company
Hammond, Indiana
Warehouses in Principal Cities

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

N.Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

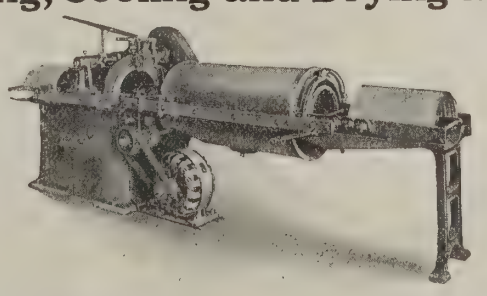
THE GOSS PRINTING PRESS CO., CHICAGO

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. — also at DUNELLEN, N. J. — 7 Water Street BOSTON, MASS.

SELL YOUR NEW OR USED MACHINERY THROUGH EDITOR & PUBLISHER

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Experienced salesman, copy writer, manager, young, energetic, capable, pleasing personality desires permanent position with progressive daily where good constructive work will be appreciated and rewarded. A real opportunity more essential than initial salary. Record and references okeh. Address C-765, care Editor & Publisher.

Advertising Manager.
18 years' experience leading Metropolitan newspapers. Capable executive; convincing salesman. Thoroughly experienced building and promoting general retail advertising; well acquainted national field. Now employed; age 36, married. Address C-763, care Editor & Publisher.

Advertising Manager.
Now employed seeking new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Address Box C-750, Editor & Publisher.

Advertising Manager.
Thoroughly experienced; high record ability and character. Strong personality; aggressive; resourceful. Successful builder satisfactory accounts. Age 36, good physical and financial condition. Can develop, enthuse and speed up force. Handle hard key accounts; know copy that sells. Have vision, develop and hold business. Optimistic, intelligent selling policy. More business is matter of voltage and proper presentation. Will consider field regardless competition or condition. Welcome any test ability, character. Realize permanency and earnings depends satisfactory results. Know morning, evening, Sunday; cities 60- to 175,000. Enjoy respect and esteem publishers and advertisers. Equipped important work with future. Substantial daily; prefer east or mid-west, growing city. Give essentials night wire; Report short notice; can close now. Strict confidence. Address C-831, Editor & Publisher.

Advertising Salesman.
I want to sell your space to advertisers. I have successfully sold newspaper and outdoor advertising. Owing to recent amalgamation in the outdoor field I am open for a connection in which there is good money in return for good work. I can furnish best references. Answer Box C-848, care of Editor & Publisher.

Advertising Solicitor.
Some substantial daily is in urgent need of top-notch display solicitor to build new business and develop hard accounts. This substantial paper wants man of calibre; sure and safe producer, and has important work for him. Am thoroughly experienced, selling and copy. Strong personality. Place me any line to develop space. Character and record clean as the bank. Splendid address; successfull all lines display. Real asset any daily. Have nose for business and ability to produce and hold. Eleven years; five on one paper; age 34; ambitious. Record for new accounts, hard fields, strong competition. Average high, have confidence. Can prove statements and convince. East or mid-west city. Permanent position with future based on results. Outline the task and name the reward. Quick, definite decision necessary. Address C-832, Editor & Publisher.

A large number of competent and experienced advertising men are anxious to increase your lineage for you—Mr. Publisher.

If you want the valuable assistance of any of these men, tell them so in a Help Wanted ad in

Editor & Publisher

Situations Wanted

Advertising Manager—Solicitor.
With real record on small city daily wants to move to city of 20,000 to 40,000. Has proved ability to increase and hold business in the face of adverse conditions. College graduate, 28, married, alert, well-liked. Address Box C-805, Editor & Publisher.

All Around Editorial Man.
Capable news, telegraph, city desks, general or political reporting; fifteen years' metropolitan experience; will go anywhere, available at once. Reply C-843, care Editor & Publisher.

Assistant Editor.
University man, 10 years' experience, with extensive literary background, desires connection as manuscript editor, book reviewer or proofreader. Knowledge of foreign languages. Reasonable compensation. Box C-847, Editor & Publisher.

Business Executive.
and for past several years Business Manager of medium size Eastern paper, contemplates making change. Unquestionable record as to ability and character and particularly strong in increase of business and production at minimum cost. Experience covers Morning, Evening, Metropolitan and Provincial fields. No situation too difficult, but will consider only proposition combining permanency with something more than a job. Will meet you at the A. N. P. A. meeting if you wish. Box No. C-849, are Editor & Publisher.

Business or Advertising Man.
Here's a man with wide experience and demonstrated ability selling space, writing copy, managing, good executive. Want permanent connection with small Southern daily either advertising or business man (will consider good weekly offer). Available at once. Write, wire M. O. Berman, 705 Reed street, Waycross, Ga.

Circulation Manager.
Now employed, desires connection with publisher needing first class man. Sixty dollars weekly minimum salary considered. Will go anywhere but prefer South or Middle West. Best references. Box C-818, Editor & Publisher.

Eastern Advertising Representative.
New York office established 1915. Exceptional personal service available. Favorable acquaintance among Eastern advertisers and advertising agencies. Will consider one additional publication. Box C-840, Editor & Publisher.

Editor for Small City.
Writer who has made good during five years on metropolitan dailies, wants to return to small town work as editor or manager of daily or weekly. Exacting desk, street and makeup experience; formerly city editor in town of 50,000. Twenty-eight years old; university education. If you can offer permanent position where hard work and editorial experience are required, write or wire Box 247, New Castle, Pa.

Editorial Man.
Rewrite man, news executive, editorial writer, desk man, thirty-one, capable, experienced on leading dailies. C-842, Editor & Publisher.

Evening Paper Only.
Desk head big morning paper wants managing or news editorship. Experienced news, make-up, city desks. Thirty-five, married. Michigan or Northern Ohio preferred. C-803, Editor & Publisher.

Experienced Editor.
Open for engagement. Good editorial writer. Reasonable salary. First-class references. C-824, Editor & Publisher.

Foreman Newspaper Composing Room.
40 years of age, 20 years executive, former publisher; best of credentials; harmonizer, systemitizer and efficiency expert (union), East preferred, but will go anywhere remuneration warrants. Room 11, 145 W. 43rd. street, New York City.

Lady Assistant Editor Wanted.
for society news-magazine. College trained; capable writer; must know society. Location, New York. Salary. Should prove genuine opportunity. Write fully in confidence. Box C-841, Editor & Publisher.

Magazine and Newspaper Desk Man.
Thoroughly trained; experienced on news, telegraph and city desks and as head of universal copy desk. Rapid and accurate; considered A1 "make-up" editor. Also several years on trade and amusement magazines in editorial and promotion capacities. Thirty-four, married and temperate. C-820, Editor & Publisher.

A-1 Mechanical Superintendent.
Young, thoroughly practical man in all mechanical departments, with vision and planning in advance for any emergency in order to play safe always. Want connection where everyone else failed thus far to produce results. Will organize to get maximum production and also get organized labor to cooperate. Confidential treatment. Prefer corporation with several plants. Will consider interest. Address C-708, Editor & Publisher.

Situations Wanted

News Editor.
Graduate Missouri School of Journalism eight years ago, and since then reporter, news and managing editor paper 6,000 circulation in 15,000 city. Can handle telephone report or leased wire. Good head writer. Available April 1, account consolidation. C. J. Reiter, Bulletin, Rochester, Minn.

News Executive.
Managing or city editor seeks permanent location with small city evening daily, preferably in South or East. Ten years' experience in all around editorial work from reporter to managing editor. Age 31, married, college education, good personality, hard worker, reliable. Thoroughly acquainted with all problems of small daily. A builder of good will and real newspaper quality. C-834, Editor & Publisher.

Rewrite Man or Reporter.
Ten years' experience newspaper game, all branches editorial. Seeking place rewrite man, reporter on live beat. Age 28, single, temperate, prefer position Middle West; other territory acceptable. Now copy desk, prefer more active place. C-839, Editor & Publisher.

Publicity Woman.
Three years' experience with large organization; good writing ability; knowledge direct advertising, editing, printing. Address Box C-838, Editor & Publisher.

Superintendent or Foreman
Of newspaper composing room wishes permanent position with newspaper where efficiency and good work is required; have had practical and executive experience in large and small plants; in charge of one composing room over twelve years. Arthur Heath, 108 Malvern place, Cincinnati, Ohio.

Young Newspaper Woman
Wants position on daily. Experienced. College graduate. Capable of editing woman's and children's pages. Now editor of weekly. C-817, Editor & Publisher.

HELP WANTED

Advertising Manager.
For evening newspaper located in a prosperous manufacturing city in the East. The successful applicant must have a record as a trained executive, a person of imagination, a man who thrives on accomplishment, and one who operates only on a straightforward and honest policy. If you are such a man give full details of your education and experience, what you are earning now, what salary and bonus arrangement would interest you. A most attractive opportunity awaits the right man. Apply C-836 Editor & Publisher.

Classified Advertising Manager.
Unusual opportunity for a man of unusual ability, on a newspaper of 50,000 circulation, within three hours of New York. Box C-837, Editor & Publisher.

Night Editor Wanted.
Fast, news desk. Thirty dollars per week. Hours, four p. m. to midnight. Wire Bridgeport Times, Bridgeport, Conn.

Proof Reader Wanted.
Male or female. Address at once, Bridgeport Times, Bridgeport, Conn.

Wanted.
Desk man to write heads on all leased wire and local copy, afternoon daily 15,000 city; $40 to $45. Bulletin, Rochester, Minnesota.

Wanted.
Experienced circulation manager to handle circulation of approximately 10,000; within twenty-five miles of New York; must be sympathetic but efficient in the handling of boys and familiar with all details of circulation work. Situation open at once for permanent position. Address Box C-846, Editor & Publisher, stating experience and salary expected.

Wanted.
Capable, experienced manager for subscription department rapidly growing magazine. Must be good executive, systematic and energetic. Perhaps you are assistant in some big magazine now and would like to have a better job. Address in confidence with no fear of the application going to your own employer because the position is vacant at the present time. Give full details. Box C-845, Editor & Publisher.

BUSINESS OPPORTUNITIES

A Two Billion Dollar Field
and no business paper in it. I have complete plans for a publication, including 6 months' survey of field, advertising contracts, dummy of first issue, etc. Want connection with publisher or advertising man financially interested. Box C-850, Editor & Publisher.

Wanted.
Small evening paper Eastern Ohio or Western Pennsylvania, by experienced newspaper man, with sufficient capital to meet a substantial cash payment. Address: Purchaser, C-844, care of Editor & Publisher, stating price; terms; and important particulars.

SALES—APPRAISALS

Newspaper Properties

You have a newspaper property which you wish to sell profitably?

Your newspaper property is not making enough money?

You wish to make a sound investment in a newspaper property?

You wish to know the scientific value of any newspaper property?

WE HAVE BEEN SUCCESSFULLY ENGINEERING NEWSPAPER SALES AND APPRAISALS AND PURCHASES AND CONSOLIDATIONS FOR THE PAST THIRTY YEARS.

Palmer, DeWitt & Palmer
350 MADISON AVENUE, NEW YORK
Telephone: Murray Hill 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

SHE HANDLED EVERY TYPE OF NEWS, FEATURES, and desk relief for four years on Western newspaper, leaving to accept Coast publicity offer (one year). Wants position with daily near home (North Central West). Employer writes: "Skillful cleverness as newspaper writer." Age 29. Single. University and School of Journalism. Now available—$35 up. Our No. 1743.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

FEATURE

To Newspaper and Magazine Publishers.
When in need of biographical sketches, wri to Rudolph Lasker, Lock Box 1104, Washin ton, D. C.

PITTSBURGH DISPATCH SUSPEND

New Daily was Launched January by George P. Grise and Associates

The *Pittsburgh Daily Dispatch,* o ganized and directed by company which George P. Grise, a former em ployee of the old *Pittsburgh Dispatch,* president-editor, has suspended public tion.

The Daily Dispatch started on Januai 1 and quit publication March 7.

Lack of support is given as the reas for the suspension. The paper had pra tically no advertising and received meag support from a circulation standpoint.

It is understood that a meeting of t stockholders will be held shortly to di cuss plans for the future.

Wealth lies in the art of surrounding yourself with good men. See "Situations Wanted" on this page if you are looking for trained employes.

WHAT THEY ARE SAYING

DISGUISING ADVERTISING AS NEWS FATAL

"USE of news columns for advertising, no matter how cleverly disguised, is fatal to the success of a newspaper. A double loss is the unfailing consequence of this practise—loss of reader confidence in the news columns and loss of pulling power for the advertising space."—George C. Wheeler, Editor, *Western Farm Life*, Before Denver Ad Club.

* * *

BETTER DAILIES BY CONSOLIDATION

"NEWSPAPERS should live and thrive on revenue derived from legitimate business in the communities they serve, and not depend on the whims of rich men to pay their deficits. The trend toward consolidations in many big cities will undoubtedly give these cities better dailies. Too many newspapers are not good for a city, nor for the publishers."—Adolph S. Ochs, Publisher, *New York Times*, in an Interview With *Miami Daily News*.

* * *

ADVERTISING REVENUE

"THERE is a mutuality of interest between the advertising and news ends of a newspaper, a mutuality of advantage and obligation, that is not often spoken of, and, I believe, not often contemplated. This should be understood: newspapers do not make a living out of advertising any more than men lives by advertising alone. * * * It should be remembered that business cannot, with profit to itself, support a newspaper by advertising unless the paper has circulation and standing that will tend to make advertising profitable."—Walter P. McGuire, *Lapeer* (Mich.) *Lapeer County Press*.

* * *

"EVERY CHURCH SHOULD ADVERTISE"

"EVERY church should have a fund for newspaper advertising and every preacher should be taught the first principles of journalism. The time is coming when the church editor will have more space than the sporting editor. The next great revival will come when the press sets itself to redeem the world. Every preacher should co-operate with the newspaper. It is his best friend."—Rev. J. T. Brabner Smith, Before Methodist Regional Church Council St Paul.

* * *

AGENCY MUST HAVE ADVERTISER'S CONFIDENCE

"AN advertising man must go to a business executive and ask him firmly and without hesitation for the most intimate facts of his business, before he can begin to plan a successful advertising appropriation. Ninety-nine per cent of the job is getting the confidence of the people with whom you are dealing. Make your client give you the exact figures about his business, drawn from the books, and then you can begin to build your case from those facts."—Huber Hoge, President, Huber Hoge, Inc., Before General Advertising and Selling Course, Advertising Club of New York.

* * *

ADVERTISING AND PUBLIC UTILITIES

"ADVERTISING has played a leading role in public utility development. It has brought the advantages of these services to millions. Find a poorly developed utility situation, usually with high service rates, and you will find a non-advertising utility imperfectly meeting public requirements. Look for the town or territory with good service, fully served population and industries, reasonable rates, harmonious public relations, and you will find invariably utilities that believe in and practice advertising on a liberal, intelligent basis."—W. H. Hodge, President, Public Utilities Advertising Association.

* * *

ADVERTISING AS AN ECONOMIC FORCE

"WHILE we proudly boast that the family of the American laboring man has a better standard of living than royalty had 300 years ago, we still are not keeping pace with Science in our standards of living and certainly not in our standards of Life. So while I should blush to pose as a philosopher or even to take issue with the erudite scholars who criticize advertising because of its 'glorification of things,' I maintain that to the plain, plug American business man it seems very apparent that as long as we go on increasing production, advertising must be depended upon to maintain a parity between production and consumption. Otherwise the machinery of Modern Business stops."—Mirco Morrow, Assistant Publisher, Capper Publications, Before 7th District A. A. C. W. Convention, Wichita.

* * *

"THE NEWSPAPER STILL LEADS THE FIELD"

"FROM casual printing of timetables and train notices, railroad advertising departments have grown until today they undertake the full range of aggressive, persistent and enthusiastic publicity—advertising in newspapers, magazines, direct mail, booklets, calendars, maps, blotters, moving pictures, radio, lecture campaigns, displays outdoors and indoors. But above all the modern schemes and devices of advertising, the newspaper still leads the field. Typical, I believe, of railroad advertising budgets, the Northern Pacific provides as much money for newspaper space, as for all other forms of advertising combined. The reason is that newspapers produce more business at less cost."—M. M. Goodsill, Advertising Manager, Northern Pacific Railway.

Imagine Such a Market!!

IOWA RANKS **First** in per capita wealth: Value of corn, oats, hogs, horses, poultry and eggs; value of farm lands and buildings; total value of farm products; combined value of livestock; farms equipped with telephones; automobiles per capita; percentage of farm lands improved; low illiteracy.

IOWA leads all other states, with **$4,274.00** per capita wealth.

IOWA derives from her crops, dairy products, coal, livestock, poultry and industrial pursuits an Annual Income of

$1,876,000,000

IOWA newspapers listed below, go into every home and have become a vital and essential part of the daily lives of the people. They are read thoroughly, thought about, and acted upon, by a possible

2,404,021 customers

These papers await your commands

		Circulation	Rate for 5,000 lines
*Burlington Gazette	(E)	10,164	.045
*Cedar Rapids Gazette	(E)	21,481	.07
*Davenport Democrat & Leader	(E)	14,564	.06
*Davenport Democrat & Leader	(S)	17,895	.06
†Davenport Times	(E)	24,676	.07
*Iowa City Press-Citizen	(E)	6,387	.035
*Mason City Globe Gazette	(E)	12,622	.04
*Muscatine Journal	(E)	7,762	.035
*Ottumwa Courier	(E)	12,852	.05
*Waterloo Evening Courier	(E)	17,071	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



ONE of the readers of EDITOR & PUBLISHER, well-known in newspaper circles, writes that he has made a scrapbook of the valuable business and editorial suggestions carried weekly under the heads on this page. He has classified and indexed them and declares they are a constant source of enterprise in his office. The idea is the whole thing in publishing. These "Hunches" and "Dollar Pullers" are particularly valuable because they represent not only ideas, but ideas that have been tried out in practice.

MARYSVILLE (Cal.) Democrat recently persuaded the local Rotary Club to take a full page welcoming the Gidley, Cal., Rotary club into membership in the international organization. A complete list of Marysville Rotarians was printed in the copy.—W. L. B.

Lancaster (Pa.) *Daily Intelligencer* recently ran a full page devoted to firms and individuals having pets, poultry and supplies for sale. Local kennels, hatcheries, bird shops and cat fanciers bought space. "Save This Page for Reference" was the admonition run beneath a short writeup on the value of pets in the home. —R. B.

The *Joliet* (Ill.) *Herald News* built up five pages of solid advertising by instituting an advertisement writing contest for its readers in which it offered $500 in prizes, donated chiefly by the merchants themselves, but headed by the $50 cash offer of the *Herald News*. Seventy-eight merchants co-operated in the plan. Contestants were advised to select the store about which they desired to write ad-copy, complete their work and submit to the store. Each store thus gave a prize for the best ad it received, the *Herald News* gave $25 cash for the sweepstakes, $10 second prize and $5 for third, fourth and fifth places. The winning ads appeared at the close of the contest, which was limited to 10 days. The winning ads furnished copy for another layout.—J. L., Rock Island, Ill.

Weeding the chaff from the classified columns strengthens the help wanted section. The following from the *Washington Post* recently, inspired confidence in the kind of material he had a right to expect in such a section, when he was looking for employment:

"Attention—Only bona fide positions in good faith with definite salary or commission are permitted in the Help Wanted columns of the *Post*, and we will appreciate it if the readers call it to the attention of the *Post* if at any time they find an ad for instruction, soliciting business or advertising marchandise under the guise of Help Wanted."—C. M. L.

Spring brings the people out of doors on long hikes and walks. Trips of this kind always suggest taking along a camera. Why not write up some articles under the heading of "Outdoors with the Camera" and run advertisements of photographic supply shops, printing and developing houses, and camera manufacturers.—C. E. Pellissier, Boston, Mass.

One source of revenue which is often neglected by advertising solicitors is the removals. When any retailer moves from one location to another, you will generally find that he is glad to use your columns to tell his customers about it. And, you can also bring us the idea of regular advertising and often sell a series of advertisements.—Donald O. Ross.

Hardly a month passes that a new tire service firm doesn't enter business in cities of 50,000 or more. And an easily remembered phone number is always desired. Here's a good idea you can tip off to the next tire service that enters your field: Have him select "505" as his phone number. If you have ever looked at your speedometer when your car is still you know that the numbers shown are "505." It is not necessary to remember this number just feature, "When a tire goes wrong and you stop your car look at your speedometer. There you will find our telephone number. The number is before you at the time it is needed." It is also well to show illustration of speedometer. The Stewart people furnish these cuts, everyone of which will show the "505."—E. H. Mammen, advertising manager, *Paducah* (Ky.) *Evening Sun.*

A way toward ridding a city of the house-to-house canvasser, with his false assertion of lower prices and small profits, was pointed out by the merchants of Madison, Wis., recently, when 28 of them co-operated in a window display drive and a four-page newspaper ad showing why the public should patronize the regular retail store for hosiery. Ad men will find that mills will co-operate and proves good for a big spread.—L. J. Jellison.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

BECOMING increasingly popular as a feature are lists of unclaimed telegrams. The *Miami* (Fla.) *Herald* has one of the most attention-arresting methods of displaying this feature by printing the lists beneath an attractive box heading reading "Telegram for You."—George Lemon Sugg, *Jackson* (Miss.) *Daily News.*

One of the New York papers recently ran a good feature story on how men are evading jury duty at present. There were styles in excuses, the head Jury Commissioner disclosed, and he had seen new ones come in over a period of forty years. A good story for a feature section.—R. M. C.

The *Lebanon Democrat* at one time offered a prize of ten dollars in gold to the man or woman who presented the oldest issue of that paper to its booth at the county fair. The advertising obtained was far-reaching and was well worth the price.—R. E. Hardaway, Lebanon, Tenn.

New York state is weeding out its careless, negligent and irresponsible automobile drivers by revoking the licenses of persons driving while intoxicated, those convicted of homicide or assault in an automobile accident and speeders who break the law the third time. Oth states are taking or are about to ta similar steps. An enterprising paper, terested in protecting the vast majority careful and thoughtful motorists as w as pedestrians, can begin agitation for tion of this kind through a series articles, pointing out where motoris licenses should be revoked whenever c cumstances indicate the move essential A. C. Regli, Eau Claire, Wis.

A splendid feature story or series c be built up around the many things t the city furnishes free for the enterta ment, instruction or convenience of ci zens and strangers. The *Worcester Sa day Telegram* worked them all into c story under the heading "Giving Thin Away in Worcester." It detailed the a vantages and privileges offered by t parks, skating rinks, library and ma other things that each city and town h for its residents. The subjects, under standing head, could be run as a series. James H. Guilfoyle, *Worcester* (Mas *Telegram.*

Let Your Readers Laugh a Lot With
Leacock

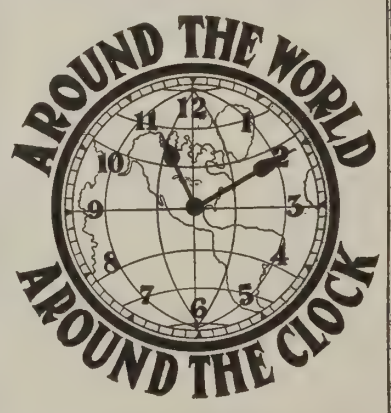
His Popularity's Infectious

If your territory is still open, ask for terms

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Childhood inspires this new puzzle attraction—

CROSS-WORD FAIRIES

By WANDA GÁG

The most fascinating weekly feature ever devised for children.

Secure details of this cross-word puzzle story from

Premier Syndicate, Inc.
241 West 58th Street
New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

"The Chink in the Armor"
by
MRS. BELLOC LOWNDES

A Hair-Raising Mystery
by the
Most Famous Writer
of
Tales of Terror

Furnished in Daily Instalments
To run
Four Weeks

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Magazine Feature Pages.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD. STREET,
CLEVELAND, OHIO

Thomas W. Briggs Company
Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreets

LET ELECTRICITY LIGHT THE WAY TO GREATER SALES IN

NEW ENGLAND

More than half of all the homes in the United States, 26,219,100 in all, use electricity. This estimate is based on a recent survey made expressly for the purpose of ascertaining these facts.

New England, as a section of the country, holds second place in the number of homes wired for electric light and household power. There are

1,815,000 New England Homes

of which 67.4 per cent use electricity for illumination and household purposes.

New England is an excellent, perhaps the very best, territory for the introduction and sale of all things pertaining to the production and use of "white coal power." Since electricity is a sign of progressiveness, New England is an unsurpassed "try-out" territory for any up-to-the-minute product of value.

Listed below are the papers that are powers in their respective communities and through whose advertising, both the consumers as well as the local distributors can be influenced in favor of your product.

INVESTIGATE THE LOW COST OF ADVERTISING THROUGH THESE RESPONSIBLE MEDIUMS

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,623	.0275	.0175
*Boston Globe	(M&E)	274,892	.50	.50
*Boston Globe	(S)	322,030	.55	.55
Boston Transcript	(E)	34,990	.20	.20
*Boston Post	(M)	271,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
*Fall River Herald	(E)	15,553	.05	.05
*Fitchburg Sentinel	(E)	11,383	.055	.045
*Haverhill Gazette	(E)	15,400	.065	.05
†Lynn Item	(E)	16,345	.06	.04
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
*North Adams Transcript	(E)	9,491	.04	.035
*Salem News	(E)	20,784	.06	.07
*Taunton Gazette	(E)	8,479	.04	.03
*Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
*Worcester Sunday Telegram	(S)	49,849	.18	.15

MAINE—Population, 768,014

*Augusta Kennebec Journal	(M)	11,264	.05	.05
†Bangor Daily Commercial	(E)	14,750	.055	.05
*Portland Express	(E)	27,251	.10	.07
*Portland Telegram (Sunday Edition Express)	(S)	29,992	.10	.07

NEW HAMPSHIRE—Population, 443,633

*Concord Monitor-Patriot	(E)	5,104	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
*Manchester Union Leader	(M&E)	27,864	.09	.07

RHODE ISLAND—Population, 604,397

†Newport Daily News	(E)	6,249	.0336	.0296
†Pawtucket Times	(E)	25,555	.07	.07
†Providence Bulletin	(E)	64,524	.17	(B).23
*Providence Journal	(M)	36,686	.10	(B).23
*Providence Journal	(S)	61,575	.15	.15
*Providence News	(E)	26,845	.07	.07
†Providence Tribune	(E)	23,603	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
*Woonsocket Call	(E)	13,580	.05	.05

VERMONT—Population, 352,428

*Barre Times	(E)	6,944	.03	.025
†Bennington Banner	(E)	3,067	.0125	.0125
*Burlington Free Press	(M)	12,983	.05	.05
*Rutland Herald	(M)	10,765	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†Hartford Times	(E)	48,875	.13	.13
*Meriden Record	(M)	7,348	.045	.03
*Middletown Press	(E)	8,050	.0325	.025
†New Haven Register	(E&S)	42,171	.13	.11
*New London Day	(E)	12,079	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.06
*Norwalk Hour	(E)	5,842	.04	.04
†South Norwalk Sentinel	(E)	4,280	.025	.025
*Stamford Advocate	(E)	9,305	.05	.04
*Waterbury Republican American	(M&E)	23,836	.06	.06
*Waterbury Republican	(S)	15,043	.06	.06

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
† Government Statement, Sept. 30, 1924.
* A. B. C. Statement, Sept. 30, 1924.
(B) Combination rate Daily Journal and Eve. Bulletin.



Education

The Spartans of old made their children repeat daily the names of the heroic three hundred warriors who held the pass at Thermopylae with Leonidas. These three hundred gentlemen of valor became very illustrious in consequence.

As a matter of fact, the reason why many business enterprises today are not so well known as the henchmen of Leonidas is that no one is repeating their names daily. Chief Justice Taft once defined advertising as "damned iteration," because he had seen in advertisements the same name staring him in the face every day for weeks.

Advertising men realize that advertising in its very essence is far more than mere repetition of a name; that it is a constructive science of itself. But industrial fortunes in America have been builded through the standardization of a product by the repetition of its name in such concentrated mediums as the New York Telegram-Mail.

The New York Telegram *and* EVENING MAIL

Publication Office: **73 Dey Street, New York**

Eastern Representative:
DAN A. CARROLL
110 E. 42nd St.
New York City

Western Representative:
J. E. LUTZ
Tower Building
Chicago

JOURNALISM LIBRARY

THIS ISSUE:—HOWARD ON LOGIC OF NEWSPAPER SALES

EDITOR & PUBLISHER

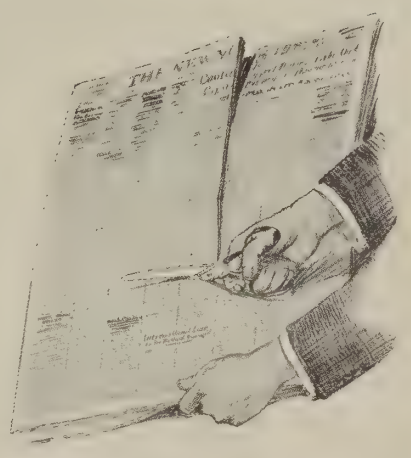
1884 *The Newspaper Advocate* 1925

SUITE 1115 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 44 NEW YORK, MARCH 28, 1925 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

SUPPOSE you could take shears to the two largest standard size morning papers in New York .... and cut down the issue along the fifth column from the left for about fifteen inches, and then cut left to the fold .... Discard the trimmed portion and give the readers the reduced remnant—having made sure beforehand that the remnant carried your advertisement. You would have removed about seventy-five percent of your advertising competition from those issues, increased the visibility of your advertising about three times .... and have almost as much circulation as if you had used the tabloid News!





Consider what The News means to you now!

Have you read TELL It To Sweeney?
Write for the series on your business letterhead.

THE NEWS
New York's Picture Newspaper
25 Park Place, NEW YORK
7 S. Dearborn Street, Chicago

ebruary Averages
DAILY—833,290
The largest daily circulation in America)
UNDAY—1,069,478

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

STANDARDIZED MIXER

THE INTERTYPE CORPORATION ANNOUNCES AN EXHIBIT OF ITS SIMPLIFIED AND STANDARDIZED MIXER TO BE HELD IN THE MYRTLE ROOM OF THE WALDORF-ASTORIA, NEW YORK CITY APRIL 20 TO 24, 1925



You are also invited to visit the two Intertype factories which are in Brooklyn. Arrangements can be made at the Exhibit through any Intertype representative.

After May 1st, the new address of the executive offices of the Intertype Corporation will be Fourteen - Forty Broadway, at Fortieth Street, New York City.

Set in Intertype Cloister Bold with Border Matrices No. 348.

Standardized

INTERTYPE

TRADE MARK

NEW YORK CHICAGO MEMPHIS SAN FRANCISCO LOS ANGELES BOSTON LONDON

SAVINGS

ATTAIN GIGANTIC PROPORTIONS IN

New York State

Deposits in New York State savings banks increased 8 per cent during the past year, or approximately

$254,000,000

Total deposits at the start of the year were

$3,400,000,000

This sum represents the savings of 4,375,000 depositors making an average deposit of

$775

The savings and loan association enjoyed an unusually prosperous year and total assets now exceed

$225,000,000

Each day during the year 470 persons enjoyed the feeling of opening a savings account or a total of 140,000 people. The increase per day in savings in New York State is in excess of $675,000.

Where the greatest wealth is located, the greatest opportunities exist. New York State is without a question the wealthiest community in the world. Shrewd National Advertisers insist upon the usage of these dailies in any campaign covering this great state.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News (E)	21,982	.08	.08
*Albany Knickerbocker Press (M)	33,239	.10	.10
*Albany Knickerbocker Press (S)	53,649	.14	.14
*Amsterdam Recorder-Democrat (E)	7,502	.04	.04
Auburn Citizen (E)	6,429	.04	.035
*Batavia Daily News (E)	8,737	.04	.04
*Binghamton Press (E)	32,006	.09	.09
*Brooklyn Daily Eagle (E)	67,646	.22	.22
*Brooklyn Daily Eagle (S)	77,839	.22	.22
*Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
*Buffalo Courier (S)	118,603	.25	.22
†Buffalo Evening News (E)	125,618	.25	.25
††Buffalo Evening Times (E)	99,645	.21	.21
††Buffalo Sunday Times (S)	105,977	.21	.21
*Buffalo Express (M)	51,288	.14	.12
*Buffalo Express (S)	53,362	.18	.14
*Corning Evening Leader (E)	8,613	.055	.05
*Elmira Star-Gazette Advertiser (E&M)	33,102	.11	.11
*Geneva Daily Times (E)	5,004	.04	.04
*Gloversville Leader Republican (E)	6,852	.035	.035
*Ithaca Journal-News (E)	7,411	.04	.04
*Jamestown Morning Post (M)	11,112	.04	.035
*Middletown Times-Press (E)	6,714	.03	.03
*Mount Vernon Daily Argus (E)	9,293	.05	.05
*Newburgh Daily News (E)	11,591	.05	.05
*New Rochelle Standard-Star (E)	7,741	.04	.04
*The Sun, New York (E)	253,763	.60	.56
†New York Times (M)	352,100	.75	.735
†New York Times (S)	569,623	.90	.882
*New York Herald-Tribune (M)	270,159	.594	.576
*New York Herald-Tribune (S)	316,585	.6435	.624
†New York World (M)	378,807	.595	.58
†New York World (S)	558,779	.595	.58
†New York Evening World (E)	314,489	.595	.58
*Niagara Falls Gazette (E)	18,103	.06	.06
*Port Chester Item (E)	4,359	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,110	.05	.05
*Rochester Times-Union (E)	64,727	.20	.18
*Syracuse Journal (E)	42,103	.14	.14
*Troy Record (M&E)	22,621	.06	.06

* A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.
†† Publishers' Statement.

Sell Philadelphians



through The Bulletin

PHILADELPHIA'S NEWSPAPER

"Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him—*he knows.*"

Dominate Philadelphia, the third largest market in the United States. Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads.

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Circulation for 12 months ending December 31, 1924—518,357 copies daily

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, MARCH 28, 1925 | No. 44

R. W. Howard Tells Administrative Logic of Newspaper Sales

Says Field Should Be Yielded to Competitor If He Is Better Fitted to Serve Needs of the Community, But Declares Red Ink Not the Only Consideration Involved.

By WARREN BASSETT

THE secret of successful newspaper administration is the ability to coldly judge the facts and admit the worst.

In essence, this is the administrative philosophy of Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers who recently put theory into practice with the sale to competitors of two Scripps-Howard properties, the *Des Moines News* and the *Sacramento Star*.

These sales caused ripples of interest in newspaper circles because of the supposed long-standing precedent of the organization to suspend rather than to sell.

It was more than a curious interest in the inside workings of the Scripps-Howard administrative machine. Fundamental principles of journalism of concern to all publishers were involved—to buy, to sell, or to run along in red ink and hope for better times.

In an interview with EDITOR & PUBLISHER this week, Mr. Howard discussed frankly not only the considerations involved in the sale of the above-named properties but in the purchase and consolidation last week of the *Akron* (O.) *Times* by the *Akron Press*, a Scripps-Howard newspaper.

In his discussion Mr. Howard gave it as his belief that:

1. Red ink is not the only consideration controlling disposal of a newspaper property.

2. When two papers, one weak, one strong, are competing with virtually the same editorial appeal, the weaker should admit the situation and go.

3. Reader confidence should not be bartered away by the sale of a newspaper to a competitor of divergent editorial views.

4. The proper place for newspaper promotion is through the editorial department.

5. Promotion money should be spent liberally when a paper is forging ahead because of editorial appeal; curtailed when that appeal is lacking.

Mr. Howard first discussed the sales of the Des Moines News and the Sacramento Star.

"To begin with," he said, "there was an old theory that under Scripps-McRae management we never bought a newspaper, and never sold.

"All the Scripps-McRae newspapers were founded and directed to fill a definite newspaper need in the communities in which they were published. In those years the general tendency of the opposition press was generally more conservative and reactionary than it is today.

"The idea was that a public existed in most any city which would support a decent, honest newspaper with pronounced liberal tendencies such as ours.

"The present management of the organization as represented by Robert P. Scripps and myself still believe thoroughly in that idea. But there is such a thing as viewing a situation coldly and deciding whether your newspaper or your competitor's is best fitted to serve such a public.

"It is not simply a question of red ink or black. The field must be considered in its entirety—whether there is room for the future development of a newspaper of the aims and ideals of yours. And also, the public which has supported you must be considered—whether it can be fairly and adequately served by other newspapers. When this has been done, and we find that by reason of a better newspaper, or a better start, our competitor has a more commanding position, we do not hesitate to look the situation squarely in the eye and take proper action.



ROY W. HOWARD

"Take the case of the Des Moines News, for example. We found that our paper was trailing the field, the third afternoon newspaper in a city which could not adequately support that many.

"In viewing the editorial situation we saw that Gardner Cowles' *Evening Tribune* was a fair, liberal newspaper, well fitted to adequately serve the public we were seeking to attract.

"There was but one thing to do—to yield the field to the newspaper best fitted to serve it.

"The same condition existed in Sacramento where we sold the Star to the *Sacramento Bee*. We had a good newspaper, well edited, competing with one of the best papers on the Pacific coast. It was merely a matter of admitting that the field was already adequately served by a decent, honest newspaper of commanding position.

"The situation in each case was exactly the same as between two pugilists—a good little fellow does not often lick an equally good big fellow."

In Akron the situation was viewed coldly as in the foregoing cases, but the verdict was to buy, not to sell.

"We would never have sold there because we believed we had a stronger position in that field than our competitor," Mr. Howard said. "But there was obviously not room for three successful afternoon newspapers. We negotiated and bought."

However, there is such a thing as publishing a newspaper for principle as well as for profit, Mr. Howard believes. When a paper has found a niche in a community not filled by another, or attracted a loyal group of subscribers because of some special editorial appeal, all the red ink on the shelves should not force a sale.

"We are operating in red ink in some towns where we wouldn't sell for any money," Mr. Howard continued. "In Denver, for instance, our first consideration is not one of money. We feel that the *Express*, though small, accomplishes a special work in that city; that it acts as spokesman for a group not served by any other newspaper. We would rather kill such a newspaper than sell to the opposition when such an action would mean bartering away reader confidence.

"In an extensive group newspaper operation it doesn't make so much difference whether the paper is making a little or losing a little, making a lot or losing a lot—the test is whether there is a need for such a newspaper."

According to Mr. Howard, a newspaper started in a city where the existing newspapers are highly successful because of big circulations and heavy advertising patronage has a better chance of success than a paper started in a field where existing papers are anaemic and poorly patronized.

"I have often been asked why we started papers in cities where our already established competitors were obviously highly successful.

"The reason is that where a strong newspaper has been built up for a certain public, there probably is another public which is not being catered to. The strong newspaper has educated the merchants to the value of newspaper advertising. When another paper enters and builds up its own clientele it will get advertising, once it can demonstrate reader following."

Newspaper promotion was next discussed. Mr. Howard was asked what he considered the most effective method.

"We know nothing about what is de-

(*Continued on page* 21)

NEWSPAPER PLANTS SUFFERED LITTLE IN OHIO VALLEY TORNADO

Help for Suffering Townsmen Chief Concern of Press—News Service Men Overcame Great Difficulties in Filing Disaster Story

NO newspaper plants suffered serious damage in the tornado which swept the Ohio valley last week. No newspaper men were killed or seriously injured. Less than a score of newspaper workers were among the thousands who lost their homes when the great wind passed. Newspaper enterprise, the business of giving the stricken region the news of the disaster and of the outside world was carried on during the first days, to be sure, but the former was secondary in the minds and the actions of the press to giving and obtaining succor for those who needed it worst.

In Murphysboro, Ill., at the heart of the tornado, no newspaper plants were damaged, but there was no power or gas for two days. The *Daily Independent*, through Fred M. Rolens, publisher, declares that it was the only local daily to issue extra or regular editions from the 19th to the 23d of March, its early reports of the storm being set from two cases of hand-type and printed on a hand-power job-press. A copy is reproduced on this page. Eight of the paper's twelve employes found themselves homeless, as did two of the *Republican-Era* men.

"Words cannot picture the desolation in the finest residential section of the city," Mr. Rolens said. "The schools and industrial plants are also in ruins, but we are rebuilding now and Murphysboro will arise from her ruins a more prosperous city. The spirit of our people is wonderful."

Carbondale, ten miles east of Murphysboro, virtually escaped damage, and became the centre of relief work and the filing of news. The day after the storm, the *Free Press* was the only paper issued in the county and did not miss an issue.

"Our facilities were crippled, however," stated Joe McGuire, editor of the Free Press, "the gas supply being cut off. One linotype operator who lived at Murphysboro was unable to work, his house having been destroyed. Our weekly contemporary, the *Herald*, with one typesetting machine, set our copy for the day following the storm, which carried a 7,000-word story. Our pony wire service was out of commission, but the Associated Press did very quick work and within less than 30 hours had established a special wire in the Free Press office to send out news to the world."

"Reports that our plant was destroyed in the tornado were erroneous," stated W. H. Purcell, city editor of the *West Frankfort* (Ill.) *American*. "Our plant was seven blocks from the storm path and was undamaged. Mechanical and editorial staffs are working night and day in publishing extra editions to keep the public informed of relief plans and of the best means of assistance. We need no personal assistance, but it is impossible to exaggerate the suffering and storm damage in residential sections."

"No casualty to staff or damage to plant," reported the *Princeton* (Ind.) *Daily Democrat*. "The building was slightly damaged. Our entire force gave its time to removing the dead and injured from the wreckage and we issued no special editions. A limited force worked on the regular editions while the others devoted their time to aiding stricken people. All the devastated sections were served with the regular edition by carriers. Princeton's devastated sections need help to rebuild the demolished homes. It takes money to do this and our relief committee is co-operating with the Red Cross. Will Balir, president of the Farmer's National Bank, is general treasurer."

Press associations concentrated all men available in the region and filed quick and marvelously accurate detailed stories of the disaster with careful and frequently checked estimates of the number of casualties.

The Associated Press handled the tornado story through its Chicago office, where field men sent their stories and leads were written. Seven news men and four operators wer sent by the A. P. into the stricken district. Fred A. Dye and H. W. Magee of the staff and Ralph Abernathy, Chicago night chief operator, reached Carbondale early Thursday morning on the relief train from Chicago. By 11 a. m. direct communication was established with Chicago over the only Western Union wire available. Abernathy filed continuously until 8.30 p. m., when a direct A. T. & T. wire was connected with Chicago, and a second Western Union direct wire set up.

First A. P. news from Murphysboro was brought to Cairo by Operator Clarence Grubbs, who jumped into an automobile shortly after the cyclone passed, drove to Murphysboro and returned to file bulletins. He made several trips, getting and filing news until staff men arrived.

The next day wires to Benton and Murphysboro were established, making contact with the three strategic points in the tornado area.

The A. P. personnel in the field also included: E. N. Shunk, who was sent from Springfield to Murphysboro and Carbondale; Kenneth Clark, St. Louis correspondent, and Graydon Bower of Cincinnati, who were detailed to Benton and West Frankfort. L. Abernethy, Louisville correspondent, was sent to St. Louis to relieve Clark and take charge of general filing. W. P. Brown, Indianapolis state editor; C. H. Wolff, Indianapolis office, also worked in the tornado area. B. G. Wyrick of Chicago, took charge the first night, writing leads and bulletins.

"The story was impressive to me because it was simply told in practically all accounts I saw, with no adjectives or florid description," said Jackson S. Elliott, asistant general manager of the Associated Press. "The night the tornado story broke was one of the heaviest we have had in a long time, as the hotel fire at Palm Beach, the mine disaster in West Virginia and the adjournament of the Senate were all on the schedule before the tornado story broke."

The United Press used 14 regular correspondents, including C. M. McCabe and Robert Loughran, St. Louis staff men, and it is estimated by Max Buckingham, St. Louis bureau chief, that 50 to 55 men worked on the story sent out by U. P.

First warning of the storm reached St. Louis late Wednesday, with intermittent spells of complete darkness caused by rain and cyclone clouds. Then word came from Southeast Missouri that three people had been killed by a tornado in Annapolis, Mo. Next came a flash from the Duquoin (Ill.) correspondent that 25 had been killed in De Soto. When reports started coming from West Frankfort, it was apparent that a terriffic tornado had swept all of Southern Illinois.

Early Wednesday night the Western Union operator at Murphysboro, badly injured, dragged himself from Murphysboro to Benton and informed St. Louis that the tornado's wreckage was burning and that hundreds were lying dead in the street. Special staff men were rushed to the storm area while local men hounded the St. Louis wire chief all Wednesday night. Wires were opened to West Frankfort, Murphysboro, McLeansboro, and other stricken towns, and the first message came through after six hours in transit.

Throughout the first night the U. P. based stories on railroad and Red Cross information and a few messages that reached St. Louis. After midnight telephone lines were put through to unhit towns and the mopping-up started. The railroads kept "open house" all night and furnished the press with all available scraps of information.

The second day found correspondents on the gorund, but unable to get news out because of broken wires. Some reporters had to walk eight or ten miles to another town to file their stories. Telephone transmission was uncertain and subject to indefinite delay. Roads were blocked with debris and all but impassable to automobiles, and many correspondents

(*Continued on page* 31)

HOW MURPHYSBORO GOT THE NEWS

The Daily Independent---Extra

Thursday, March 19, 1925.

DEATH LIST

Storm and fire dead 106 here at 9:40. More bodies reachinf morgues hourly. Hundreds injured Many seriously.

DeSoto dead reported 118. School collapsed at 2:30. Town flat.

Gorham destroyed. Countryside southwest hard hit. Carbondale not hit. Country safe east of river. Homes flat north of city. Ava, Ora, Elkville, Vergennes reported safe. Medical aid, supplies rushing in.

Italian woman, 4 children
Mrs.J.W.Gibson
J.W.Mifflin
Frances Hammer
Unidentified woman at high school
Joe Moore
Loris Miller
David Ellis
Sam Kereens
Arthur Duncan
John Hamerhehl and brother Ben
Mary Davis
John Swafford
Frank Baroni.
Mrs.Ardell Spangler and child
Mrs.Louis Miller
3 unidentified children
Robert Piltz
Luella Piltz
Tressy Schmallerbege:
Clara Bailey
Dr.L.R.Wayman's son
1 unidentified girl
3 dead in Tower Grove settlement
August Hassebrook
Alworth Gregory
Helen Bowerman
Mrs.George Baker
John DeWitt
E.J.Bjik

Hassebrock's child
1 unidentified child
Dorris Stevenson
Jerry Callahan's child
Albert Callihan's child
Ernie A.Hinpholiff
Robert Stevenson
1 unidentified girl
Joe Correnti's child
Helen May Cook (child)
Columbus Pierson's child
J.G.Harris
Campbell Lipe
H.S.Coontz
1 unidentified girl
D.E.Darby
Dr.Forshee's son-in-laW
Mrs.Mary Brandon
1 unidentified woman
Mrs Geo.Berger
1 unidentified man
Mrs.Mart Halliday
S.M.Haney,Meridian,Miss.
J.A.Jones
W.E.Neal
Ernest Hardwig
Ben McAllister
Mrs.James Fielding
Son of James Fielding
Claud Lipe
Jerry N. Mifflin
---- Willis (child)
Joe Baroni
Baker's child

Mrs.Wallace Blacklock
Ivan Lipe
Bernard Sheley
Mrs.L.E.File
Minnie Beck
B.A.Orland
E.C.Harris' boy
Octavia Trembly
Evelyn Boston
Edna Hays
Robert McCord's child
Mr.and Mrs.O.S.Silvey
---- Gregory
Earl Russell
John J.Brewer
3 unidentified children
Wm.Spurlozzie
Dolph Isom, colored
Mrs.Jones. colored
Mrs.Kelly, colored
1 unidentified man.
Major Verbal and wife
Mary Mainard
1 Stiver children
3 unidentified women
---- Clements.
Herbert Lennington
Mrs.Sam Rodman
Mrs.Slater, colored
Sister of Necie Coffer
Joe Henry
Albert Nausley, son of Ray
Unidentified lan

Facsimile of First Page of Murphysboro Independent the Day After the Tornado

MEXICO'S PRESS SHAI NATION'S PROSPERI

Newspapers Install New Plants Have Metropolitan Air, K Bickel Says, Reporting Good Feeling General

Mexico is waking up. The cyc revolutions has run its course an Republic settled by Spain has en an era of peace. And, riding or wave of concomitant prosperity, the newspapers of this once war land beyond the Southern border.

Optimisms like these were broug New York this week by Karl A. B president of the United Press Ass tions, returned from a vacation inve tion of Mexico City and Vera Cr

"There is more real prosperity in ico now than ever before in its hist he said in an interview, "and the n papers are reflecting the change noticeably.

"The Mexican cycle of revolutions civil wars with subsequent economic aster, which started in 1910, seem have gone through its every p President Obregon's administration cle away the war clouds and created th mosphere of peace.

"President Calles is an exceedingly and forceful man, who has surrou himself with a group of leaders a whom are now giving sincere consi tion to an economical and careful re

"In the Mexican treasury, wh was in Mexico City, there were 6,00 pesos, an almost unprecedented sum the Republic. Civil servants are now ing paid and government expenses duced.

"The newspapers are showing de signs of this state of affairs. The *Me City Excelsior* is building a new and installing complete modern mec ical equipment.

This daily is operating its own broadcasting station, and has widely tended its cable and domestic sources.

"*El Universal* is installing the la battery of presses ever erected sout the border. *El Graphico*, a tabloid, cl a big increase in circulation, while other tabloid, *El Sol*, seems to be sound and profitable basis.

"*El Globo*, a daily started about months ago, is operating from a building of its own and has a metropo appearance.

"What this means as I see it, is Mexican newspapers are now all ge on a self-supporting basis. They ar longer dependent upon subsidies. are growing because they are turning worth-while products."

A. N. A. E. PREPARES PROGRA

Tentative Convention Plans Annou by President Carroll

Tentative plans for the convention gram of the Association of Newsp Advertising Executives to be held Houston, Tex., May 11-14, as part of 21st annual meeting of the Associ Advertising Clubs of the World, announced this week by Frank T. roll, advertising manager, *Indiana News*, and association president.

The first official meeting of the A A. E. is scheduled for May 11, when afternoon will be devoted to display vesting problems.

National advertising will be the t under discussion on the next day, which a full program of important q tions is scheduled, Mr. Carroll said.

The last official meeting is sched for Thursday May 14, when consid tion will be given to problems confr ing the advertising department a whole.

Founded Arkansas Papers

Newman Erb, financier and rail man, who founded the *Little Rock* (A *Daily Herald* and the *Freie Presse*, this week at the Roosevelt Hospital, N York, following an operation.

A. A. C. W. PICKS HOUSTON CONVENTION SPEAKERS

Notables in Advertising, Publishing, Finance and Business to Appear on General Sessions Program—Coolidge Unable to Be Present, Will Send Address—Departmental Programs Uncompleted



George E. Roberts Sen. Morris Sheppard

PRINCIPAL speakers and arrangement of the general sessions program of the 21st annual convention of the Associated Advertising Clubs of the World at Houston, Tex., May 9-15, were announced New York March 23, by C. K. Woodbridge, chairman of the general program committee.

Programs for the departmental sessions and the Pan-American Trade Development Conference, which will be a feature this year's gathering, have not yet been completed, Mr. Woodbridge said.

The list of speakers will include: Gov. Miriam A. Ferguson of Texas, Senator Hiram Bingham, Connecticut, Senator Morris Sheppard, Texas; Rev. Charles A. Eaton, Baptist clergyman and Congressman from New Jersey, Martin Insull, president of the Middle West Utilities Company, Chicago, and George W. Briggs, vice-president of the City National Bank, Dallas, Tex.

Among prominent men who will address the Pan-American Conference are George Roberts, vice-president, National City Bank, New York, and Frank D. Waterman, president of the L. E. Waterman Company, New York, fountain pen manufacturers.



Martin J. Insull

Names of Latin-American civic and business leaders who will address this conference will be announced later, Mr. Woodbridge said.

It had been hoped that President Coolidge would attend the convention and make an address. He will be unable to be present, however, and instead, a message, written by him, will be read at one of the sessions.

According to the program finally adopted this week, the convention will open Saturday evening May 9 at the Houston auditorium with addresses of welcome to the attending delegates by Senator Sheppard, Gov. Ferguson, Mayor O. Holcombe of Houston, Amon G. Carter, *Fort Worth Star-Telegram*, president of the Ninth District, A. A. C. W., and William S. Patton, president of the Advertising Association of Houston. Response will be made by Lou E. Holland, A. A. C. W. president.

Following these addresses the official grand ball of the convention will be held, with every effort made to emulate the affair held in Royal Albert Hall, London, last year.



LOU E. HOLLAND, who will preside at Houston over his fourth A. A. C. W. Convention

On Sunday special church services will be held for the delegates in the 14 downtown Houston churches, with sermons on the topic. "Advertising as a Means to World Progress." The church program will be under the direction of Dr. Christian F. Reisner, head of the church advertising department.

At an inspirational meeting Sunday afternoon, Lt. Gov. Lynch Davidson of Texas will preside, and the principal speaker will be Dr. Charles Aubrey Eaton of New Jersey. Music will be furnished by a chorus of 125 Negro voices.

In the city auditorium that evening addresses by Rt. Rev. Clinton S. Quinn, Episcopal Bishop of Texas and Harry H. Rogers of San Antonio, Tex., are scheduled, with a concert by massed bands.

Business sessions open Monday morning May 11, in the auditorium with Mr. Woodbridge presiding. Addresses of welcome to visiting foreign delegates will be made by President Holland and Mayor Holcombe. In reply, C. Harold Vernon, chairman of the 14th District, A. A. C. W., Great Britain; Norman S. H. Catts, of Sydney, Australia; and Arthur Reber of Berne, Switzerland, will speak.

These speeches will be followed by the reading of President Coolidge's message to the convention, probably by one of his cabinet members. Senator Bingham will take the floor next, before adjournment at noon.

During luncheon Monday, the annual meeting of the National Advertising Commission will be held.

The Monday afternoon session has been cut short, in order to permit delegates to leave at 3.30 for a trip down the ship channel to the San Jacinto battle ground, where a pageant is to be staged. Mr. Patton is to preside at this short session, for which speakers have not yet been named.

A woman will open the general sessions Tuesday morning, Mrs. Edith McClure Patterson of Dayton, O., representing the General Federation of Women's Clubs. She will speak on "How Advertising Serves the Consumer." Following her will be Martin J. Insull, president of the Middle West Utilities Company, Chicago, and George W. Briggs, vice-president of the City National Bank, Dallas.

The Joint Assembly, of which Homer J. Buckley is chairman, will meet Tuesday noon.



Sen. Hiram Bingham Rev. Charles A. Eaton

Tuesday afternoon, Wednesday morning, and Thursday morning will be devoted to departmental meetings, details of which are to be announced shortly.

The official dinner of the board of club presidents will be held at the Rice Hotel, Houston, Tuesday evening, for nomination of officers and other business.

The next afternoon, Wednesday, a short business session will be held in the Galveston auditorium, after which there will be an elaborate entertainment program carried out on Galveston beach.

The principal business session of the convention is scheduled for Thursday afternoon, at which reports of officers of the association will be read, the 1926 convention city announced, and officers elected.

It is understood that President Holland, who has already served three years, will decline another term.

Cities in various parts of Texas are taking keen interest in the five circuit tours which will follow the convention. The cost of these tours to the delegates, as now planned, will be one fare for the round trip, plus $2, and it is estimated that the longest one will cost less than $20 for railroad fare and Pullman.



L. E. Waterman

Delegates will embark for the tours at 11 to 12 p. m. Thursday.

These tours include:

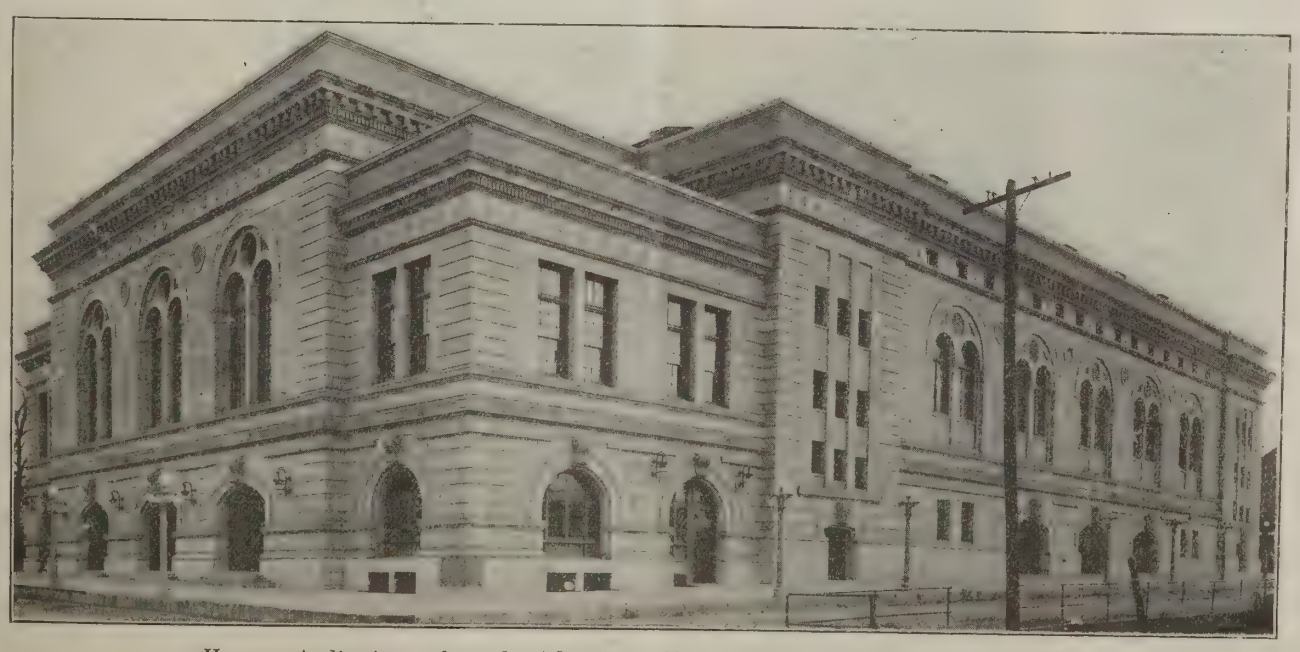
No. 1.—The interests of the Rio Grande Valley, starting at Corpus Christi, will arrange a circle tour to include all the valley towns and Matamoras, Mexico.

No. 2. — Arranged by San Antonio, Austin and Laredo, with intermediate towns participating.

No. 3—Arranged by Fort Worth, Waco and Dallas, including North and Northwest Texas.

No. 4—New Orleans will be the terminal of a tour arranged by Beaumont, Port Arthur and Orange ad clubs.

No. 5—Arranged by Mexia, Wortham, Corsicana, to Dallas; includes the Mid-Texas oil fields.



Houston Auditorium, where the Advertising Clubs Will Do Their Convention Business

CLASSIFIED MEN SEEK SALES IDEAS IN HOUSTON MEETING PROGRAM

Meaty Topics Slated for Discussion When Association Members Flock to Texas Next May—Special Session to Be Held with Advertising Managers' Group

BASED on the purpose of developing the best possible sales ideas for classified advertising, the program for the sixth annual convention of the Association of Newspaper Classified Advertising Managers, Houston, Tex., May 10 to 14, was adopted at a meeting of association directors in Chicago, and announced this week.



JOHN L. IRVIN

Plans for the program were submitted by Harry Gwaltney, chairman of the program committee.

Following is the complete program:

MONDAY, MAY 11

10.00 A. M.—Opening address, John L. Irvin, president; reports and recommendations of officers and committees; communications; committee appointments.

10.50 A. M.—Purpose and outline of program by member of program committee.

11.00 A. M.—How to Analyze Your Classified Section to Determine its selling Features. (a) Established markets; (b) established preferred market prospects; (c) total newspaper circulation; (d) number of regular advertisers; (e) readers of classified; (f) financial ability of classified readers. Round table discussion.

1.00 P. M.—"Get Acquainted" roll call.

1.15 P. M.—Actual Sales Talks—(a) Arguments used; (b) Methods of presentation. Leaders: R. E. Seiler, *Los Angeles Examiner;* Walter Murdock, *Detroit Free Press.*

2.00 P. M.—How to Sell Classified Advertising to—"A Banker," Harry Gwaltney; "A Stove Manufacturer or Dealer," Henry Barringer; "An Oil Company or Automobile Supply House," H. C. McDonald; "A Desk Manufacturer or Retailer," C. C. Armstrong; "A Paint Company," Walter Campbell; "A Coffee Jobber," M. P. Goodfellow.

3.30 P. M.—How to sell yearly contracts—(a) Daily for one year; (b) bulk lineage contracts; (c) successful methods used in getting full lineage contracted for.

TUESDAY, MAY 12

10.30 A. M.—Joint session with newspaper executives.

1.30 P. M.—Foreign classified advertising—(a) "How Can Newspapers Co-operate with Agencies to Increase the Present Volume of Foreign Classified Business?" (b) "What New Classified Business Can Be Developed in the National Field, and How It Can Be Done?" (c) "In What Way Could Newspaper Representatives Be Useful in the Development of National Classified Advertising?" (d) "What Business in the Foreign Field Can Be Developed Direct by the Newspaper, and How Can It Best Be Done?"

2.30 P. M.—Discussion on: "How to Develop and Establish New Classifications or Strengthen Weak Ones"; "When Should a New Classification Be Made?" "What Is the Value of a Column of New Classified Business?"

3.15 P. M.—How and what classified advertising may be developed in the rural districts.

4.00 P. M.—How to develop advertising for the "Wanted" classifications—(a) "What Are Its Advantages and Possibilities?" (b) "Professional advertisers"; (c) "Transient advertisers.

4.30 P. M.—Discussion: Lineage, Measurement, Statistics.

WEDNESDAY, MAY 13

10.00 A. M.—Two-minute talks on new discoveries and accomplishments of the past twelve months—Policies—Methods, Ideas in the Sales, Promotion, Mechanical, Clerical and Credit Divisions.

11.00 A. M.—Discussion of association business—(a) "The Classified Journal"; (b) "What Should the Association Endeavor to do during the coming year"; (c) "Election of Officers"; (d) "Reports and Recommendations of Officers and Committees."

THURSDAY, MAY 14

10.00 A. M.—Discussion of the classified calendar; 50 business building ideas; sales contests; ways to save money; effect of new postal rates on direct by mail promotion; and of the question, "What are the advantages and disadvantages of the alphabetical arrangement of classifications?"

1.30—Topics considered will be: What can be done to build "weak" days, such as Mondays, Saturdays? Does the big Sunday volume of classified take lineage from the daily paper? Does it affect the resultfulness of the daily ad? and, What can be done to build up the smaller, weaker months?

SMALL NEWSPAPER GROUP

1.30 P. M.—Call to order by A. T. Miller, chairman.

"Selling Classified Advertising from the Press Room to the Galley Boy," Louis J. Frenkel, *Atlanta Georgian American.*

Presentation of questions about classified management, publisher co-operation, equipment, promotion, composing room, rates, foreign business, agencies, etc.

Discussion on: Proper organization of classified department of smaller newspapers; development of telephone solicitation and how it can be made profitable with limited prospect lists; telephone solicitation methods and training of ad-takers; can contract advertisers be successfully promoted by telephone solicitors? Methods of training and getting best results from street salesmen.

THURSDAY, MAY 14

10.00 A. M.—Call to order—"Classified Advertising and the Smaller Newspaper," George B. Morgan, *Nashville Tennessean.* Discussion on: Censorship and exclusion of fake, misleading and undesirable advertising; standardizing the classified page—advantages and disadvantages of display faces, cuts, ornaments, boxes, double or 3-column set-ups, "special" pages; what contract forms are most satisfactory? Yearly, semi-yearly or monthly; use of direct mail advertising in getting new business and building reader interest; how can "counter" business be increased? Does clipping and mail solicitation from other papers pay? Do daily records by classification pay?

"How the Classified Manager Can Help Street Salesmen Produce More Business," L. V. Massengale, *Shreveport Times.*

"Reader Interest and How to Built It," G. M. Rohrbach, *Moline Dispatch.*

MRS. HEARST GIVES "GYPSY BALL"



Alexander P. Moore, Ambassador to Spain, and former publisher, was the guest of honor at a costume ball given the night before he sailed for his Madrid post, by Mrs. William R. Hearst, who appeared in the costume pictured above.

ROADS TO LOWER RA... TO HOUSTON IN MA...

Passenger Associations Quote Sp... Fare to Advertising Men Bound A.A.C.W. Meet—Price from 30 Cities Listed

Special railroad rates of fare a... half for the round trip from any ... in the United States to the World ... vertising Convention at Houston, ... 9-15, have been authorized by the ... ous passenger associations.

The rates take effect Thursday, ... 7. They do not include Pullmans, ... will cost about $6 and $4.80 for ... and upper berths, respectively.

From thirty of the larger cities ... parts of the United States, the ... are as follows:

Seattle	$140
Portland	133
San Francisco	101
Los Angeles	88
Butte	107
Denver	58
Santa Fe	60
St. Paul	66
Detroit	90
Chicago	59
Milwaukee	64
Omaha	51
Des Moines	52
St. Louis	44
Indianapolis	57
Cincinnati	59
Columbus	66
Cleveland	72
Pittsburgh	76
Philadelphia	88
New York	92
Boston	103
Louisville	53
New Orleans	20
Baltimore	82
Washington	82
Atlanta	52
Jacksonville	64

PICK THE NINE'S MASCO...

Oklahoma City Papers Conduct S... Contest for Baseball Prize

The best baseball stunt of the se... coming to the attention of EDITOR & ... LISHER, is being promoted by the ... *Oklahoman* and *Oklahoma City T...* of which Walter M. Harrison is m... ing editor.

The newspapers received perm... from the owner and manager of the ... Western League baseball team to ... the official team mascot from boys ... schools, above the fourth grade, in ... standing in their studies and deport... This calls for a voting contest. ... boys and girls cast votes for the ... popular boy in each school, above f... grade and under 14. On Saturd... week after election; indoor and ou... baseball tournaments will be held a... the several choices and by this elim... tion process the mascot will be foun... is agreed that the mascot will be ... on one complete trip around the ba... circuit during the summer. Boys ... fighting for the honor and the big fu... Mr. Harrison advises that the stun... had 100 per cent response. It furn... a good news story daily, setting the s... ranks wild with excitement, intere... fans and giving the papers the appr... tive regard of parents and school au... ties.

Paper Gets Town a Slogan

The *Times-Herald* has just comp... a contest for a slogan for Norris... Pa. A committee of nine repres... tive citizens of the town was sel... to judge the winning slogan. How... the success of the campaign, which l... only two weeks, was such that o... last day five additional people ... asked to serve. The prize winning ... gan—"NORRISTOWN—Rivals ... Best, Surpasses the Rest," was su... ted by Arthur Marland, who wi... presented with a sterling silver tr... donated by the Times-Herald thr... its publisher, Ralph Beaver Strassb...

WORDS AND MUSIC — BY DEEMS TAYLOR

Critic of New York World Staff, Success as Composer and Newspaper Man, Began Writing as "Smeed" in F. P. A.'s "Colyum"—Has Had Story Book Career

By PHILIP SCHUYLER



DEEMS TAYLOR

Deems Taylor knows no reason why music critics should be abstruse and ponderous.

"If one can't make one's opinions reasonably simple and understandable to almost everybody, one doesn't know much about one's subject," he holds.

Reporting should be synonymous with talking, in his opinion.

DEEMS TAYLOR, composer and music critic for the *New York World,* has been leading these last few days rather a story-book life. Twice in a week or so a composition of his, played by the Philharmonic orchestra, has swept New York audiences to their feet. There have been those crys of "Composer, Composer," which greet so suddenly the obscure musician of fiction, who awakes, you know, to find himself abruptly famous, after long garret years of raw carrots, lentils, and communion with his soul.

"Storms of applause" said newspaper accounts, "finally brought the embarrased and reluctant Mr. Taylor to the platform for a speech."

The Philharmonic was playing "Through the Looking Glass," a suite written by Deems Taylor of the World.

Mr. Taylor, in a gorgeous purple-and-black silk dressing gown, slipped over pale-blue pajamas, ushered me at about 1.30 o'clock of a morning this week into his living room in a 57th street apartment house. He is a short man, about 5 feet 7, has sandy hair, and wears tortoise shell glasses. He is 39 years old.

Left alone a moment, I looked at the grand piano, on the rack of which were scores, ready to be filled in with notes by this brilliant New York composer.

Can he be interested in anything but music? I wondered.

Then he came back and the question was answered by conversation.

Mr. Taylor is leading the double life of composer and critic and has somehow the wit and ability to be enthusiastic about both of them.

While he can flaunt journalistic cynicism, he can also be as interested in his work of musical criticism and reporting, as in the pleasure of music creation.

"Of course," he told me, "like most of the newspaper men I know, I'm always about to quit. But like them, too, I stick on.

"Newspaper work is like drink. The only way for some to quit is to have left alone in the first place.

"But while in it, there is a sparkle to the jag that makes the morning after feeling of the pay check of small account compared to the thought of getting drunk again."

Yes, Mr. Taylor can talk as enthusiastically about newspaper work as he can about harmony and counterpoint.

"Reporting," he said, "should be, I think, synonymous with talking.

"To write successfully for newspapers, one must speak rather than write, and speak informally, too. In writing music criticisms I try to say what I think of what I have heard as if I were talking to someone, not necessarily musical, but interested in the subject.

"If one cannot make one's opinions reasonably simple and understandable to almost anybody, one doesn't know much about one's subject.

"There are roughly two distinctly different styles of writing. There are writing authors like Joseph Conrad and Henry James and talking authors like George Bernard Shaw.

"The latter is the style, I think, best suited for newspaper work. Newspapers are read hastily and the less conscious readers are of the words, the more likely they are to get at the ideas."

Mr. Taylor as an example of the conversational writer talked of Heywood Broun, whose desk is next to his on the World.

He himself first began "talking" in daily newspapers for pay in 1916, when he became second assistant editor and contributor for the Sunday magazine section of the *New York Tribune.*

His journalistic gateway was guarded by that St. Peter to young writers, Franklin Pierce Adams of the "Conning Tower." As Robert Benchley, Laurence Stallings, and Newman Levy were admitted to the heaven of success by F. P. A., so Deems Taylor found the gate unlocked through contributions to the "Colyum."

Mr. Taylor wrote under the name of "Smeed," his first name spelled backwards. His first contribution was printed in 1906. Five years later he met Mr. Adams, and in 1912, F. P. A. got him a job on the *Western Electric News,* an employes' magazine, which he ran for four years.

In 1916, F. P. A., then on the Tribune, helped him obtain his first regular newspaper position on the Sunday magazine section. Working a year, Deems Taylor somehow managed to save $700. He wanted to see the war, but the trouble was to get abroad, since he couldn't pass the army tests.

"I would like, if you don't mind, to be a war correspondent for the Tribune," he told the Sunday editor.

He didn't get the job. But he was granted a year's leave of absence and while abroad spending his $700 he did send some mail stories to the Sunday magazine and one cable.

Returning in 1917, he tried free-lancing for a while and had a couple of stories printed in *Century Magazine.* In the fall of that year, however, he was again ready for regular employment and got work supervising the editorial page of *Colliers.*

About this time, the composing side of his life became bread-winner and it was not until 1921 that he again went back to regular newspaper work.

In that year, James Huneker, internationally known music critic of the World, died. When World executives began casting about for a successor, F. P. A. again stepped in and suggested Deems Taylor. Mr. Taylor was introduced to Herbert Bayord Swope, the World's executive editor, who did the usual thing asking him to write a letter, telling why he should have the job.

"I wrote and told about my musical qualifications, but I had no idea why I should have the position and frankly said so." Mr. Taylor recalled.

He got the job.

Running parallel with this newspaper career was the life of Taylor, composer of music. In 1906, the year he sent his first contribution to F. P. A., Deems Taylor was a student at New York University.

Came time for the Senior show. The "big boys" of the campus, who were going to write the book and music were fired. Taylor and William LeBaron, now known as a playwright and at present production manager for Famous Players came forward and announced they were willing to try their hand at it.

"He'd write the book, and I'd write the music, we said, and, accepted in exasperation by the Senior Class, we proceeded to do it with agility," Mr. Taylor remembered.

"The name of the show was the 'Isle of Skidoo.' It was terrible, but nevertheless was produced in Carnegie Lyceum with suitable enthusiasm."

Graduated that year, Deems Taylor, now determined to chase the mad ideal and become a great composer, crashed into the necessity of earning a living. He became sort of literary office boy for Nelson's encyclopedia, reading proof and checking up material.

"Oh, I also wrote articles on pins, minting and handball," he laughed. "It was a magnificent article on handball.

"And I drew colored plates of the United States flags."

Years later a book salesman knocked at the Taylor door. He just wanted the man of the house to look at this marvelous encyclopedia he had to offer. Just look at it, you know.

Then he opened the page to the colored plates of the flags.

"See," he said, "all drawn by experts."

He failed to clinch the sale.

While writing of handball, pins, mints and drawing flags, Taylor kept in touch with LeBaron. Together they formed a Gilbert and Sullivan team for New York University's dramatic society.

In 1907 they wrote another musical comedy for the seniors called "The Oracle," which was produced, and followed in succeeding years with "Captain Kid & Company," and "The Echo."

Meanwhile, tired of encyclopeding, Taylor tried another way to make a living. With Robert Ament, now art editor of the Sunday World, he went into partnership in a commercial art business. They did book plates, posters, and lettering, finishing the year with a net loss of $17.

But Victor Herbert, the late light opera composer, had happened to attend one of New York University's musical shows. He sought out Taylor afterwards.

"If you are going to write music," he advised, "you ought to know something about it."

Consequently Taylor took the summer off to study harmony and counterpoint at home under a certain Oscar Coon, who, he recalled, wore a long white beard and lived on Scotch whisky and bananas. Conn's only reading was Shakespeare and Bach's Preludes. He read the latter as anyone else might read a novel. Concentrated training under him must have given Taylor a good foundation for a musical career.

In 1909, however, he was forced to go back to the encyclopedia, this time with the Britannica, collecting evidence for a suit against a competitor who, it was believed, was copying the Britannica biographies.

This literary sleuthing came to an abrupt end, when in the Spring of the same year, Charles Dillingham bought "The Echo," one of the University shows. Riding on the top of a wave, Taylor lived on expectations for a year. The musical play opened in 1910 in Chicago, closed, and entirely rewritten, finally came to New York, where it played several months, before going out on the road.

Soon after this, Taylor, broke again, appealed to F. P. A.

"You write for my column," grumbled that gentleman, "why not write humorous verse for the magazines? Write one thing a day and send them out."

With this advice, he dismissed him, and Taylor went out and established a record. For about three months he actually lived on money received from humorous verse of his making printed in magazines.

"The strain told, however, and I cracked under it," Taylor laughed. "I couldn't think funnily any longer, so I went over to Newark to work, punching player piano rolls from 5 o'clock in the morning until 8 o'clock at night.

"The light began to dawn on me at this time, and I saw I wasn't going to be a great hit as a popular composer. I noticed an announcement in *Musical Courier* of a prize contest for a symphonic poem, and I decided to try to be serious for a change."

Then it was he wrote "The Siren Song," which has been played by the Philharmonic Orchestra. It won the Courier's prize.

In 1921 Mr. Taylor was married to Mary Kennedy, an actress, now appearing in "The Blue Peter" on Broadway. Mrs. Taylor is also a co-author with Ruth Hawthorn of "Mrs. Partridge Presents," which is also now playing in New York.

Besides "Through the Looking Glass," Mr. Taylor has also written "The Highway Man," music for the poem by Alfred Noyes, and the incidental music for the Broadway successes, "Liliom," "Will Shakespear," "The Adding Machine," "Casanova," and "The Beggar on Horseback."

At present he is writing a new orchestral suite, and is planning to compose music for another operetta.

His "Through the Looking Glass" brought him story book attention, and the facts of his life build up a pretty plot, which seems somehow to be leading to a brilliant climax.

$100,000 Libel Suit Dismissed

On motion of counsel for both sides, the $100,000 libel suit filed by Mr. and Mrs. A. R. Lawson against the *St. Louis Post Dispatch,* has been dismissed in Federal court at Waco, Tex. The suit grew out of news reports concerning plaintiffs' daughter, Miss Louise Lawson, mysteriously slain in New York City last year.

Direct Cable Service to Italy

The Commercial Cables-Postal Telegraph System announced this week its direct connection at the Azores with the new cable of the Italian Submarine Cable Company, which makes possible for the first time direct cable communication between the United States and Italy.

WHY DISCUSS GLOOMY NEWS SUBJECTS, WHEN YOU MAY TURN YOUR BACK?

Editor Foster Candidly Takes His Readers Into His Confidence by Revealing One Day's Experiences—His Cynical Morning Resolution Did Not Survive the First Edition

NO local feature in any newspaper is more discussed in its vicinage than the column "Our City," written daily by Marcellus E. Foster, on page one, column one, of the *Houston Chronicle,* of which he is both the real editor and the real publisher.

Mr. Foster contributed a column recently which was so striking and so significant to the newspaper audience that EDITOR & PUBLISHER herewith reproduces it in full. It is signed "By MEFO," which everyone in Houston and vicinity knows is M. E. Foster.

It read as follows:

One day in the life of a column-conductor:

* * *

Coffee in bed. Thoughts struggling for expression. One hundred and fifty thousand words in the dictionary, but they refuse to group themselves into any sentences worth putting into type.

* * *

What's the use anyway? Why forever discuss the problems of the weak and downtrodden? Why not look the other way and not see man's inhumanity to man? Whenever you attack or expose something you make somebody mad. Why do it? Wouldn't it be far easier to see only the beauty on earth and not the dirt and grime? Why uncover things that are unpleasant?

* * *

Breakfast resolve: Today I shall write only about the joys of living, the progress of Houston, our great buildings and our vast industrial and financial resources. Aren't those the subjects in which we are all really interested anyway? You can't hurt anybody's feelings by talking about the dollar. Don't we all honor that above all else?

* * *

Walking to the office: Spring sunshine, flowers blooming, trees budding, the singing of birds in Sam Houston Park; Stark, the caretaker, happy and smiling. A little further on, the sounds of hammer and saw, concrete mixers crushing rock, new buildings going up, the great Auditorium being remodeled, a monster garage just nearing completion, everybody busy, nobody unhappy, nothing wrong with the world.

* * *

At my office: Some letters of praise, many of censure. Thinking again: Why not make them all sing your praises? Why hurt the feelings of any living soul? What do you accomplish? Let's quit talking about poverty, crime and disease. Why see the evil when it can be so easily overlooked?

* * *

Then a young man who has been waiting outside for two hours gets into the office. He tells a tale of cruel mistreatment by policemen who arrested him and then beat him because he wanted to know what crime he had committed. Begs me to say something, not for him, but for other poor unfortunates who may be subjected to similar abuse if our guardians of the peace are not told that the citizen has some rights. Why should I? What would be the result? Mainly the hatred of every man who thinks a uniform gives him the right to kick and cuff.

* * *

Then the phone rings. A lady tells me of horrible conditions she has seen on our prairies. Dead animals left there to breed disease, and to scent the air, destroying all the sweet odors of early spring. Why should I worry? I don't live out there. If I say anything about it some county official will have his feelings hurt. Let the buzzards do their work.

* * *

A gray-haired man craves admission. I am getting peevish, but finally agree to listen to his story. His son fought in France. He was at the battle of the Argonne. Gassed and nearly died. Finally returned to Houston. Has a job which pays him $30 a week. Wife and two little children to support. The



MARCELLUS E. FOSTER

father tells how the government has recently mistreated the boy because of a technical error in making some sort of report. It will cost him $42 unless I agree to do something. Just write a letter to so-and-so, or perhaps a paragraph in "Our City." Why should I do it? It is true that boy fought for me and for you. We sang his praises a few years ago. We gave him and his kind flowers and cigarettes. We hailed them as heroes while they were facing death. But now our great government penalizes him for a little error of calculation and the majority of the people have forgotten there was a war. Why should I remember?

* * *

Again looking through the mail. Here's a letter from a fellow who says he is desperate. "I am down and out," he writes. "Can't even get a ditch-digger's job in this city of which you brag. I am an ex-service man. My former employer didn't hold my job for me. Have had only odd jobs since then. I haven't even the money to pay for an advertisement in your paper asking for work. I can keep books and use a typewriter fairly well. You don't know me from Adam, but your column shows you have a sympathetic heart. Sometimes I think I will end it all, and give your paper another bit of sensational news." Not my fault that he can't get work. I didn't send him to war. Telling his story will not add anything to my bank account. Why bother about him? N. B.—You will find his advertisement in the classified columns. I changed my mind just a little.

* * *

Confound it, here's another letter about the dirt and trash in our streets. Some lady wants me to tell about conditions in her section of the town. "It's disgraceful," she writes. "Jump in your car some day and take a look for yourself." Why should I? What you don't see can't disturb you. Let's take another street. Suppose there are disease-breeding conditions out there? This isn't a health department. Let 'em alone. Maybe the sun will destroy all the germs. Besides that, it isn't a pleasant subject to write about, and some reader would have his or her aesthetic sensibilities grievously shocked.

One Dan Morgan, M. D., of Galveston sends a postal card objecting to the exposure of prominent men in Texas. Suppose he is talking about that prison investigation. Says there is "too much pestiferous publicity regarding well known persons," Maybe he is right. What's the use of fighting for better treatment of convicts? They don't advertise nor subscribe for newspapers. What do you gain by taking up cudgels in behalf of poor devils like that? They had no business committing crimes anyway. Let the guards beat them, and shoot them, and let the higher officials steal all they can get their hands on. The excitement will soon die down. Everything will go on just the same, and nobody will be unhappy except the fellow who is being persecuted. What does he matter in a big state's progress?

* * *

All that was written yesterday. This is Sunday. Beautiful day, isn't it? Fine weather we are having. A little too dry, perhaps, but the golf links are in good shape. Let's play the game this morning and keep our minds on the beauties of nature and man's utilization of it. Then tonight we will go to church and drop a dollar in the basket for the heathen Chinese. We must bring those lost souls into the folds of Christianity.

TRIPP EMPIRE GROUP CHIEF

Becomes General Manager of F. E. Gannett's Group of Six Papers

The appointment of Frank E. Tripp of Elmira, N. Y. as general manager of the Empire State Group of Newspapers has been announced by F. E. Gannett of Rochester, editor and publisher of that group of six papers. He becomes Mr. Gannett's personal representative in editorial, advertising and management matters, operating for all papers of the group.

Mr. Tripp has spent his life in the newspaper business. He started as a carrier boy 37 years ago with the oldest of the Gannett group of papers and has filled practically every position in both the business and editorial ends of a newspaper. With Mr. Gannett he is the owner of the Elmira properties, the *Star-Gazette, Advertiser and Telegram* and for the past two years has been publisher of those papers. Prior to that he was advertising manager for seven years, after having spent 16 years in the editorial departments.

The Empire State Group consists of the *Rochester Times-Union, Utica Observer-Dispatch, Ithaca Journal-News* and Elmira's three papers named above. Mr. Tripp will divide his time among the papers of the group, retaining his headquarters in Elmira for the present.

Hendersonville Times Sold

J. T. Fain, for some time connected with the *Spartanburg* (S. C.) *Sun,* has purchased the *Hendersonville* (N. C.) *Times* from W. E. and John W. Eubanks for approximately $20,000, according to announcement this week. The Times, operated for several months last year as a daily, has been a semi-weekly for the past few months. It is understood that Mr. Fain, who formerly was connected with the *Rock Hill* (S. C.) *Herald,* plans to operate the paper as a daily during the summer tourist season.

Editor Celebrates 50th Anniversary

M. M. Beck, editor of the *Holton* (Kan.) *Recorder,* March 12, issued the fiftieth anniversary number of his newspaper. Mr. Beck has an unbroken record of 50 years as editor of the paper. E. S. Beck, managing editor of the *Chicago Tribune,* son of the editor of the Recorder, has a column of reminiscences in the anniversary number.

Dailies Merge in Modesto

Consolidation of the *Modesto* (Calif.) *Herald* and *News,* to take effect April 1st, was announced this week. The combined papers will be known as the *Modesto News-Herald.* According to present plans one edition will be issued at noon and the other at midnight daily.

WILLIAMS NOW EDITO OF BOSTON AMERICAN

New Hearst Executive Was for Years Editor of Boston Evening Transcript — Started Newspaper Work in South

James T. Williams, Jr., who la month resigned as editor of the *Bost Evening Transcript,* a post he had he for 12 years, b came editor the *Boston Ame ican,* March 2 He succeeds L. Southwick.



JAMES T. WILLIAMS, JR

In making th announcement th American d voted an enti page to the hi tory of Mr. Wi liams' life, hi achievements newspaper wor and the aims the American, t gether with three-column cut of its new editor.

Born in the South, educated in the Eas familiar with the West, he enjoys country-wide acquaintanceship and ha achieved a national reputation as a pro gressive editor who thinks constructivel and writes with sincerity. He was bor in Lincolnton, N. C., but grew up i Greenville, S. C., where his father no resides. He was educated at the Univer sity of the South at Sewanee, Tenn., an at Columbia College, New York, bein graduated from the latter in 1901.

His first newspaper work was on th *Columbia* (S. C.) *State,* going to Wash ington as its correspondent. In 1902 h joined the Washington staff of the Asso ciated Press, and for four years was it representative at the Navy Departmen and with the diplomatic corps. Fror 1907 to 1909 he was Washington corre spondent of the *Boston Evening Tran script.* He was appointed United State Civil Service Commissioner in 1909, bu held this post only a few weeks, bein compelled to resign due to ill health. H went to New Mexico, and, recovering hi health, for three years as editor of th *Tucson* (Ariz.) *Citizen* lead the fight fo Statehood. In November, 1912, he be came editor-in-chief of the Boston Tran script, which position he held 12 years until his resignation last month.

Active in the founding and developmen of the American Society of Newspape Editors, Mr. Williams was its first re gional governor for New England, an the 1923 chairman of its committee o ethical standards. President Coolidg appointed him a member of the board o visitors to the United States Nava Academy in 1924.

The University of the South recently conferred upon him the honorary degre of Doctor of Civil Law.

Mack's Lose Jewels in Fire

For the second time within a few months Norman E. Mack, publisher o the *Buffalo Times,* and Mrs. Mack have suffered a heavy loss in jewelry. They were forced to watch $25,000 worth o jewels burn with many of their other be longings in the destruction of the Hote Breakers at Palm Beach last week. Re cently burglars took jewelry worth $100,- 000 from the Mack home in Buffalo about $40.000 of the stolen property later being recovered in Cleveland.

Winnipeg Raises Ad Fund

H. C. Hotaling, secretary of the National Editorial Association, was principal speaker at a meeting held in Winnipeg recently for the purpose of raising a $40,000 fund to advertise the lakes and summer resorts in the Winnipeg district. The sum of $26,000 was subscribed within an hour. The fund will be used principally in newspapers of the United States, according to present plans.

TWO-EDGED CAMPAIGN TO SELL 750,000 RAZORS

Auto Strop Safety Razor Company Appealing to Both Dealer and Consumer in Special $100,000 Drive to Reach Huge New York Market—Regular Schedule Unaffected

N amazingly efficient and far-reaching merchandising scheme is being given t in New York newspapers this week by the Auto Strop Safety Razor Company promoting a bargain sale of their product.



. E. Stamplemann

The special campaign, declared by executives steering it to be the biggest ever conducted in the history of the razor business, will, the firm said, be duplicated later in other large cities of the country. Before coming to New York the bargain sale was promoted in dailies elsewhere in test drives with astonishing success.

The drive to reach the huge New York market quickly and in a large scale manner, makes use of 22 newspapers in Metropolitan New York. Of this number five represent the foreign language press. Cost is estimated at $100,000 by S. E. Stampleman, general sales manager.

While this sales promotion stunt is being boosted in New York and elsewhere later, the regular Auto Strop newspaper schedule which this year has an appropriation of more than $500,000, will continue as usual, N. R. Maas, advertising manager, informed Editor & Publisher.

"Our 1925 campaign calls for more extensive use of newspapers than ever before," Mr. Maas said. "We are using space in 350 newspapers in towns of 25,000 to 100,000 three times a week regularly, and in 800 smaller newspapers once a week.

"In addition we use space in the larger city dailies periodically."

The New York drive now under way began with 756-line copy inserted one day last week in the 22 dailies. It was designed to appeal to dealers of the city. Inquiry from retailers regarding the hint given of an "enormous advertising campaign" was sought.

On Tuesday this week full page space, addressed to both dealers and consumers brought the message that there was to be a special sale of $1 Auto Strop razors at 49 cents.

On Thursday this week the actual sale opened with full page display copy. After Thursday the drive was to extend six days with about 5,000 lines of advertising appearing in each daily on the list of 22.

"Within one week after the one insertion, 12,000 dealers in New York were actually supplied with goods ready for the sale," Mr. Stampleman said. "We expect to make it 20,000 by the time the campaign actually gets under way.

"This special advertising drive will, we estimate, bring us a minimum of 750,000 new Auto Strop users in New York City.

"We generally get what we aim at, especially when we use newspaper columns.

"For immediate response there is no other media like the newspapers."

Mr. Stampleman described how dealer requests for information were met by his concern.

The dealer copy carried a special telephone number and to it was also attached an inquiry coupon. To meet telephone requests for information a special exchange was installed with 12 trunk lines.

Copy to dealers was worded as follows:

"To all dealers interested in selling razors: We are about to announce in an enormous advertising campaign the most sensational razor sale ever offered to the public.

"We can't call on every dealer in New York City to explain the details. It is too big a task for such a short time.

"To give every dealer an opportunity to participate in this sensational sale is the reason for this advertisement.

"Over a million men will take advantage of this remarkable offer, we estimate.

"You will want to share in the success of this big sale.

"You will not want to disappoint any of your customers."

So quickly and continuously did calls for information come in, according to Mr. Stampleman, that no attempt was made to explain in detail what sort of drive the Auto Strop company was planning to make. Instead names and addresses of those inquiring by telephone were merely taken, and a broadside prepared, telling in detail about the proposed bargain, was mailed out.

In the broadside, nothing was left to the imagination of the dealer. He was told how long the sale was to last, how much the razor would cost him and how much he was to sell them for, and where and how supplies could be obtained. The same broadside was sent those who used the coupon.

In addition to the newspaper copy 268 salesmen were put to work. They covered every dealer in their respective districts.

Both Mr. Stampleton and Mr. Maas are confident of big results from the New York drive, because of the marked success which accompanied conduct of somewhat similar campaigns in other cities recently.

On a smaller scale the bargain-sale campaign has been now tried out in Chicago, Boston, Syracuse, Rochester, Atlanta, Birmingham, and a last test on which the present drive was based.

These campaigns have run at a minimum of eight days and a maximum of three weeks, depending entirely on the means the firm has of covering the market and its importance.



N. R. Maas

In Philadelphia, using small copy in two newspapers over a period of two weeks, 13,000 razors were sold, Mr. Stampleton said. In Rochester, one newspaper used accomplished the sale of 40,000. One newspaper in Chicago printing a two weeks' campaign was responsible for the sale of 273,000.

Commenting on the value of newspapers for selling merchandise, Mr. Maas said:

"We use all forms of advertising. One electric sign we operate on Broadway costs us $60,000 a year. But we have likewise always used newspapers and always advocated them. Each year we have increased our newspaper appropriation.

"We have done this because newspapers produce results for us and produce quickly."

Newspapers used in this two-edged campaign are:

Newark News, New York American, New York Herald Tribune, Bronx Home News, Jewish Daily Forward, Jewish Day, Jewish Journal, New York Journal, Progresso Italiano-Americano, New York Sun, New York Telegram-Mail, New York Times, New York Morning and Evening World, New York Graphic, New York Mirror, New York News, New York Staats-Zeitung, New York Staats-Herold, Brooklyn Eagle and *Staten Island Advance.*

The drive was supplemented by copy appearing in newspapers in Passaic, New Brunswick and Atlantic City.



Catching the dealer and his customers at one stroke—through newspaper copy.

DAILIES USED IN NEW CIGAR AD DRIVE

Testimonial Copy for Lorillard Products Forms Basis for Special Campaigns—Newspaper Men Featured in Stunt

A national newspaper campaign for Muriel, club perfecto cigar, product of P. Lorillard & Co., Inc., may develop later using a new series of testimonial copy now appearing in New York dailies, Robert W. Orr, space buyer for Lennon & Mitchell, New York agency handling the account, informed Editor & Publisher this week.

The copy, running under the caption, "The Confessions of Muriel Lovers," carries drawings of prominent newspaper men whose work is syndicated, with text praising the cigar written by them. The drawings are sketched from life by Frank Godwin.

This New York campaign for Muriel is somewhat similar to a drive for Murad cigarettes, another Lorillard product handled by Lennon & Mitchell. Both are based on the testimonial type of copy. Both are special campaigns in addition to the regular Lorillard schedule.

The Murad sales drive, which also started in New York, is now spreading out to a growing list of daily newspapers.

The inquiring reporter idea forms the basis of the Murad copy. Local celebrities are interviewed on the merits of Murads. The advertisements average 12 inches over three columns with text and photographs.

Starting Feb. 1, the Murad stunt is now being put through a schedule of newspapers in the principal eastern cities, and will gradually move west and south, Mr. Orr said.

"Increased sales for Murads have resulted in the cities where the copy has so far appeared," he declared. "It is necessarily a slow-moving campaign as far as space buying is concerned, since it hinges on a local tie-up and separate campaigns must be conducted in each city."

The Muriel cigar copy first appeared in New York cities Feb. 15. The series represents testimonials written by 12 prominent newspaper writers and artists who have more than New York reputations.

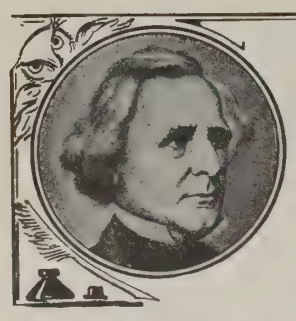
Among the "Muriel lovers" who have written their "confessions" for the newspaper campaign are H. I. Phillips and Alexander Woollcott, *New York Sun;* George McManus, comic strip artist; "Bugs" Baer, B. C. Forbes and Alan Dale, *New York American;* Milt Gross, comic strip artist; Rube Goldberg, comic strip artist; Tad, cartoonist, and Medbury, sports columnist.

Effort is made to place the Muriel copy on sports pages of newspapers, Mr. Orr said.

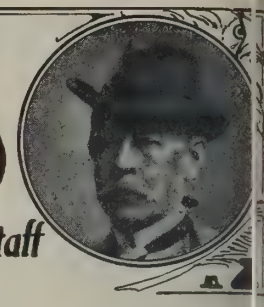
"We believe that next to the front page, when the advertising appeal is to men, the sporting page is the livest a newspaper has to offer advertisers," he explained.

Radio Campaign Successful

The campaign of the *Chicago Tribune* to provide radio sets for the needy blind were closed last week, after hundreds of sets had been distributed to blind persons whose names had been submitted by the Council of Social Agencies.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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Mr. Bennett Complimented on His Efficiency

Mr. Bennett regularly received a vast mass of clippings of all kinds from contemporaries, and thus kept himself well informed as to the trend of public opinion.

A New York correspondent of a Western paper amusingly commented on the effect of one of Mr. Bennett's sudden returns from Europe. It was in the Fall of 1886, and he ordered the insertion of the clipping as follows:

"James Gordon Bennett on his return took vigorous charge of the Herald. Every reader can see a wonderful change in all its departments. The editorial page had become of little interest to people outside of New York City. It needs something of the ability of the editorial page which John Russell Young gave it in the days gone by.

"They say whenever Bennett comes home he takes the Herald Building by the nape of the neck, and shakes it up—and wakes it up. The remarkable change in its columns during the past ten days looks like it."

The Howard-Pulitzer Fight

The Herald on February 9, 1887 immortalized the physical encounter that took place between Joe Howard, Jr., and his employer, Mr. Joseph Pulitzer on the previous day.

It seems that Howard had been assigned to report the Montreal Ice Carnival for the World, and had made all preparations to go with a party of friends, and had bought his tickets.

Unexpectedly Mr. Pulitzer changed his mind, and the following colloquy led up to the "scrap."

"What have you been doing today, Joe?"

"Nothing," he replied, "I'm getting ready to go to Montreal."

"I don't want you to go now," said Mr. Pulitzer, authoritatively, pointing his finger at him.

"You d——,———,——," shouted Howard, "don't point that at me!"

Then Pulitzer ordered him out of his office, and on his refusing to go, hit him, Howard punching his boss in return.

Mr. Bennett, roused by Mr. Pulitzer's success in rehabilitating a dying newspaper into a dangerous and prosperous rival, and also not having the kindliest feeling toward Joe Howard, who had left him in the lurch as Washington correspondent, ordered the sporting department to prepare a sensational write-up of the "scrap." That the "boys" eminently succeeded was demonstrated on the following morning, when a mad rush for the Herald ensued, and not a copy could be had at the office or anywhere else by ten o'clock.

With a diagram of the World's editorial rooms, showing the scene of the conflict, the report appeared as follows:

("NOT A 'FAKE FIGHT')

("JOE HOWARD, JR., DOES OR DOES NOT WIPE UP THE FLOOR WITH JOSEPH PULITZER.)

("AN IMPROMPTU SCRAP WITHOUT ROPES OR STAKES.)

"Howard was in fine condition, but Pulitzer seemed finely drawn; the overexertion of swearing to the circulation of the 'Gift enterprise' sheet (N. Y. World) had evidently worn on him.

"FIRST ROUND

"Pulitzer swung his right. Howard countered, and as the room is small, landed on Pulitzer's smeller. The very bluest editorial blood thus suddenly tapped began to flow in streams. However, Pulitzer recovering, did some good two-handed fighting, visiting Howard's bread basket and giving him one or two pleasant reminders on the jaw. Then they sparred for wind. Mr. Pulitzer being fuller of wind than any other man in New York, first recovered. He knocked Howard about for a moment pretty well as he pleased. Pulitzer aimed a left hander at the jugular but fell short, and succeeded in stopping an awful jab, which, had it landed would have put him to sleep for a week.

"SECOND ROUND

"Howard came up fresh as usual, and smiling, led out and Pulitzer dodged—he learned the trick during the few weeks he served in the war, in the rear ranks of the Lincoln cavalry. Pulitzer rushed for his adversary and grappled with him. There was a fearful struggle. They swayed; they reeled; they staggered here and there. Their hot and angry breaths blew on each other's flushed and dripping brows. They fell; Joe Howard underneath. Oh! what a fall! It shook Howard's eye glasses from his 'Bard of Avon' nose. He lost his sight, but he kept his wits. As Pulitzer struggled to his knees, with firm purpose of finishing his antagonist, Howard grabbed him by the lapels of his coat and shook him as a terrier does a rat. So vigorously did he shake that Pulitzer's glasses, too, dropped from the arch of his nose. Neither combatant had then his senses—at least all of them.

"It was strife between blind men. Howard cried a truce.

"'Hold on,' he exclaimed, or rather, 'Get off; I can't fight in the dark. I've dropped my glasses.'

"Pulitzer climbed off. They groped about the floor. Each picked up a pair and adjusted them, but they had exchanged the pairs! About to grapple once more, their fury was frustrated by the interposing rush of editors and reporters."

The Sun next day, in commenting on the fight said:

"The loss of Mr. Howard's eyeglasses at an early stage of the fight undoubte cut short what might have been one of the great, decisive battles of history. * *

"It is not impossible that Howard might have thrashed Ex-Congressman Pu zer, if the fight had proceeded to a finish; but whether he would have thrashed till he squealed is very doubtful."

"Hash"

Much amusement was afforded on both sides of the Atlantic, the appearance of the following facetious cablegram in the Evening Te gram on May 22, 1887, written by Bennett himself, and intended as sharp "dig" at the enterprises of the two Pulitzers, with a side slap a well known Paris correspondent. It reads as follows:

"HASH"

"PARIS, May 21, 1887.—The most remarkable breakfast ever given in Paris was served on Thursday by Mr. Henry Haynie, correspondent of the *Philadelphia Tim Boston Herald, Chicago News, San Francisco Chronicle, Cincinnati Times, Pi burgh Dispatch, Oshkosh Repudiator, Paris* (Ky.) *Badaxe* and other papers. had invited Joseph Pulitzer of the World and his brother, Albert, of the Morn Journal to meet a distinguished company. Joseph Pulitzer is owner not only of World, but also of its several editions—the Brooklyn edition, the Hoboken edit the Philadelphia edition, the Faked edition, the Yubadam edition, and the Mixed edition.

"Among the distinguished guests were His Serene Highness, Prince of Limbu the Grand Duke of Mesopotamia; M. de Blowitz; the Akound of Swat; the Sul of Timbuctoo; the King of Siam; a few rajahs from India; some ex-Tamm statesmen, and a dash of Fenians.

"The occasion recalls the memorable dinner given by the late Mr. Sothern, actor, in which every famous personage in America participated by proxy."

Poetic Headlines

In November, 1888, at somebody's suggestion, Mr. Bennett orde the use of what were termed "Poetic Headlines." The innovation beg on the 17th of that month, and lasted just three days, for a veritable sto of protest came from angry readers, complaining of the offensive c tions. We cull a few of the best as samples of what the "boys" were against. There was always a mad scramble in the library for antholog and collections of poetry, the night editor energetically shouting, "Hu up," while the writers' stories lay on the desks awaiting heads.

"Too cold a companion," from Alls Well that Ends Well. Article the frigid manners of President Harrison.

"A Cozening Knave," from Shakespeare. Article on attempt o Boston man to pose as J. G. Blaine, Jr.

"Why, They are Vipers!" from Shakespeare. Article on Chicago Anarchists.

The Herald Office "A Normal School"

Mr. Chambers returned from Paris early in December, 1887, c tinuing actively in charge until finally on Nov. 1, 1888, he resigned fr the Herald to accept the position of managing editor of the World. Bennett, it was said at the time, regretted the loss of such a valua man, but made no vain plea to have him remain, and in a very kindly w the Herald on Nov. 3, said editorially:

"Mr. Chambers was connected with the Herald for fifteen years reporter, correspondent in Europe and Philadelphia, and last as ne editor—not managing editor,* as sometimes said, for there is no s place in the Herald Office.

"He is a brilliant and active journalist and we have no doubt t as managing editor under so able a chief as Col. Cockerill, he will sh his own qualities and the value of his Herald training. Mr. Chambers only one of many graduates from the Herald school. This office has b for many years a normal school of journalism. We are glad our conte porary has given Mr. Chambers a place which does not exist on Herald, and which therefore he could not hope for here.

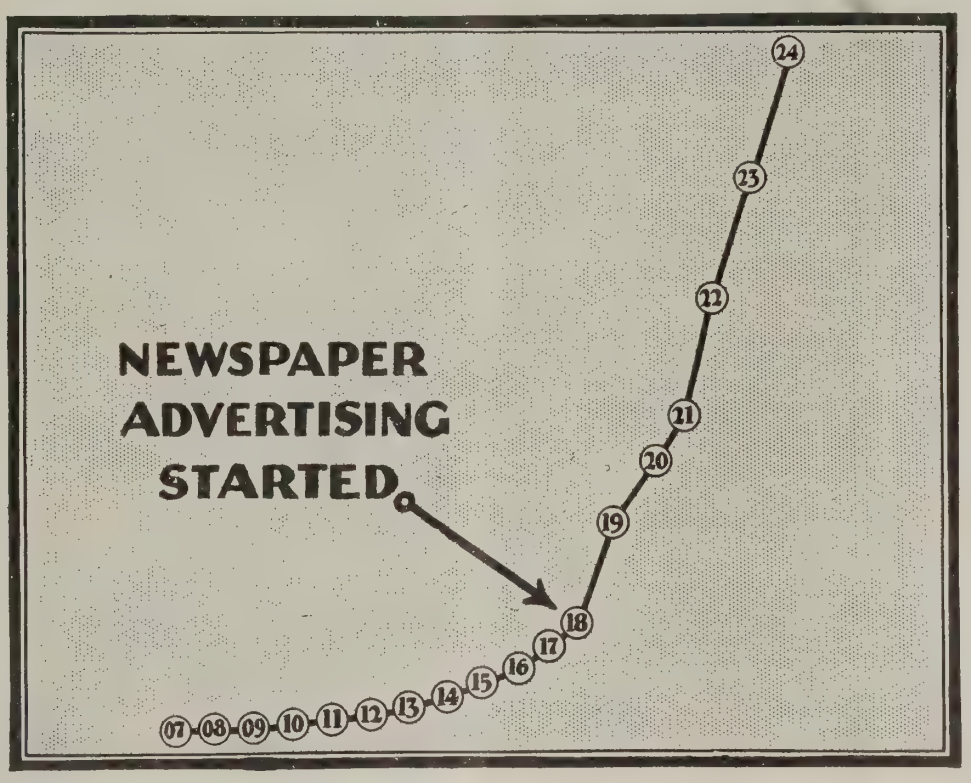
"The Herald has a dozen or two of active, brilliant, zealous you men, any one of whom can fill the place left vacant.

"Colonel Cockerill, the Napoleonic young chief of the Wo came here from the World, and taught us all some new things. We th it a compliment to the Herald, that when he wanted an assistant, took him from the Herald Office."

*While Mr. Bennett spoke of Mr. Chambers as "News Editor," his powers were gene recognized as those of a Managing Editor.

(*To Be Continued Next Week*)

How The Detroit News Helped Sell Holland Furnaces



Holland Furnace Company's Sales Chart Showing How Much More Rapidly Sales Increased Year by Year After Newspaper Advertising Started.

"HOLLAND FURNACES Make Warm Friends"—hardly heard of a few years ago—is rapidly becoming one of the best known slogans in America because its sponsor takes full advantage of the modern newspaper's selling power.

In Detroit, particularly, the success of the Holland Furnace Company has been marked. The Holland sales branches were established in Michigan before other states were entered, but the increase in business in that State and Detroit has been practically as great as in the cities outside Michigan in which branches were opened years after the Michigan branches were established.

As C. D. Karr, advertising manager of the company, says: "It is not difficult to take care of an apple tree so well that in one year's time the size of the apples is increased from 1½ inches to 3 inches but in the year following it would be considered much of a miracle to increase the 3-inch apples to 6-inch apples.

"This seems to me to be very complimentary to the two newspapers—The Detroit News and the Grand Rapids Press. *It is principally so to The Detroit News,* because it is much more difficult to increase the business of a large branch in the same proportion that it is increased in a smaller branch.

"We do not publish the amount of business we are doing in any one place, but I can tell you that our business in the city of Detroit has grown in a few years from practically nothing to a total each year of hundreds of thousands of dollars."

The Detroit News is used exclusively in the Holland Furnace Company's campaign, as it is by more than 250 other national advertisers. The Detroit News, alone, covers the field thoroughly. In fact, no other city of Detroit's size is covered so thoroughly by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Days or Sunday in Michigan

PREFER SALARY BASIS TO BONUS

Seventy-five of 110 Newspapers Covered by A. N. A. E. Survey Pay Advertising Men a Stated Salary Only

A survey just completed by the Association of Newspaper Advertising Executives indicates that while a number of American newspapers are now offering bonuses, commissions or prizes to advertising staffs, newspapers operating on the straight salary basis are approximately twice as numerous.

The outstanding problem seems to be to locate the most equitable basis for determining the amount of the total extra remuneration and the basis upon which it should be divided among various individuals.

Systems now in common use vary widely on these points. Many newspaper executives who depend exclusively upon straight salaries, accept the bonus idea as sound in principle but have been unable to find a basis of operation adaptable to their own needs.

The results of the survey are outlined in detail in the following paragraphs. In each case, the individual name of the newspaper has been deleted.

Seventy-five of the 110 newspapers that replied to the questionnaire do not pay a bonus or other remuneration in addition to straight salaries. Of these 75 newspapers, two formerly paid extra remuneration but discontinued it.

Of the 75 newspapers that do not have bonus systems, 16 expressed themselves as favorable to the idea. Ten newspapers, in addition to the two that formerly paid a bonus, expressed themselves as unfavorable. The remaining 47 newspapers merely replied that they do not pay special remuneration of any kind.

Extra remuneration in one form or another, is paid by thirty-five of the 110 newspapers that participated in the survey.

Twenty of the 35 consider their plan a success, while two of the newspapers are uncertain as to the advantage or disadvantage of their system. None of the 35 reported its plan as unsuccessful. The remaining 13 newspapers did not state whether or not the plan is satisfactory but it is presumed that the system in operation is reasonably successful in each case or it would be discontinued.

The individuals receiving the extra compensation vary on different newspapers. Those who qualify for the bonus are listed below, together with the number of newspapers reporting each plan.

Complete advertising department	12
All advertising salesmen, but not executives	7
Display department only	7
Classified department only	3
Advertising executives only	2
Adv. Dept. and other Dept. Heads	2
All departments	2

Reports covering the basis of the extra remuneration were not definite in every case, and although a statistical summary of this question is difficult, one of a reasonably accurate character is given following:

Based upon increased business	13
Special contests, special pages, commission on contracts, etc	7
Percentage of net profits earned	3
Basis changed from time to time	3
Based upon increased revenue	1
Based upon length and quality of service	1

Three of the newspapers did not state the basis upon which they operate and four additional newspapers gave explanations that cannot be summarized.

Rochester Daily Incorporated

Articles of incorporation have been filed by the *Rochester* (Minn.) *Post-Bulletin* with a capital stock of $150,000. The two daily newspapers were recently consolidated. The incorporators are Clare W. Blakely, G. S. Witherstine, Amelia A. Blakely and Bessie K. Withstine.

MID-WEEK COPY THE RULE ON THIS PAPER

"WHICH day of the week do you recommend as most productive for national advertising?" is a question placed before newspaper advertising men almost daily. It was answered in *Newspaper Advertising*, house organ of the Association of Newspaper Advertising Executives, recently, by a six-day metropolitan newspaper, after a study of its own columns, showing the following apportionment of space:

Wednesday,	23.8 per cent
Tuesday,	23.6 per cent
Thursday,	20.0 per cent
Monday,	15.2 per cent
Friday,	12.2 per cent
Saturday,	5.0 per cent

"SWAT THAT FLY"

Simple Idea Created Publicity at Low Cost for Maine Daily

A simple idea that created considerable publicity at comparatively no cost was told EDITOR & PUBLISHER this week by D. L. Minster, circulation manager of the *Portland* (Me.) *Evening Express*. The idea proved the start of what is believed to be the first newspaper fly swatting campaign of the season.

"Our editor thought he would have a little fun with the kiddies and offered $1 each to the first three boys or girls who brought the editorial department a fly, and the story of its capture," Mr. Minster explained.

"The noon edition of the Express carried the first announcement advertisement. It went to press at twelve noon and at 1.25 P. M. the first fly arrived in the editorial room and a little fellow went away happy with a brand new crisp dollar bill.

"Up to Friday noon we have had a steady stream of boys and girls with their capture. By starting this campaign at this time we figured out that there would be six billion, seven hundred forty-eight million, nine hundred thirty-two thousand, three hundred and ninety-one flies less this coming season."

BATON ROUGE NEWS SOLD

Bogalusa Publisher and Former Governor Are New Owners

The *Baton Rouge* (La.) *News*, established in 1919 has been purchased by Clyde S. Moss, publisher of the *Bogalusa* (La.) *Enterprise*, and J. Y. Sanders, former governor of Louisiana. The name of the paper has been changed to the *Louisiana Press* and it is being issued seven days a week, mornings.

John Franklin, former manager of the American Printing Company, New Orleans, is manager of the Press.

The Average Daily Circulation --

net paid—of the Baltimore Sun (morning and evening) for the month of February, 1925, was:

250,696

For the four Sundays in February the average net paid circulation of THE SUNDAY SUN was 183,667.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

NEW NEWSPAPER RULE IN MILWAUKEE

Journal Now Classifies Display Advertisers as "Local" and "General" and Tightens Limits on Former Group

By a change in classification the *Milwaukee Journal* has shifted about 250 advertisers from a local to a general basis. Under the Journal's new ruling, which is now in force, manufacturers or wholesale distributers of any product, or persons doing a business which is both wholesale and retail, are "general" advertisers. As such they are subject to the rate charged national display advertisers.

The Journal decided to adopt the classification of "local" and "general" advertising because it believed those terms are more accurate than the old classification "local" and "national." Local accounts are to be charged at the local advertising rate on a sliding scale. General accounts are billed at the rate which in the past has been considered "national." General advertisers are entitled to contracts for a year and may buy position. Local contracts run from month to month and no position is sold.

The following seven points are used by the Journal in making public its interpretation of the new ruling:

1. Firms doing a retail to consumer business exclusively through their own retail outlet in Milwaukee are to be considered as "local."

2. Manufacturers or wholesalers, their home office outside of Milwa selling their product to Wisconsin r ers or consumers are "general" adv ing accounts.

3. Manufacturers or wholesalers, their home office within Milwa county, selling their product at whol to dealers, are "general" accounts.

4. Manufacturers or wholesalers, their home office in Milwaukee co selling their product through a com tion of their own retail outlet and through dealers in Wisconsin are eral" accounts.

5. Manufacturers or general distr ers, with their home office within Mil kee county, doing a general busine consumers or dealers in Wisconsin outside of the state are "general" counts.

6. Any advertisement carrying on more retail dealers' names, selling product or service, is subject to a eral" rate.

7. Any advertisement carrying a er's name as a general distributer, is ject to the "general" rate.

A. P. Doubles Service in New Je

The Associated Press March 25 creased its service to five New Je newspapers by expanding from a sing a double wire circuit, with printers ning parallel with Morse. The five da affected are the *Union Hill Hudson patch, Newark Ledger, Paterson Trenton State Gazette* and *Atlantic Press.*



N.B.—This adver ment is one series appearing in Enquirer. Each ad tisement personalize Cincinnati suburb b scribing the typ woman characteristi this suburb; in each vertisement, too, Enquirer's coverage the district is shown.

MRS. NORWOOD...

her home is her castle

Some might call her "mid-Victorian"; others "ultra-modern." As a matter of fact she is neither, but a charming combination of both—a woman who has kept the best of the age that's gone; who has added the best of the age that's here!

Musical and literary clubs, Red Cross and Community Chest drives know her well. But while Mrs. Norwood lends herself unselfishly to these activities, her heart remains in her home. Mr. Norwood says she is a "wonderful little manager"—and she proves it every day in her buying.

It is as a help in this latter duty that The Daily Enquirer enters Mrs. Norwood's life. In the hour after the children leave for school she plans her shopping and *reads her paper.* A few hours later, with shopping information fresh in her mind, she does her day's buying.

How many Mrs. Norwoods are there? For example, in a single district there are 869 homes. Here 619 Enquirers are delivered every morning.

Combined with such coverage is real purchasing power. Out of Norwood's 5,500 families, 3,210 pay income taxes—a market as fertile as any advertiser could wish. Cultivate it with the home paper of this market—**The Daily Enquirer.**

I. A. KLEIN
New York
Chicago

R. J. BIDWELL
San Francis
Los Angeles

The CINCINNATI ENQUIRER

"Goes to the home, stays in the home"

Brigg's Service Satisfies!

Boston News Bureau:

"Your first proposals that we run a feature page did not impress us favorably, as you know. We realized your success and the long experience you had had. But we felt that it had been with the regular daily newspapers and that your methods of solicitation and the type of business concerns which you were accustomed to approach might not be suited to the Boston News Bureau, a daily business and financial publication.

"We are pleased to acknowledge that our first impressions were not correct.

"When we agreed with you to publish a feature page we were fearsome that we should be obliged to devote much time and thought to it. As things have worked out we have been obliged to do nothing. Your representatives have not only developed the business but have assumed every detail of the many connected with the page."

Kansas City Journal-Post:

"I am writing you this letter to inform you how well pleased we are with the method and the way you have conducted your affairs while doing business with the Journal-Post over the past two years.

"I am safe in saying that I have never seen any firm handling this line of advertising that is so reliable and satisfactory.

"You have gone after only accounts that are not regular advertisers in the paper and all the business that we have received through you was in the non-advertising class. This is a very satisfactory arrangement that would be impossible to land any other way.

"This condition plus the fair way you have acted makes the whole arrangement entirely satisfactory."

FRANK CROWELL, Adv. Mgr.

Fort Worth Star-Telegram:

"It is a pleasure to advise that we are going to press Saturday, December 31st, with a second feature page containing 128½ inches of advertising.

"We desire to express our appreciation of the splendid corps of salesmen who have secured this business. We are very much pleased with the manner in which they have co-operated with us in placing only the best class of business on this page. The entire crew is to be commended for their efficient methods and dignified solicitation."

Publishers—Write for Details of our Plan

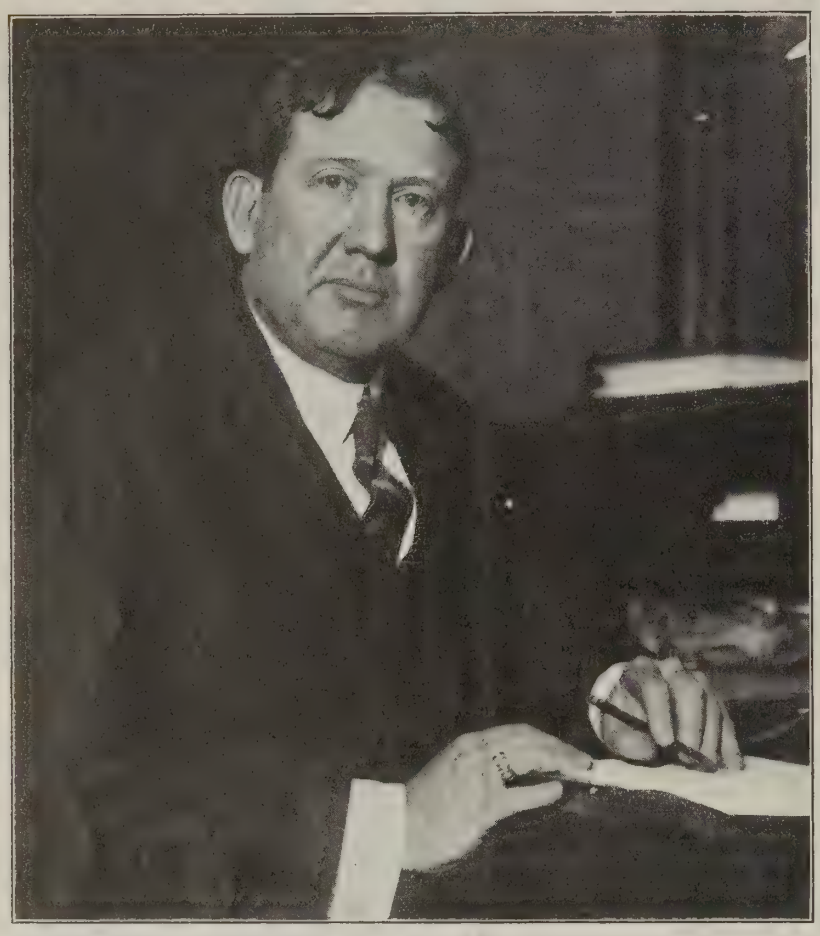
Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tennessee

Ask Dun or Bradstreet about our Responsibility—Ask any Publisher about our Service

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



W. P. HOBBY—"Wholly Adequate"

BUSY as a newspaper maker, a figure in Texas politics, ex-Governor W. P. Hobby, principal owner of the *Beaumont* (Tex.) *Enterprise and Journal,* and president of the *Houston Post-Dispatch,* has added a new activity to his list.

He is arranging amusement for some 5,000 advertising men expected to arrive in Houston next May for the 21st annual convention of the Associated Advertising Clubs of the World.

And in this role, Mr. Hobby is proving himself, as a metropolitan dramatic critic might mildly state, "wholly adequate." Fellow Texans aptly remark he is ridin' it hard.

"We have 500 Houston people preparing pageants and other spectacles to amuse the advertising delegates," Mr. Hobby said this week, when he was interviewed as chairman of the Houston entertainment committee.

"Our plan is to give them entertainment that truly partakes of Texas. Houston is intensely interested in the convention. The entire citizenship and business interests are going to give the delegates all they have got in the way of entertainment. We are doing the best we know how."

From this statement one phrase must stand out in any consideration of Mr. Hobby, Texas publisher.

I asked him once on what he based his success in the newspaper field principally.

"By always doing the best I know how," was his reply.

He began doing this best in business when 16 years old. Paid $8 a week for general clerical work in the subscription department of the Houston Post, he was transferred to the reportorial staff of the same newspaper. When he was 25, he was made the Post's managing editor.

While Mr. Hobby was still directing the Post's news staff in 1907, the Beaumont Enterprise, which had overtaxed itself in zeal following the early oil boom days, went into bankruptcy. Mr. Hobby was among those present at a subsequent bankruptcy sale. With others he purchased the newspaper and put it on such a firm basis that by 1914 he was able to leave some of the publishing details in the hands of others and become a candidate for Lieutenant Governor of Texas in 1914. He was elected, served three years, and was then named Governor.

During this time he continued to direct the business of the Beaumont Enterprise, and in 1921 he was able to acquire the Beaumont Journal and consolidate the two newspapers under one management. In Beaumont, J. L. Mapes is Mr. Hobby's associate publisher. Last August he became joint owner with R. S. Sterling in the Houston Post-Dispatch.

Native of Texas, it is no wonder that Mr. Hobby is proud of that huge state. He thinks Texas newspapers are superior to those in other cities of the same size in the United States, and declared that the state itself was now in the midst of a substantial boom.

"If you don't believe it," he said, "come to Houston next May and see for yourself."

READERS NEED REFORM

"More Than the Press," Says J. M. Lee in Address

"Newspapers may need reform, but newspaper readers need it still more," said James Melvin Lee, director, department of journalism, New York University, and conductor of EDITOR & PUBLISHERS' "Our Own World of Letters," in a New York address this week.

Speaking on "Crime and the Newspapers," from the viewpoint of newspaper executives, whose opinion he had solicited, Mr. Lee said:

"If any newspaper actually printed what it actually knew about crimes actually committed in high and low estate it literally would turn the world upside down. But what purpose would such publication serve? The newspaper doesn't want to crush society, break up homes, disrupt the church, tear down a university—just for the fun of the thing.

"Every city editor would prefer to send his men out to hunt for the good things of life if only the reading public had as much interest in such accounts as they have in crime."

FOR THE GOOD OF SERMONS

Preachers Need Three Months' Work on Newspapers, Says One of Them

No minister should be given charge of a parish until he has held a reporter's job on a daily newspaper for three months, in the opinion of Dr. George M. Hunter, editor of the *Presbyterian Banner,* Pittsburgh.

"The experience," says Dr. Hunter in an editorial in this week's issue, "would teach the preacher the strength of brevity; respect for facts; how to make one word do the work of three; choice of adjectives; the power of a wisely chosen noun and how the average person looks at the world around him."

In writing news for the religious press, Dr. Hunter urges his ministerial readers to "state plainly what you have to say and stop."

"Avoid trite phrases such as 'Brother Smith is doing a great work.' Tell what he is doing; let the reader infer whether his work is great or not.

"Take a solemn vow never to use the word 'great.' By constant usage, its edges are worn off."

Gardner Gets Golf Cup

Dr. A. R. Gardner of the Waterbury Dental Company, New York, a member of the Advertising Club of New York, was presented recently, with the $1,500 gold cup offered by the *News of the World,* London, for the winner of the Walton Heath Tournament in London last July in connection with the Associated Advertising Clubs of the World convention. At the same time Mr. Gilbert C. Tompkins of Stanford Briggs of New York, also a member of the Advertising Club, was presented with the two trophies which he won in the Walton Heath Tournament. The presentations were made at the Advertising Club of New York by President H. H. Charles.

Would Publish Village Minutes

A bill which if passed, may produce considerable extra revenue for Michigan weekly newspapers, is a measure introduced in the lower house of the state legislature by Representative Dexter G. Look of Lowell. The bill would add a section to the present act relating to the incorporation of villages to provide that proceedings of the village council be published in the local newspaper, if there be one.

Publisher Suing Judge

Grady Webster, publisher of the *Wewoka* (Okla.) *Capital-Democrat,* has instituted suit for $40,000 against District Judge George C. Crump, charging the jurist with attempting to coerce attorneys into withholding legal advertising from his newspaper. Webster publishes the only paper in Wewoka, the county seat of Seminole County.

France Fighting Fraud Ads

M. Justice Godart, French Minister of Labor and Public Health has launched an "Honesty in Advertising" movement and has enlisted the support of French newspapers.

Douglas Taylor, Sales Manager of Printers' Ink, recently wrote:

"Any keen buyer of space is interested not only in how much circulation you have, but also in how you get that circulation."

The Standard Union circulation has been secured by producing a Brooklyn newspaper honest to the interests of all honest Brooklyn people.

No premiums, no gifts, no schemes, no begging—nothing but the news.

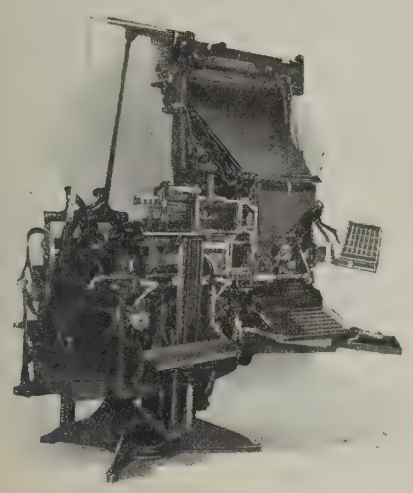
R. J. R. Shuttleworth
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

PROVED BY SERVICE

Models 25 and 26

TRADE LINOTYPE MARK — TRADE LINOTYPE MARK



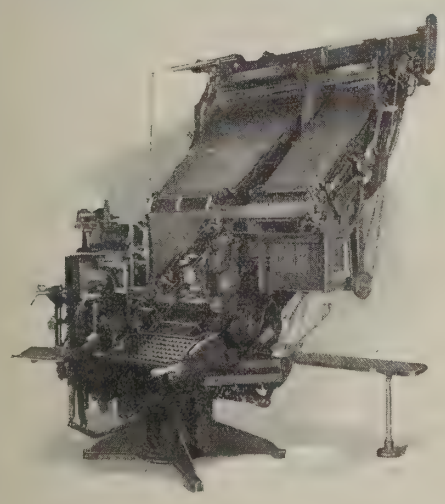
Model 25

Two Standard Linotype Magazines, interchangeable with other Linotypes.

Faces from both magazines mixed in the same line.

Continuous distribution to both magazines at all times.

Easy Magazine Shift. Magazines are counterbalanced so that a light touch shifts either into operative position.



Model 26

Just like the Model 25 with the addition of two Standard Auxiliary Magazines, interchangeable with Auxiliaries on other Single Keyboard Linotypes.

Faces from all magazines mixed in the same line.

A Single Power-Driven Keyboard operates all magazines.

A touch on a keybutton shifts the keyboard action from main to auxiliary magazines.

In all parts of the country, in all kinds of printing plants, under widely varying operating conditions, the Models 25 and 26 Linotypes have during the past year won for themselves the enthusiastic approval of operators, machinists, executives and owners.

Here are a few quotations from letters in our files commenting on the operation of these models:

"Our experience with our first Model 26 Linotype machine was so satisfactory that we ordered two more at once."

"We are well pleased with the performance of our new battery of fourteen Model 26's."

"After four months' operation of the two Model 26's I am convinced it is the most practical machine made."

"The Models 25 and 26 have acted like a powerful tonic to the ad alley."

"It is the favored machine of all operators and subs who have a chance at it. Our next machines will undoubtedly be 25's or 26's."

"They are wonderful machines when it comes to mixing faces and fill a long felt want in the job shop."

TRADE LINOTYPE MARK

Write the nearest Agency for a copy of the folder "Suggested Head Letter Layouts for the Model 26 Linotype" and full information

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

COMPOSED ENTIRELY ON THE LINOTYPE IN BENEDICTINE EXCEPT FOR ENLARGED TITLE LINE

OREGON CIRCULATION MEN OUT IN FORCE FOR ANNUAL MEETING



Circulation managers of Oregon newspapers formed a large and active part in last week's assemblage of the state's newspaper men at Eugene. Proceedings of the group pictured above were chronicled in EDITOR & PUBLISHER of March 21.

CIRCULATORS SUGGEST HIGHER YEARLY RATES

Proposed Increase in Railroad Baggage Rates for Newspapers Denounced at Altoona Meet of Interstate Association

Fixing upon Wilmington, Del., as the next convention seat and electing as president C. T. Buck, of the *Lancaster New Era*, the semi-annual convention of the Interstate Circulation Managers' Association come to a close at Altoona, Pa., March 24.

In the election of officers, the last item taken up by the convention, Lewis P. Rutherford, of the *Wilmington Every Evening*, was moved up from second to first vice-president; J. S. Still, of the *Baltimore News*, was given the second vice-presidency, and J. H. J. Kurtz, of the *Lancaster Intelligencer-News Journal*, was chosen secretary-treasurer.

The afternoon business session was preceded by a series of discussions centering on whether it is more advisable to have collections made by carriers or by special collectors, on recreation for boy carriers, on the cross-word puzzle craze as a circulation stimulant and on the effect of cash prize puzzles on circulation.

A foreseen advance of 66⅔ per cent in rates for the transportation of newspapers in baggage cars were denounced by the association in a resolution passed at the morning session. The resolution enters "solemn protest against the proposed increase in rates . . . by the Pennsylvania Railroad, Baltimore & Ohio and Reading Railway," and asks that the railroads named withdraw the applications for increased rates and "return to the broad policy which has been of much mutual benefit."

The delegates were welcomed to Altoona by D. N. Slep, president of the Mirror Printing Company. A report from Secretary-Treasurer Henry C. Carpenter, of the Lancaster Intelligencer-News Journal, showed the association to have $151.70 on the credit ledger, the receipts for the past year having amounted to $325.30 and the expenses $173.60.

New zone mailing rates established by the postal department were gone over by R. L. McLean, of the *Philadelphia Bulletin*, who quoted figures showing what the new rates will mean in the expense of distribution. The only remedy he could see from the standpoint of a publisher is higher subscription rates.

Carrier systems came in for a discussion by A. C. Ginley, of the *Atlantic City Gazette-Review*, president of the association, who argued adult carriers are the most efficient, even though somewhat more expensive than boys. Fred G. Pearce, of the *Altoona Mirror*, addressed the convention on the relation of circulation to advertising, insisting circulation means advertising and that each department of the newspaper should be self-sustaining. Each address was followed by an open forum in which questions pertaining to the subject were answered and ideas exchanged.

NEW TABLOID MARCH 31

Philadelphia Daily News Ready to Start Publication

Publication of the Philadelphia Daily News, new tabloid, will start March 31, L. M. Elmoker, publisher, announced this week.

Frederic E. Shapiro, managing editor, has arranged for complete wire of the International News Service, sports wire of the United Press Associations, United News Pictures picture service and International News Picture service and the Henry Miller service of Washington, D. C. Mr. J. H. Keen, former city editor of the *Washington Herald*, will be picture, feature and dramatic editor.

John C. Marscher, formerly of the *New York Herald Tribune*, is advertising manager, and C. Israel Lutsky, classified manager.

The Goss Printing Press Company completed the sextuple press purchased from them in five weeks. It is supplemented by a quad press already in the new plant. A complete new stereotyping equipment was purchased. The plant is equipped with fourteen linotypes and a Ludlow machine.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

In the Course of the Day

From early morning till late at night there's a steady demand for Rhode Island's representative newspapers

THE PROVIDENCE JOURNAL and THE EVENING BULLETIN

These newspapers have built through rigid supervision of advertising columns as well as the high character of editorial and news pages, a reader confidence and influence that make them valuable mediums for manufacturers who seek good company and a friendly welcome in this prosperous Rhode Island market.

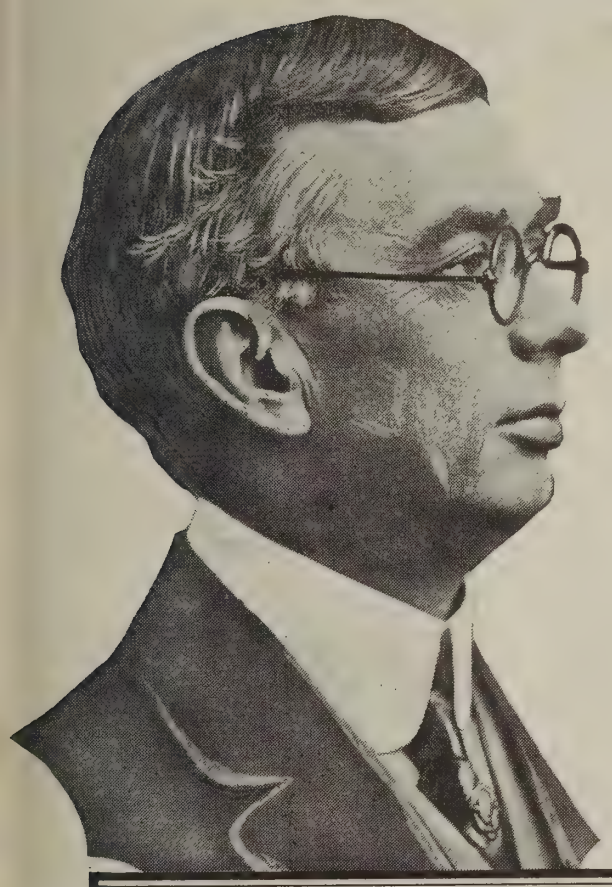
Circulation 101,000 Net Paid

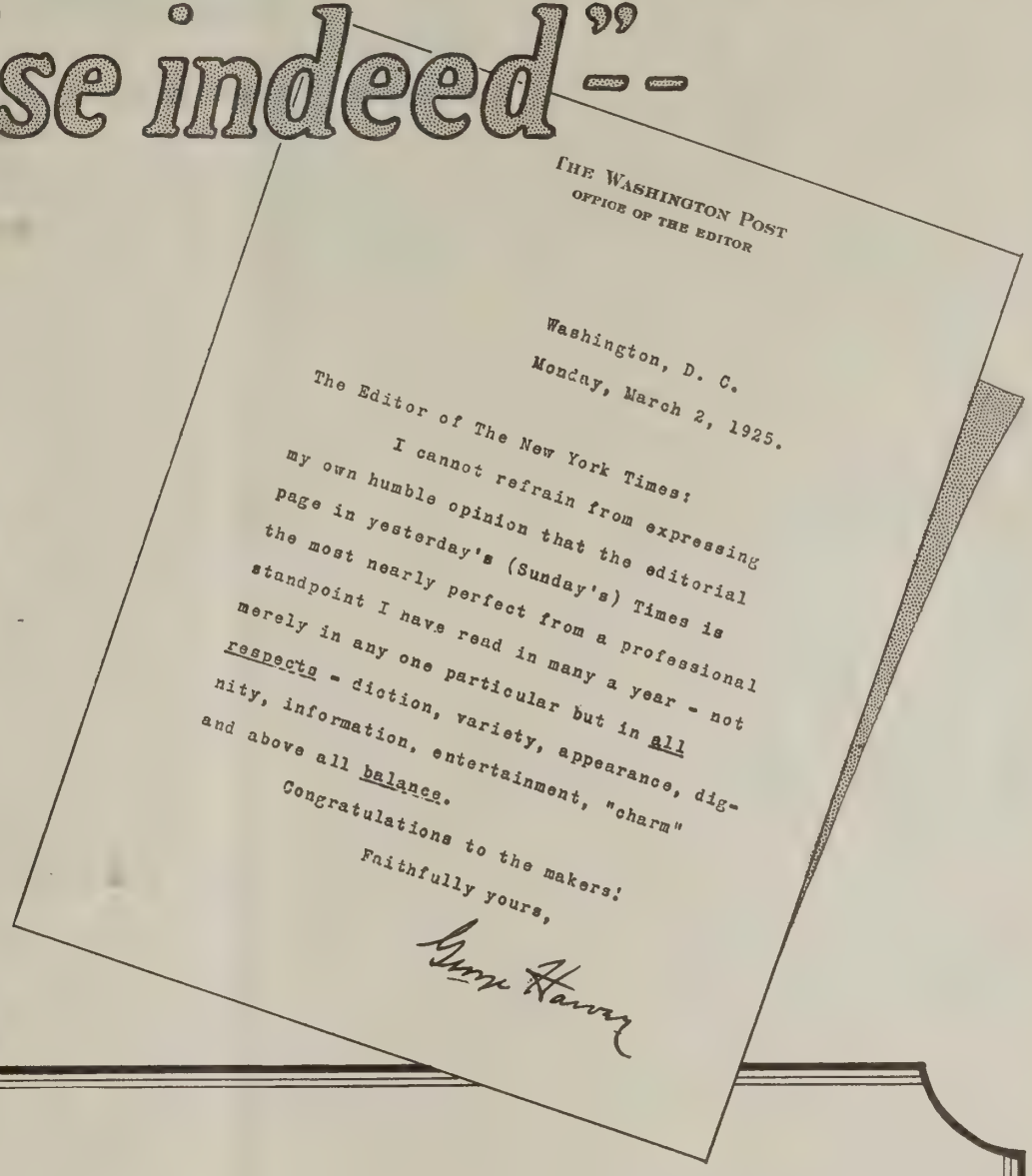
Flat Rate 23 cents a line

Providence Journal Company
Providence, R. I.

Chas. H. Eddy Company — Boston, New York, Chicago
Representatives
R. J. Bidwell Company — San Francisco, Los Angeles

"Approbation from Sir Hubert is praise indeed"--





THE WASHINGTON POST
OFFICE OF THE EDITOR

Washington, D. C.
Monday, March 2, 1925.

The Editor of The New York Times:

I cannot refrain from expressing my own humble opinion that the editorial page in yesterday's (Sunday's) Times is the most nearly perfect from a professional standpoint I have read in many a year - not merely in any one particular but in all respects - diction, variety, appearance, dignity, information, entertainment, "charm" and above all balance.

Congratulations to the makers!

Faithfully yours,

Gene Tunney

Strictly a Newspaper—for Intelligent, Thoughtful People

The New York Times

"All the News That's Fit To Print"

Without Comics Without Puzzles

Without Equal in Completeness and Quality of News

DAILY, OVER 350,000 SUNDAY, OVER 600,000

Net paid sale—No returns of unsold copies

ADVERTISEMENTS: INFORMATIVE—CLEAN—TRUSTWORTHY

EDITORIAL

BUILDING REAL-ESTATE PAGES

THE publisher of a city daily asks our opinion on how to start a successful real-estate page. He says his paper carries less than two columns of real-estate, classified or display, and that the efforts of his solicitors have been in vain. His newspaper ranks third in circulation, but is well supported by department stores, specialty shops and carries fair national lineage.

The basis of every successful department page is news. And the direct method of establishing a real-estate page is to set apart properly labelled and adequate space and proceed to make a page which demands the respectful attention of real-estate men and the general public. An advertising solicitor is not needed until a very capable editor, one who knows news and how to play it, has paved the way.

All else is detail, with one scheme perhaps as good as another. One editor may be effective at writing editorials on real-estate, discussing values, trends, styles of architecture, telling stories of successful speculations, arousing discussion of local real-estate planning. Another editor may draw attention by bold illustrated features in the field. Still another may find an improved form for recording transactions or speedier reporting. The page which merely flatters local dealers may not win much business, if it does not contain elements that make it attractive to the public.

Nothing is much better for a page of this kind than the old-fashioned question box, assuming that you have a man capable of giving sound replies to inquiries. The average real-estate owner does not follow the market closely and naturally has many questions to ask, and if replies are liberal and comprehensive they should make interesting reading for both dealer and ordinary reader.

The good editor will be interested in small affairs. He will appreciate the fact that the first down payment on a home represents a major event in the life of the common man. He will have a lively interest in the welfare of tenants and the ceaseless human struggle to establish better homes. He will consider his writing not the hack product of a mere recorder of real-estate trading but a true civic mission.

However the page may be treated in detail, the fact that it is first with the news of the real-estate market will command attention and advertising invariably flows where such interest is served. Your problem is to find the editor.

A check-up of New York state papers shows that more than half use graduated advertising rate cards, as against half that have applied the principle of flat rates.

THE GREAT FUTILITY

THE amazing fact is that war censorship flourishes abroad six years after the Peace Treaty. So convenient is this public gag that, once possessing it, weak governments are loath to let it go.

We learn from Savel Zimand, writing in *New York Times*, that press censorship prevails today in Russia, Spain, Italy, Hungary, Bulgaria, Rumania and Greece, in some instances being backed by martial law. Internal censorship is continuously practised in Czechoslovakia, Yugoslavia, Japan, Korea and is not unfamiliar in Chili and Brazil.

In every country there is at least "mild" supervision of cables sent abroad. Every correspondent knows that his messages are being read by the Foreign Office of the country in which he is stationed, and acts accordingly.

Severe penalties are imposed in Russia, Italy, Hungary, Spain and Balkan States on editors who violate prescribed rules in reference to making information public and there are instances of discipline of foreign correspondents, Mr. Zimand declares.

People who do not know the facts of state are not free. Censorship is a remnant of that brutal autocracy which this generation made supreme sacrifice to overthrow, yet is one of the neglected problems of this day. If nations can meet to discuss limitation of armament, cannot they discuss the inherent right of peoples to have an understanding of life's questions and events? The more one studies the institution of free press the more one finds it to be the acid test of democracy.



A wholesome tongue is a tree of life; but perverseness therein is a breach in the spirit.—Proverbs: XV, 4.

A DELICATE LETTER

THE letter which you do not enjoy writing demands the payment of a bill. In newspaper practice it is the most dangerous letter that goes from the office. A newspaper cannot afford to lose friends among advertisers or subscribers. But money due must be collected.

The danger that lies behind a vigorous dunning letter is that it may do an injustice. A bill is overdue, it is right that the money should be sought, but you may not know of sound reasons which have delayed payment, tender subjects in the mind of the debtor. If you knew the facts you would not write a caustic dun and above all else you would not be in the attitude of a sarcastic scold.

A letter came this way recently which seemed in such excellent taste that we make bold to pass it along as a model form for a letter to be sent when conventional forms fail. We venture to say that it has pulled a high percentage of prompt replies. Here it is:

"Dear Mr. Blank:

"It cannot be more unpleasant for you to receive this letter than it is for me to write it. I am confident that the small bill—$6.75 contracted January 7, 1925—has merely been overlooked by you, but it stands on our books and I am sort of put in the attitude of dunning by reason of the fact that this is the third time that I have been forced to call it to your attention, as a routine matter of accounting. The amount is so small that we will not talk about it, but in our business, as in all others, these small items are important and we naturally have to clear them up. So will you kindly drop us a check today so I may draw a red line on the book to indicate the account is paid to date?

"Cordially yours,
"Cashier."

A motor car company, fair advertiser, decides to put out another type of car as an auxiliary line, and writes editors asking free publicity promotion on the basis of advertising done for the original car, which revives the thought that there is no nourishment in last year's beefsteaks.

March 28, 1925 Volume 57, No. 44

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building*, 63 *Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 34 rue Thiers, Boulogne-sur-Seine (Seine).
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

COUNTY-WIDE SERVICE

IN its county *Indianapolis News* has 85,000 circulation, of which 9,000 copies are distributed outside of the city of Indianapolis; the last edition goes to press at 2:30 P. M. and both city and county deliveries are complete before 6 P. M.

This achievement of the News, through the magic of its famous circulation manager John M. Schmid, is one of the classic performances in American journalism. Writing on the subject of good roads, in a recent issue of a trade paper devoted to concrete highways, Mr. Schmid makes some observations which should be recorded for the benefit of newspaper makers in general.

He gives generous credit both to good roads and to the motor vehicle, but the fact remains that these advantages have been open to many other newspapers which have not embraced them as has the News. He expresses the opinion that the responsibility of his newspaper is not limited by the city, but by the trading area and he claims it is the right of every individual in the county to receive the newspaper on even terms with the city dweller.

In March, 1923, the first motor route was laid out and operation started over the roads. The distributor picked up his papers at an outlying distributing station and reached the last subscriber on a 40-mile route almost as early as the city carrier reached his last reader. The route was so successful that more were laid out as rapidly as practicable and at present most rural deliveries within Marion County are made in this way with approximately 20 routes in operation. Forty additional routes operate from towns in adjacent counties.

The News maintains 40 city substations and some of these are utilized as starting points for motor routes. Light touring cars owned by the distributors are used. Payments to the drivers are made on a basis of salary, commission and mileage. Routes are confined as much as possible to paved highways in order to give complete year 'round service. Subscribers living on roads which become impassable during certain seasons are given a box similar to a rural mail box to put up at a convenient place along the paved road.

Theorists who declare that fighting spirit has gone out of the press, should see Montreal Star's cartoons attacking local graft, vicious police administration, prostitution, filth, official incompetence.

ONE TO ANOTHER

Frank P. Adams said not long ago that he thought newspaper men were often unnecessarily "rotten" to each other. Rivalry is frequently carried to the point of absurd meanness. But there are highlights on the picture. Witness an editorial which appeared last week in the *Memphis Commercial-Appeal*, edited by C. J. Mooney:

"The *Commercial-Appeal* has just received information of the consolidation of the *Akron Press* and the *Akron Times*. Hereafter, the paper will be known as the *Akron Times-Press*. It will be a Scripps Howard paper.

"L. E. Herman, until recently business manager of the *Memphis Press*, will be the business manager of the consolidated paper. Mr. Herman left Memphis a few days ago to enter the Akron field. During his sojourn in Memphis he made many friends and we on the Commercial-Appeal delighted to have him as a neighbor.

"Mr. Keefe, who was in charge of the business office of the Press several years ago, has returned to Memphis, and will take up Mr. Herman's work. While we are sorry to lose Mr. Herman, we are glad to have Keefe back. Both of them always stood for those things that were fair. They are keen competitors, but clean competitors."

After Premier Pachich had expelled Theodor Berkes from Jugoslavia because of his direct-term reports of methods used in a recent electoral campaign, the Foreign Minister suggested that he might return if he would agree to act more "correctly" in future, but the reporter replied that he would not subordinate his function to political exigency, wherein, as The Nation says, he honored himself and his profession.

PERSONALS

HERBERT PULITZER of the *New York World* sailed March 25, on the liner Berengaria.

Horace Crihfield, publisher of the *Atlanta* (Ill.) *Argus* and a chain of five other papers celebrated his 50th year March 26, as a printer and publisher continuously in the Argus office.

S. A. Walker, owner of the *Warren* (Pa.) *Times*, has returned to his home from Long Beach, Cal., where he was called by the death of his brother O. E. Walker.

Joseph Tarte, president of *Montreal La Patrie*, underwent an operation in Notre Dame Hospital, Montreal, from which he is reported to be making a successful recovery.

Theodore T. Ellis, publisher of the *Worcester* (Mass.) *Telegram-Gazette* has given the Worcester lodge of Elks a $5,000 organ to be placed in the new lodge auditorium and a substantial money gift to assist in the furnishing of the club house.

Ralph Beaver Strassburger, publisher of the *Norristown* (Pa.) *Times-Herald*, accompanied by Mrs. Strassburger, has returned from a three months' stay at Palm Beach.

J. B. Sherrill, editor and publisher of the *Concord* (N. C.) *Tribune*, recently filled several columns of his paper with tributes from his fellow editors of the South on his 40th year at the head of his present enterprise. The anniversary was celebrated March 1.

Dan A. Carroll, publishers' representative, has been made chairman of the Newspaper Representatives' Division for the coming Home Service Appeal of the Salvation Army.

Clarence W. Barron, editor of the *Wall Street Journal*, is critically ill at a sanitarium at Battle Creek, Mich.

IN THE EDITORIAL ROOMS

GEORGE C. CRAMER, editor of the *Mackinaw* (Ill.) *Enterprise-Gazette*, for several years, has resigned to be affiliated with a printing concern in Peoria, Ill. He is succeeded in Mackinaw by B. W. Agard.

Mr. and Mrs. Robert L. Withrow have returned to their home in Portland, Ore., after an extended visit in England. Mr. Withrow is a veteran reporter on the *Portland Telegram*.

George D. Ahearn has resigned from the *Springfield* (Mass.) *Republican* to become assistant city editor of the *Bridgeport* (Conn.) *Times-Farmer*, Bridgeport, Conn.

Louis D. Kornfield, of the *New York Times* Paris staff, has been recuperating at St. Germain-en-Laye, near Paris, from a recent illness. He hopes soon to leave for a few months' rest in the Alps.

Harvey W. Root, of Norwalk, Conn., has joined the *Bridgeport* (Conn.) *Times-Farmer* as financial and industrial writer.

Miss Helen Johns, woman's club reporter on the *Philadelphia Public Ledger* for several years, has joined the *Chester* (Pa.) *Times*, doing woman's club and social news.

Erland Richter, former editor of the Swedish weekly, *Svea*, published at Worcester, Mass., has left for Stockholm.

Howard A. White, 26, has resigned from the *Columbus* (O.) *Dispatch*, to enter the consular service at Plymouth, England. He is a former naval cadet at Annapolis and a former student at Ohio State University.

L. J. Burdge has been appointed radio editor of the *Bridgeport* (Conn.) *Times-Farmer*.

Charles H. Dennis, managing editor of the *Chicago Daily News*, spoke last Saturday before former University of Illinois men in Kansas City, Mo.

Miss Edna Cooper has joined the staff of the *Bridgeport* (Conn.) *Times-Farmer* as a society writer.

THE BUSINESS OFFICE

T. R. WILLIAMS, former business manager of the Pittsburgh Press, accompanied by Mrs. Williams, is spending some time in Bermuda.

B. F. Grant, general manager of the *Salt Lake City Deseret News* has returned from an extended business trip to the Pacific Coast.

H. G. Webster, formerly in charge of the art department of the *Milwaukee Sentinel*, has joined the advertising force of the *St. Paul Dispatch-Pioneer Press*.

John H. Eads, for three years with the *Fairfield* (Ia.) *Ledger* and formerly of Pittsburgh, New York and eastern cites, has been made assistant advertising manager of the *Fort Madison* (Ia.) *Democrat*. He succeeds Paul B. Whallon, for seven years with the Fort Madison paper, who is now on leave of absence.

J. T. Lyons, manager of the *Baltimore News*, addressed the Kiwanis Club of Wilmington, Del., recently.

Harrington Wimberley, of Altus, Okla., has become general manager of the *Cordell* (Okla.) *Beacon*.

Miss Elsie M. Falk, of Austin, Tex., is now advertising accountant for the *Bridgeport* (Conn.) *Times-Farmer*.

Morris E. Swartz, D.D., Chicago, has been appointed editor and business manager of the *Washington* (D. C.) *Christian Advocate* by Bishop W. F. McDowell, it was announced recently.

Fred L. Rowe has joined the circulation department of the *Bridgeport* (Conn.) *Times-Farmer*.

W. G. Stevens, formerly service manager for the *Springfield* (Mass.) *Union*, has resigned his position to enter the selling field.

Miss Lillian F. Clarke, of Austin, Tex., recently joined the staff of the *Bridgeport* (Conn.) *Times-Farmer* to take charge of circulation accounting.

HOLDING NEW POSTS

WM. L. TISDEL, from reporter, *Denver Times*, to night pony editor, Associated Press, Denver office.

Merritt T. Nason, from staff, *Springfield* (Mass.) *Republican*, to *Bridgeport* (Conn.) *Times-Farmer*.

R. M. Johnston, from copy desk, *Chicago Daily News*, to copy desk, *Chicago Tribune*.

Owen Flanders, from staff, *Providence* (R. I.) *Journal*, to city staff, *Springfield* (Mass.) *Republican*.

PRESS ASSOCIATION NOTES

MILES W. VAUGHN will sail April 4, for Tokio to take charge of the far eastern service of the United Press Association. M. D. Tracy, formerly manager of the San Francisco bureau of the U. P., has been appointed New York news editor, succeeding Vaughn.

Homer W. Thorne has been made head of the sporting desk of the Associated Press to fill the vacancy caused by the resignation of Alan J. Gould, now sporting editor of the *New York Evening Post*.

J. B. Powers, assistant to the South American manager of the United Press Associations is in this country on vacation. At present he is at Atlantic City.

W. J. Losh, United Press Washington manager has returned from a two weeks' vacation.

William Bird, of the Consolidated Press Association, Paris bureau, is leaving Paris this month for a two months' trip to the United States with his wife and two children.

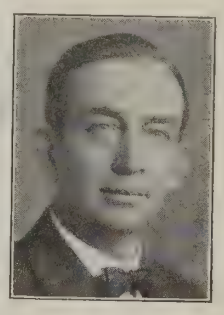
Don Skene has returned to London with the *Chicago Tribune* after a long sojourn in Rome. George Seldes has been transferred from Berlin to Rome to replace him.

MARRIED

R. W. GRUBBE, apprentice in roto etching photographic department, *Chicago Tribune*, to Miss Mary Czech, March 18.

FOLKS WORTH KNOWING

OSCAR T. CONKLIN, a newspaper man of wide experience in both editorial and advertising fields has just purchased a half interest in the *Ventura* (Cal.) *Free Press*,, formerly controlled by David J. Reese. Mr. Conklin is president of the new company and editor-manager of the Free Press.



OSCAR T. CONKLIN

Beginning his newspaper career in Miami, Fla., in the circulation department of the *Miami Metropolis*, he was soon transferred to the news department and within a few months became the managing editor of the paper. He later became advertising manager of the same paper and a year after was made general manager of the *Miami Herald* at its organization.

Mr. Conklin's Pacific coast newspaper experience has been largely in Southern California, where, for a time, he was editor and manager of the *Anaheim Herald*.

For the past eighteen months Mr. Conklin has been national advertising manager of *Long Beach* (Cal.) *Telegram*, and upon the consolidation of the Press and Telegram, joined the new company becoming one of the directors of the company, which position he still holds.

In 1916, Mr. Conklin was elected president of the Florida Press Association.

Miss Florence Klein, circulation department, *Chicago Tribune*, to Ed. Walper.

Paul Norman Weyl of the New York office of the *Chicago Tribune*, to Miss Eleanor Kelly, March 24.

CHANGES OF OWNERSHIP

A. J. GRAHAM of Columbus, O., has taken over the plant of the *Mechanicsburg* (O.) *News*, and will resume the publication of that paper. He also will publish papers for West Jefferson and North Lewisburg from the same plant. S. W. Rawson, formerly of Columbus, who bought the News plant at Mechanicsburg more than a year ago, recently suspended the paper.

Meaford (Ont.) *Mirror*, has been sold by A. S. Thurston to Thomas S. Whalley of Toronto, who will operate it as one of the publications of Whalley's Press Limited.

W. K. Jacobson, editor and owner of the *Washington* (N. C.) *Progress*, has sold the paper to Carl Goerch, former editor of the *Wilson* (N. C.) *Mirror*.

SPECIAL EDITIONS

MACON (Ga.) NEWS, 48-page Peach Blossom Festival edition, Wednesday, March 18.

Havana (Cuba) *Evening-Telegram*, 24-page Good Roads and Construction edition, March 5.

Ottumwa (Ia.) *Daily Courier*, 20-page spring section, style and auto show features, March 17.

Waterloo (Ia.) *Tribune*, 30-page Woman's Club edition, edited and distributed by Woman's club.

Worcester (Mass.) *Telegram-Gazette*, a special 16-page tabloid devoted to the interests of mutual savings banks, March 16.

Faribault (Minn.) *Daily News* "Spring Show Week" edition of 38 pages, March 12.

SCHOOLS

CHARLES E. YOST, advertising manager of the *Pittsburgh Gazette-Times* and William H. Siviter, financial editor of the *Chronicle-Telegraph* have been enrolled as lecturers for the course in commercial engineering in the Carnegie Institute of Technology.

More than 300 teachers of journalism in secondary schools in Ohio and members of school publications' staffs are expected to attend a convention at Columbus, April 3 and 4 in connection with the Ohio Educational Conference.

University of Maine, Orono, Me., acted as host to high school journalists on March 20-21, when the third annual interscolastic journalistic conference was held under the auspices of the Kappa Gamma Phi, the newly organized journalistic society.

School of Printing of the South Dakota state college and the rural journalism department will be combined, according to an announcement made by college officials. The combined school will be under the direction of C. D. Byrne, who is agricultural editor and head of the rural journalism department. Seth Thornton, who has been superintendent of the printing school, has resigned his position.

Former students of the late George C. Bastian, instructor at the Medill School of Journalism and copy reader for the *Chicago Tribune*, have created a fund to provide for two honor keys, to be awarded yearly for excellence in scholarship and capability for journalistic work. The keys will be known as the George C. Bastian honor keys.

Annual convention of the Pi Delta Epsilon, professional collegiate journalistic fraternity, will be held at Syracuse University the week of April 2. The convention will continue through April 3. About 50 delegates from colleges in various parts of the country will attend the convention. Edward McKernon, superintendent of the eastern division, Associated Press, and Dr. William P. Baker, editor of the *Syracuse Post-Standard*, will address the members.

NEW PLANTS AND EQUIPMENT

CHRISTIAN SCIENCE MONITOR recently added a photoengraving department to its equipment. All apparatus is electrically operated.

Forest City (N. C.) *Courier*, a weekly, has purchased a Reliance printing press.

Pomeroy (O.) *News*, has purchased a new home on Main street in that city.

ON THE MECHANICAL SIDE

ED DORMAN of the composing room of the *Chicago Tribune*, recently celebrated his fiftieth year as an employe of the newspaper. He joined the composing staff of the paper in March, 1875, and has remained through the stages of handset newspapers to the present time of machine composition.

George C. Hawman has been made foreman of the composing room of the *Bridgeport* (Conn.) *Times-Farmer*. Edward Bennetto recently was made night foreman.

ASSOCIATIONS

LEAGUE OF ADVERTISING WOMEN, New York, held a successful dinner-dance last week, with 675 attending.

Illinois Advertising Clubs, a recently organized State association, will hold its first convention April 8 and 9 at Springfield, Ill. W. Frank McClure is president.

Alberta Press Association will hold its annual meeting in Edmonton Aug. 28 and 29, with banquet on Aug. 28. It is expected that the British Columbia Press Association will meet in Edmonton at the same time.

Western Iowa Editorial Association held its annual convention in Council Bluffs March 20.

WITH THE SPECIALS

DEVINE-MACQUOID COMPANY, Inc., New York, has been appointed to represent the *Hagerstown* (Md.) *Evening Globe* in the foreign field.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER*)*

By Henry Edward Warner

THAT DAY

Reprinted by Request

That day we beat 'em to the street! . . .
O boy, the thrill it spelled!
The pressroom sweated blood, and how
That gang of newsies yelled!
Twelve seconds to the good we ran,
Twelve seconds with a shout
That cracked the asphalt in the street
The day we beat 'em out!

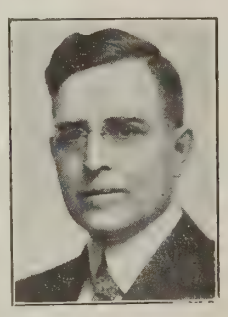
Old Barney had the closing take,
And Charle locked the chase;
Kling planed her as she ran the aisle,
And threw the mat in place!
Four minutes in the dry, and down
She shot just nosed by Fate;
A lever yank, a flood of soup,
And Murphy had the plate!

That boy had speed! . . . A lightning flash
Was tame beside his spring
To slam the starter, bolt her down
And signal for the ring!
Once, twice, again! . . . The button pressed!
She leaped, she shrieked, she sped
While newsies howled like demons in
The mail room overhead!

And then . . . we beat 'em out! O boy!
We skinned 'em neat and clean!
That battle of the newsies was
The best I've ever seen!
Twelve seconds by the heart-beats of
A loyal gang and true,
The day that Barney, Charley, Kling
And Murphy jammed her through!

ASSOCIATION CHIEFS

RUDOLPH H. HORST, recently elected president of the Indiana Associated Press Editorial Association, is managing editor of the *South Bend Tribune*. While still a young man, he is, as stated by Mr. B. F. Lawrence, general manager of the *Indianapolis Star*, who nominated him for the presidency, one of the best known and most competent newspaper men in the state of Indiana.



R. H. HORST

That he never had the slightest intention of becoming anything but a journalist was evidenced early in his life when, at the age of 14, he began work on the *South Bend Sunday News*. His energy and nose for news soon obtained for him a cubship on The Tribune which carried with it the duties of high school correspondent.

At the outbreak of the Spanish American war in 1898 he volunteered for service and was sent with the 157th Indiana Infantry to Indianapolis with instructions from the Tribune to act as correspondent. His youth and slight physique were against him, however, and he was rejected for actual service and sent home.

In May of the same year he received his first assignment to a beat as a full-fledged reporter. He became managing editor on Dec. 20, 1912, having served on each department desk, including extensive terms as sporting, telegraph and news editor.

Copy Chief Promoted

C. B. Howry, Jr., who has been at the head of the copy department of the Hazard Advertising Corporation, New York, for several years, has been elected vice-president of that agency.

Weissner With Benjamin & Kentnor

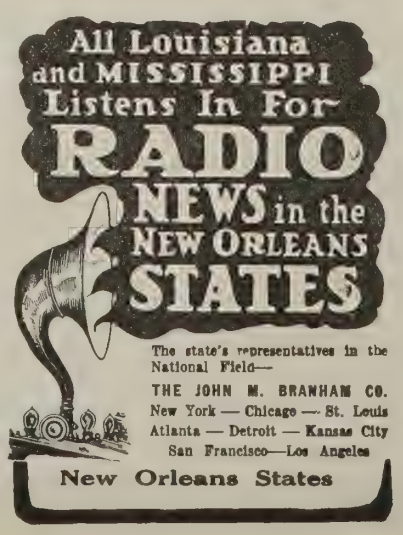
C. H. Weissner, for the past ten years with the H. E. Lesan Advertising Agency, Inc., New York, on March 30, will join the Benjamin & Kentnor Company, special newspaper representatives. Previous to joining the H. E. Lesan Agency, Mr. Weissner was for four years with the foreign advertising department of the Frank A. Munsey Company, which represented the *Baltimore News, Washington Times, Philadelphia Times, Boston Journal* and the *New York Press*.

Engraving Company Cited

Advertising a product as engraving when it is not true engraving as is generally understood, is the basis for a complaint issued by the Federal Trade Commission against the Non-Plate Engraving Company, Inc., New York. The company prints stationery, business cards, letterheads, and allied products by a special process which in its finished state has the appearance of being engraving.

Greensboro Record Now 8 Columns

The *Greensboro* (N. C.) *Daily Record* has changed from a seven to an eight-column page.



CIRCULATION PROGRESS

"Tommy" Kavanaugh Preaches to Newsboys in Dayton, Ohio



THOMAS KAVANAUGH

"MAKE all you can and put away part of it," is the text of a sermon "Tommy" Kavanaugh has been preaching to newsboys in the city of Dayton, O., for exactly 24 years. And as a result of his preaching some of the boys who first heard the sermon 24 years ago could easily own newspapers of their own.

When the *Dayton Daily News* was struggling along with a circulation of 7,000, and one Cincinnati afternoon paper, printed 55 miles away boasted twice as many copies placed in Dayton, T. J. Kavanaugh came to try his hand with the then struggling young publisher, James M. Cox.

In those days the News farmed out its circulation to six or seven men. The new circulation manager believed this method detrimental to the interests of his paper, so he quickly turned the routes over to independent carriers, establishing appropriate supply stations in all parts of the city.

Within a very short time the little red line on the News circulation thermometer was shoving its way upward. Never a promise was made to a newsboy by "Tommy" Kavanaugh that he didn't make good, and this asset, coupled with his fatherly interest in every kid on his staff, served to build for the News a strong circulation organization.

"Watch your collections," he told them. "I'm going to insist on my money from you; you insist on yours from your customers. Get you an account book and learn how to keep it, and get you a bank book and learn how to fatten it up," was the burden of "Tommy's" Saturday afternoon talks to the boys. Long years before we had "Thrift Days," Kavanaugh was teaching thrift to newsboys in the city of Dayton and from him many a lad formed a valuable life practice.

In 1913, "the year of the flood," the News launched a Sunday edition, and Kavanaugh's circulation organization was functioning so smoothly that all records for Sunday sales in his territory were smashed from the very first issue of the paper.

Today this organization distributes a big home edition circulation, as well as a large Sunday circulation.

Frequent treats in the shape of circus and movie entertainments, a yearly picnic with "everything free" at some nearby park in the Dayton district, and various other social stunts have endeared the boys to their manager, as well as serving to keep them on their toes. But nothing, possibly, sprung by "Tommy" Kavanaugh has been as valuable from the standpoint of perfect distribution as his annual Newsboy's edition, issued—the Saturday before each Christmas.

On this day all street sale papers are given to the boys free, while Dayton residents who receive their papers at their homes answer most liberally the News suggestion that they remember their carrier boy on this date. It is not unusual now for a carrier in the residence district to receive from $10 to $30 in cash tokens from the customers he serves regularly.

"WE would not hesitate to recommend the Ludlow system of display composition to any newspaper desiring to get best results for the least money," says Mr. F. E. Tripp,

Publisher of the Elmira (N.Y.) Star-Gazette
Elmira (N.Y.) Advertiser
Elmira (N.Y.) Telegram

MR. Tripp further said: "We have been using the Ludlow system of composition in our composing room for a number of years and find it very satisfactory for both ads and heads. The low cost of maintenance is also very noticeable as the Ludlow machines are in use practically all the time in our plant. We publish the Star-Gazette, which averages about twenty-four pages, the Elmira Advertiser, averaging about twelve pages and the Sunday Telegram averaging about forty pages."

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.
SAN FRANCISCO ATLANTA BOSTON NEW YORK

LUDLOW QUALITY COMPOSITION

R. W. HOWARD TELLS OF NEWSPAPER SALES

(*Continued from page 3*)

ible from the standpoint of other pub-
ers," he said. "But in our concern
notion is centered in the editorial de-
ment."

There is only one foundation that we
w of for newspaper growth, and that
editorial appeal to readers. Where
newspaper succeeds, it is because the
or is better than his competitor. At
t we have never learned of any other
on.

Our method of spending money on
Scripps-Howard Newspapers is, I
ume, different from that used on
e papers. When a paper is forging
d in its field, adding subscribers and
ling advertising, we provide more
more money for its operation. But
a paper stands still or lags behind
give it less money until we can find
ditor with a stronger reader appeal
a business manager with more suc-
ul tactics. We try to build papers
men rather than with money. With
is the old story: 'To him that hath
be given' . . . . .

We believe a well-edited newspaper
grow without specialized promotion
community where there is a need
t. Our sound newspaper successes
represented something more than
mere expenditure of promotion
y."

. Howard said his organization was
ed to the "doll and dish" method
orralling subscribers—contests and
offers.

"hese stunts may add to the circula-
igures for a time but no permanent
t accrues," he explained. "We
imes give away dishes and dolls as
ription premiums to meet circulation
etition of the same sort, but rarely
urate such practices."

Al while speaking of meeting com-
n, Mr. Howard digressed a mo-
to say that in his opinion the
os-Howard Newspapers spent less
n watching their competitors than
her papers he knows of. The first
is to be sure of your product and
ield, then go ahead.

ere is a danger that in watching
her fellow's game too closely you
orget to play your own," he de-

n Mr. Howard's standpoint, news-
budgets are valuable only when
rovide liberally for "extraordinary
ncies," which cannot be budgeted
il.

have no mystic formula for bud-
or directing our newspapers. A
which provides merely for the
expenses means little. The most
e feature is the sum set aside for
dinary emergencies.

most certain thing in newspaper
n is the unexpected. When it
ded for you may expect successful
tration. A newspaper progresses
portion to the way it meets and
es the unexpected.

e is no mystery to the Scripps-
al formula of operation. We be-
getting two honest young men
ility and enthusiasm and placing
charge of a newspaper as editor
iness manager. We finance them
pportunity to buy a share in the
in which they are interested and
or the stock out of the dividends.
this plan they administer the
airs of the paper far better than
y number of absentee executives
uarters.

lease make this clear. We have
that we possess any monopoly
er journalistic originality or
tic virtue. We operate on one
but we never presume that a
g newspaper employing other
is less entitled to its place in the

lly speaking our relations with
petitors in our various cities are
cable."

Mr. Howard reiterated the Scri
Howard faith in the ability of yo
men.

"Youth sees the surprise ele
Young men have enthusiasm and
prolific in ideas.

"In this business there is no reason
a young man of 25 cannot prove hi
as successful an executive as a m
50 or 60. The chances are a ma
have better newspaper ideas at 2
at 50. He has more courage, att
the impossible, and more often pro
to have been possible after all.

"An old newspaper man is apt t
come cynical—he knows too many
sons why a thing cannot be done. W
a man gets gray in his whiskers
time to scrutinize his ideas a sec
time."

In conclusion Mr. Howard emphasize
that he was still learning from you
men.

"Please get me right on this interview.
Go easy on the perpendicular pronouns.
I have no ambition to tell anyone *how*
things should be done—I have not learned
yet myself. When I have learned, I'll
be through. When a newspaper man be-
gins to tell others out of his vast past
experience how things should be done
today—it's 'thirty' for him. I am still
going to school to the job."

LYNN PUBLISHER HONORED

Charles Hastings Made Honorary Member of Local Typographical Union

Charles H. Hastings, publisher of the *Lynn* (Mass.) *Daily Item,* received a rare honor last week when he was presented a solid gold honorary membership card in the Lynn Typographical Union, 120. He is the third person in the history of the International Union to be elected to honorary membership, the other two having been the late President Warren G. Harding, publisher of the *Marion* (O.) *Star,* and William Jennings Bryan, publisher of the *Commoner.*

The presentation to Mr. Hastings was made at a testimonial banquet which was attended by all employes of the Item, including editorial and business office staff and composing room and press room workers. The toastmaster of the evening was Edward F. Giblin, foreman of the composing room.

RUBE GOLDBURG'S STUFF

ALARM clocks usually mean loss of sleep to most folks but Robert T. Wade, editor and publisher of the *Morehead City* (N. C.) *Coaster* has arranged an ingenious contrivance whereby an alarm clock and a rat trap give him an extra hour's sleep each morning.

Mr. Wade says that for years he had to get up every morning at 7 o'clock to light the gasoline burner under the metal pot of his linotype machine in order to have the metal ready at 8 o'clock. Recently he installed a new machine which uses electricity to heat the metal instead of gasoline.

Tired of being aroused every morning to turn on the electricity, he bought an alarm and fastened a short stick to the winder. He tied one end of the string to the stick and the other to the spring of a rat trap. When the alarm goes off at 7 o'clock in the morning the winder turns around and tightens on the string, causing the rat trap to be sprung. The trap is attached to the electric switch by means of a piece of wire and as it snaps shut it throws the switch and turns on the electricity. Editor Wade now comes down at 8 o'clock in the morning.

He failed to say what would happen if a rat got tangled up in the trap during hte night.

is v
factor
[and by
characteristic
possible uniformly good printing] is th
sole reason for the progressively increas-
ing demand for them.

While Certifieds cost a *little* more when comparing initial prices, they are actually worth *much* more when comparing the final results—your printed pages. A penny saved is a penny earned. Quite true. But a few pennies put away at the expense of good printing are a fallacy and not an economy.

Events during the past two months have made us more confirmed than ever in our belief that publishers and stereotypers know a good product when they see it and are ready to support it.

Quality like water seeks and finds its proper level.

Samples of Certified cold process dry mats cost you nothing—they are yours free of any charge or obligation. Just let us know what kind of equipment you employ, particularly your casting box, so that we may be able to send you the Certified mat best suited for your needs.

CERTIFIED DRY MAT CORPORATION

340 Madison Ave. New York, N. Y.

"Made in America"

MADE IN U.S.A. BY THE CERTIFIED DRY MATS ORIGINAL CLAUS IDEAL PROCESS

...tising agency, has been oppointed ...andle the advertising of Atwater-..., radio manufacturers. Roy Durs-...informed EDITOR & PUBLISHER in-...ations and research were now being ..., and he would not be able to an-...e the schedule for some time.

...C. Babcock has resigned as space ... of Ruthrauff & Ryan, Inc., New ...dvertising agency, effective April 1.

...e Chambers Agency, Inc., with of-...in Louisville, New York, and New ...ns, has added to its force of artists ...E. Schroeder, in the New Orleans ..., and I. Heilbron in Louisville. The ...cy's staff of artists now totals 20.

...W. E. Walker, for seven years with ... *La Crosse Tribune* and the *Madison ...isconsin State Journal*, has opened a ...eneral advertising agency in Madison, ...Wis., under the name of the W. E. ...Walker Company.

The Schafer Advertising Company, Mead Building, Rockford, Ill., has been made agent for the Burson Knitting Company, Rockford hosiery concern, and will start soon on a new campaign to establish the reorganized company's products. The Burson mills are reported to have spent more than a million since organization in national advertising ... expect to go into more intensive ad... tising.

Stevens and Wallis, Inc., Salt L... City advertising agents, have starte... daily and weekly newspaper campaig... the mountain states for the Indepen... Gas and Oil Company of Salt Lake ...

The Glove Printing and Adverti... Company of Columbus, O., has beer... corporated by Harry Winstaffer ... others with $10,000 capital.

B. F. Henriquez, for several ... associated with advertising work in ... cago, has joined the Franklin-H... Company, Chicago.

Auspitz & Lee, Inc., 1132 West Th... fifth street, Chicago, has recently ... chartered to conduct a general advert... business. The incorporators are I... D. Auspitz, Jules Levy, and Seymo... Winber.

G. Eley, formerly of Brennan ... Company, Chicago, has severed his ... nection with that agency to take c... of the New York office of the Mar... Company.

...three ...aught ...ppears

...or children ...e list of the ...altimore, Md.

...l Mrs. McIntyre ...w York following a ... Mr. McIntyre writes ...k letter for McNaught

... Seibel ..., with offices in the ...ilding, that city. The syndi-cate has made arrangements with A. M. Powell, sports editor of the *Easton Free Press*, to write a series of 60 articles on the football prospects of the leading colleges in the country for the 1925 season. Mr. Powell will leave soon on a trip to the various colleges he will cover in his stories.

Irvin Cobb is one of the most recent additions to the list of notable writers contributing to the weekly "Pre-Eminent" articles being released by the Metropolitan Newspaper Service. An article by Mr. Cobb, "If I Were A Woman," will be issued Sunday, April 5. It will carry illustrations by Bert N. Salg, and the Metropolitan announces that thereafter each of these articles will be illustrated in line. The other April releases will be: "Can One's Life Be Dramatized Into Success," by Louis Joseph Vance, illustrated by Hubert Mathieu; "If You Don't Like Your Life, Change It: I Did" by Sophie Kerr, illustrated by Harold Denison; "Why I Like Men Better Than I Do Women" by Mrs. Wilson Woodrow, illustrated by Bert N. Salg.

C. C. Powell Newspaper Features Syn-

The Affiliated Press Service, Washington, D. C., is taking a referendum of "modern youth" as represented by the senior classes in high schools of more than 30 cities in the United States, as a basis for a series of interpretative articles for newspaper syndication in May and June. Uthai Vincent Wilcox is manager of the service. Answers are sought to the question as to whether the world is growing better, taking into consideration, the home, church, and companions.

Rube Goldberg, cartoonist, for McNaught Syndicate, Inc., New York, and Mrs. Goldberg, are vacationing in Havana, Cuba.

Adam Breed, editor and publisher of the *Hastings* (Neb.) *Tribune*, and former war correspondent, sailed from New York last week on a wild game hunting expedition in the Nairobi district of Africa. He will report his adventures in the newspapers through the United Feature Syndicate, New York.

J. K. Burleigh has been appointed manager of the art department of the Feature News Service, of the Experimenter Publishing Company, New York, succeeding S. Oxberry, resigned.

ADVERTISING AGENCY AFFAIRS

Cable Confirms Imperial Conference—Machen Forms New Toledo Agency —Barton, Durstine and Osborn Get Atwater-Kent Account

CHARLES W. HOYT, president of the Charles W. Hoyt Company received March 21, a cable confirming the formation of the Imperial Economic Committee for Great Britain. The cable advised that there would be two representatives from each colony and two representatives from Great Britain.

In the local English press of last week it is stated that this commission will consider the most efficient method of spending £1,000,000 to assist in the marketing of Dominion produce.

Edwin A. Machen, formerly president and general manager of the Machen & Dowd Company, advertising agency, has severed his connections with that Company and has organized an advertising business under the name of Edwin A. Machen & Co. Headquarters have been established at 614 Ohio Bldg., Toledo, O.

By the terms of the arrangement, Machen will continue to handle the accounts which he personally looked after as account executive with the old organization.

Associated with Mr. Machen will be Eben J. MacKenzie, formerly of the Machen & Dowd Company, and Eugene F. Goldbach, formerly associated with the *Milwaukee Journal*.

Barton, Durstine & Osborn, New York

Wilke's METALS
THE HIGHEST STANDARD

Type Metal Insurance

What it Means to You:

TYPE Metals are alloys of lead, tin and antimony. If continued good results are to be assured it is necessary that these three metals be maintained in proper proportions. The true condition of your metal can be positively determined only by chemical analysis. If deterioration has taken place your supply may be restored to its original formula.

"Wilke's" Type Metal Insurance provides the means for maintaining your type metal in perfect working condition at no expense to you. Our representatives periodically take samples of your metal direct from your melting pot, and send them to our laboratory for analysis. We then rebalance your metal supply to its proper working proportions.

This is the only dependable method of keeping your metal strictly up to correct formula. It eliminates guesswork, and places the responsibility on our shoulders.

"Wilke's" Metal Insurance Plan provides a policy on which we pay the premiums and you collect the dividends. It is your guarantee for good slugs, type and plates. It will save you money.

Write for full information on "Wilke's" Metal Insurance Plan

Metals Refining Company

HAMMOND, INDIANA

Warehouses in All Principal Cities

LESSER MAPPING BIG MOVIE AD DRIVE

President of Blaine-Thomson Plans to Spend Bulk of Warner Brothers $500,000 Campaign in Newspapers—Starts Aug. 1

Further details of the Warner Brothers, Inc., $500,000 national advertising campaign announced last week in EDITOR & PUBLISHER were told this week by W. L. Parker, advertising manager of the moving picture producing firm.



MYER LESSER

Myer Lesser, president of Blaine - Thompson, Cincinati advertising agency, is making personal charge of the account. He expects to have the newspaper schedule completed shortly.

The campaign is set to start in actual publication about Aug. 1, and will be a concentrated sales drive accomplished within about three or four months.

While the bulk of the appropriation will go into newspapers, the magazines and other forms of advertising will not be entirely eliminated, Mr. Parker said.

The newspaper copy, which will range from full page space to 14 inches on single columns, will be designed to interest theater-goers in the 1925-1926 Warner Brothers' program.

"The drive will be well sustained, according to Mr. Parker, with copy appearing at least once a week in the newspaper list, irrespective of whether or not Warner pictures are showing in the various cities.

"Our production program is more ambitious this year than we have ever before attempted," Mr. Parker said. "It will consist of 26 productions, with the possible addition of three more, featuring such stars as John Barrymore, Syd Chaplin, Lowell Sherman, and our 'wonder dog' Rin-Tin-Tin, and the European director, Ernst Lubitz.

"Consequently we felt we must advertise on a larger scale than ever before. We will cover as completely as possible the newspaper field of America.

"Two fiscal years ago, when we launched our first extensive national campaign, spending about $400,000, we relied entirely upon magazines. This year we are going to use a greater number of newspapers.

"Mr. Lesser also conducted this campaign for us. It met with satisfactory response. We used double-truck copy in Hearst's *American Weekly*, and space in the *Saturday Evening Post, Cosmopolitan Magazine*, and the rotogravure sections of the leading metropolitan dailies.

"We went in rather for massive display copy. Where we had one big advertisement that year, we plan to have smaller ones this year."

WEEK'S AD TIPS

Sterling Beeson, Inc., Second National Bank Building, Toledo. Reported will shortly place orders with newspapers for the Conklin Pen Mfg. Company, Toledo.

Knew Company, 9 East 40th street, New York. Reported to have secured the accounts of Knufman Hats, New York and London Shoe, New York.

Charles Blum Advertising Corporation, 1116 Walnut street, Philadelphia. Placing orders in some newspapers that have rotogravure sections for Arthur J. Collins & Son, nursery stock seeds, etc.

Albert H. Dippy, 903 Fox Building, Philadelphia. Has secured the accounts of Sherman Bros. & Company, "Betholine" gasoline, Baltimore, and N. S. Groves & Sons, Baltimore.

Gardiner-Mace Company, 9 East 40th street, New Yrok. Has secured the account of Marcello Company, face powder, La Crosse, Wis.

J. Goulston Advertising Agency, 18 Tremont street, Boston. Reported to have secured account of T. D. Whitney Company, linen, Boston.

Gundlach Advertisnig Company, 400 North Michigan avenue, Chicago. Reported to be planning test campaign in newspapers in a few selected cities for the San-Detach Brush Company, Nashville.

William Irving Hamilton, 267 5th avenue, New York. Reported to be placing account of Heher Bros. Company, "Vixen" and "Heller" files and hammers, Newark, N. J.

Joseph Katz Company, Frankin street and Park avenue, Baltimore. Placing orders with some New York newspapers for Wertheimer Bros., "Entertainer" and "El Dallo" cigars, Baltimore.

H. H. Levey, 1328 Broadway, New York. Making trade deals with newspapers for the Forty-fourth Street Hotel, New York.

Lord & Thomas, 247 Park avenue, New York. Again placing orders with newspapers in selected sections for Julius Kayser & Company, gloves, underwear, New York.

Morris-Harris Advertising Company, 400 North Michigan avenue, Chicago. Reported to be making contracts with newspapers in large cities for the National Trading Company, hair nets, Chicago.

New York Advertising Agency, 154 Nassau street, New York. Has secured the account of the Apple Gum Company, New York.

Irvin F. Paschall, Inc., McCormick Building, Chicago. Reported will use some newspapers for the First National Hosiery Stores, St. Louis.

Peck Advertising Agency, 6 East 39th street, New York. Placing orders with some New York newspapers for the Tiffin Candy Company, New York and Long Island City.

Picard, Bradner & Brown, 16 West 46th street, New York. Has secured the "Easton's Mayonnaise" account.

Fred M. Randall Company, 1047 Book Building, Detroit. Reported to have secured account of the Nufuel Heating Corporation, Detroit.

Reincke-Ellis Company, 215 North Michigan avenue, Chicago. Middle western papers receiving schedules on Enterprise Paint Company, Chicago.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Copy being distributed generally to newspapers on Cluett, Peabody Co., New York.

Frank Seaman, Inc., 470 4th avenue, New York. Reported to have secured the Knickerbocker Ice Company account.

Sherman & Lebair, Inc., 120 West 32nd street, New York. Reported to have secured account of the Puro Filter Corporation, Philadelphia.

F. P. Shumway Company, 453 Washington street, Boston. Reported to have secured account of the Hygenia Brush Company, Boston.

Simpson Advertising Service, Syndicate Trust Building, St. Louis. Reported will start an advertising campaign in Farm papers for Associated Corn Products Manufacturers, gluten feed.

Walter B. Snow & Staff, 60 High street, Boston. Has secured the account of Renauld et Cie of America, "Renauld Perfume," Boston.

M. Spivak Advertising Agency, 286 5th avenue, New York. Placing orders with some New York newspapers for the Denville Silk Company, "Velvet Rose Silk," New York.

Stack Advertising Agency, Inc., Heyworth Building, Chicago. Renewing some newspaper contracts for Swift & Company, meat packers, Chicago and the Northern Pacific R. R. Company, St. Paul, Minn.

Stack Advertising Agency, 29 East Madison street, Chicago. A general list of newspapers receiving copy on the Santa Fe Railway, Chicago.

Steuerman Service, 15 East 26th street, New York. Placing orders with some newspapers in New York and vicinity for Bromley, Inc., clothing, New York.

Stewart—Davis Advertising Agency, 400 North Michigan avenue, Chicago. One time orders going out to a small list of papers on United Profit Sharing Company, New York.

Street & Finney, 40 West 40th street, New York. Has secured the account of the Ucan Hair Cutter Company, New York.

David C. Thomas Advertising Company, 28 East Jackson boulevard, Chicago. Contracts and schedules being issued to metropolitan newspapers on the American Appraisal Company, Milwaukee, Wis.

Charles H. Touzalin Agency, 7 South Dearborn street, Chicago. One time orders being issued to a few middle western newspapers on Electric Maid Baker Shop.

Williams & Cunnyngham, Inc., 6 North Michigan avenue, Chicago. Making contracts with newspapers in various sections for Hart, Schaffner & Marx, clothing, Chicago.

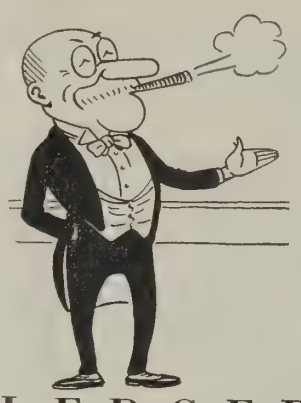
Ad Men Asked to Boost Air Mail

Executives of the first and second districts of the Associated Advertising Clubs of the World meeting in New York last week passed a motion providing for a speaking campaign to urge national advertisers to support the air mail service.

Merger in Florence, S. C.

Absorption of the Florence (S. C.) Daily Times by the Florence Morning News-Review was announced March 26.

"UNCLE TOBY"—By Henry Steinlauf



A new six-column strip featuring a Droll "Old Batch" whose perspicuity reveals the funny weaknesses of those about him. He thus is a comedian of the positive type, not the stupid butt of others' wit.

For terms and samples, wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

Trade Mark FLEXIDEAL Reg U S Pat Off

THE IMPORTED DRY MAT OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

The INDIANAPOLIS NEWS

A DAILY REFERENCE—

THE INDIANAPOLIS NEWS is the favorite newspaper of Indiana women because it carries the unabridged department store advertising.

Thousands of business men refer to it daily for *complete* financial news.

The Indianapolis News reaches both women and men in Indiana.

FRANK T CARROLL
Advertising Manager

Chicago Office
J. E. Lutz
The Tower Bldg.

New York Office
Dan A. Carroll
110 E. 42nd St.

GOLD MEDAL AND $15,000 IN PRIZES FOR 1925 ADVERTISING TRIUMPHS

Rewards for Best National and Local Campaigns, Institutional and Selling and for Single Advertisements and Research

ANNOUNCEMENT of the terms under which the Harvard Advertising Adwards for 1925, founded by Edward W. Bok, will be administered, have been issued by the Harvard Business School. The classification of the awards is similar to that adopted in administering the 1924 awards.

A gold medal will be awarded to the individual or organization deemed by the jury of award to merit recognition for distinguished contemporary services to advertising.

Two prizes of $2,000 each for advertising campaigns. Only advertising campaigns which have been directed primarily through the media of newspapers or periodicals may be submitted. These awards require submission of manuscripts.

One award will be given for the national advertising campaign of the year which has come under the consideration of the jury of award as the campaign most conspicuous for excellence of planning and execution which seeks publicity on a national scale or over a large territory for products or an institution.

The jury of award may make two awards of $2,000 each under this head: one for the national campaign of a general or institutional character deemed best; the second for the national campaign deemed best in advertising specific products.

In this class also an award will be given for a local advertising campaign of the year which has come under the consideration of the jury as the campaign most conspicuous for the excellence of its planning and execution which seeks publicity in a relatively limited territory or in a single locality for products or an institution. The jury award may make two awards of $2,000 each under this head: one for the local campaign of a general or institutional character deemed best; the second for the local campaign deemed best in advertising specific products.

An award of $2,000 will be given for the advertising research of the year which has come under the consideration of the jury as most conspicuous because: (a) it has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program. An award may be given for either or both of these classes.

Three prizes of $1,000 each for excellence in the technique and substance of particular advertisements which have appeared in established American or Canadian newspapers or periodicals.

The jury may consider individual advertisements and make awards under the following classification:

For the advertisement most effective in its use of text as the chief means of delivering its message.

For the advertisement most effective in its use of pictorial illustration as the chief means of delivering its message.

For the advertisement most effective in its combination of text and illustration as the means of delivering its message.

In its consideration of advertisements the jury will give attention to the excellence of typography, and correct and effective use of English.

No advertisement shall be awarded more than one prize.

For 1925 the awards will cover the period Oct. 1, 1924, to Dec. 31, 1925, and are limited to newspaper and periodical advertising in the United States and Canada. The jury of award will be selected by Dean Wallace B. Donham of the Harvard Business School.

MONTREAL EDITOR CONVICTED

Fined and Given Month in Jail for "Kidnapping" Officers

Roger Maillet, editor of *Montreal Le Matin,* was sentenced last week in the Court of Sessions to pay a fine of $100 or serve one month in jail, upon conviction of assault. The case will be appealed.

The case is an aftermath of the by-election in St. Ann's Division on Nov. 5, last. Maillet, a worker on behalf of the Conservative candidate, drove two provincial police officers, a deputy-high constable and a canvasser for the Liberal candidate, in his car to Westmount, where, under threat of a revolver, he put them out of his machine.

Judge Perrault said the law allowed him to reduce the charge, and he found the accused guilty of simple assault.

BUSINESS SHOULD BE BETTER—WOODIN

Car Builder Tells New York Ad Men Farmer Has $12,000,000,000 to Spend—Loft Traces His Success Course

Watch the farmer for 1925 prosperity and build business by advertising, New York advertising men were told this week by two speakers at an Advertising Club luncheon.

William H. Woodin, president of the Amercian Car & Foundry Company, discussed the business trend of the year, while George W. Loft, president of Loft, Inc., New York candy firm, told how newspaper advertising, begun in a small way, brought him big success.

"We are beginning this year on a broad foundation of confidence," Mr. Woodin said. "Last year this country had an income of $55,000,000,000, of which $11,000,000,000 was saved.

"We have a wonderful background for prosperity. Today we have confidence, easy money, high wages and settlement abroad. Also, for the first time in 10 or 15 years, the railroads are above water and able to look flotations in the face.

"And the biggest customer, the biggest producer and seller is the neglected but fundamental farmer. He is not the so-called rube of yesterday. He has become a tremendous factor in this country.

"The rural population in the United States numbers approximately 51,000,000 or 48.2 per cent of the total population. The gross value of the farm prod[uc]ts are $24,000,000,000. While the far[mer] spends eleven or twelve billion dol[lars] raising his crops, he still has twelve [to] thirteen billions left to spend elsewh[ere] making him the biggest buyer by fa[r] this country."

Mr. Loft began with much more mo[dest] figures, when he followed Mr. Woo[din]. He told how he started with very l[ittle] money and one store many years ag[o] New York.

"In 1901," he said, "I spent $7.50 for [the] first newspaper advertisement, and I [had] to keep my store open an hour late[r] night to pay the bill.

"Business, I figured, increased abou[t] or $5 and I decided I must go in har[d] go broke. The newspapers gave me cr[edit] and I went in hard. In 1921, in one [New] York newspaper alone, we spent $50[0,000] for advertising."

NEW JOURNALISM COURSE

Legislature Grants $2,000 to Rut[gers] at Instance of State Press

R. E. Lent, *Passaic Daily News,* pr[esi]dent of the New Jersey Press Associat[ion] announced this week that the New Je[rsey] Legislature had appropriated $2,000 [for] the establishment of a part-time pro[fes]sorship in journalism for 1925-192[6] Rutgers University, New Brunswick. [The] advisory committee of the associat[ion] composed of prominent Jersey publis[hers] and editors, will be appointed by the pr[esi]dent to aid the university in establis[hing] the journalism course.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

"S T O R I E S"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Fashions

WEEKLY STYLE PHOTO SERVICE.
20 latest fashions and captions weekly.
More than 100 papers use it. Write for low rate.
Styles Service Syndicate, 353 5th Ave., N. Y.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely
The Ellis Service, Swarthmore, Pa.

Twin Forces of Uplift

The press and the pulpit are the twin forces which ought to pull together to raise the standard of morals of a community. Both are seeking to make a better place in which to live.

In many communities, publishers and pastors have worked together to use display advertising space to carry the message of religion to those who do not go to church. Sometimes pastors write these messages—sometimes the publishers use material prepared by an outside agency.

Proofs of ads, 250 words long, which have been used successfully elsewhere, are available for a stamp on application to Herbert H. Smith, 723 Witherspoon Building, Philadelphia, Pa. The price for use is only 3 cents per week per thousand circulation.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

The SERVICE STATION

Q. Have you any figures showing what proportion of net sales retail merchants in cities of various sizes appropriate to cover newspaper advertising?—R.

A. The most recent reliable figures available are found in a recent report of the Chamber of Commerce of the United States. They are not based upon theories or opinions of what should be spent to produce maximum results, but are based on the percentage of net sales spent for advertising by retailers in the lines mentioned below:

	Percentage for Advertising
Grocery Stores	
Sales	
Less than $30,000	0.2
$30,000 to $50,000	0.2
$50,000 to $100,000	0.2
$100,000 to $150,000	0.3
$150,000 and over	0.3
Shoe Stores	
Less than $30,000	1.6
$30,000 to $50,000.	2.1
$50,000 to $100,000	2.2
$1000,000 to $250,000	2.8
$250,000 and over	3.8
Department Stores	
Less than $250,000	1.7
$250,000 to $450,000	2.2
$450,000 to $1,000,000	2.9
$1,000,000 to $4,000,000	2.9
$4,000,000 to $10,000,000	2.9
$10,000,000 and over	3.2
Jewelry Stores	
Less than $20,000	2.6
$20,000 to $50,000	2.9
$50,000 and over	4.3
Drug Stores	0.7
Specialty Shops	3.4
Clothing Stores (Men's)	1.98
Hardware Stores	
Less than $25,000	0.66
$25,000 to $40,000	0.65
$40,000 to $60,000	0.79
$60,000 to $100,000	0.71
$100,000 and over	0.70

* * *

Q.—Please advise what are accepted as a sound basis for estimating newspaper good-will?—*Subscriber.*

A.—There are various methods, none exact. There is the old theory that good-will may be computed at the rate of $10 per subscriber, but EDITOR & PUBLISHER does not believe that this is a fair rate for all papers, and rather that it is an underestimate for many successful papers. Don C. Seitz holds that good-will may be computed from an average of five or six years' gross receipts from advertising and circulation. He makes it clear that he assumes that circulation is established and that the five or six years were normal. Louis Wiley has said that good-will might be found to be equal to gross receipts from advertising and circulation for the year preceding the date of calculation, provided the year was normal. Another method is to multiply annual net profits by ten to find good will value. Another is to calculate (a) $10 per subscriber, (b) average gross receipts from five years, (c) ten times annual net receipts, and find the average of the results of these three methods and call it good-will value. The best method known to EDITOR & PUBLISHER is to estimate good-will value from the actual earning power of the property, considering 10 per cent of profit to be a good return from any investment.

Hearst 'Frisco Editor in New York

E. D. Coblentz, managing editor of the *San Francisco Examiner,* is visiting in New York, and while there is making the *New York American* offices his headquarters. He refused to discuss the purpose of his eastern trip. With him is John McNary, foreman of the Examiner's composing room. Another Hearst executive also in the city is William Curley, editor of the *Chicago American.*

FORESHADOWED EVENTS

April 4 — Minnesota Associated Press Members, meeting, Minneapolis.
April 15-27—Navy Trip to Hawaii for Newspaper Men.
April 17-18—Pacific Slope Newspaper Conference, Portland, Ore.
April 20-21—Associated Press, annual meeting, Waldorf-Astoria Hotel, New York.
April 20—Conference of Regional Publishers' Assns., New York.
April 22-23—American Newspaper Publishers' Assn., annual convention, Waldorf-Astoria Hotel, New York.
April 25—Georgia Press Assn., convention, Savannah, Ga.

RADIO AD TEST ENDS

Victor Company Discontinues Broadcasting to Check Results

The Victor Talking Machine Company's experiment with radio broadcasting ended with the concert of March 26, and Ernest John, advertising manager, informed EDITOR & PUBLISHER it would probably be more than a month before his firm would know whether or not the new advertising practice would be continued.

Seven concerts were given by the Victor company, broadcasting from WEAF, the American Telephone and Telegraph Company station in New York, and 13 allied stations throughout the country. At the start it was announced as in the nature of a test.

"The problem of tabulating responses and checking up results will require at least a month," Mr. John said.

On March 21, the *New York Times* published a report that broadcasting by Victor and the Brunswick-Balke-Collender Company has "not stimulated the sale of phonograph machines, but that the sale of records has increased notably."

Mr. John declared that the results of the broadcasting could not be stated at this time.

WHAT OUR READERS SAY

"Try All Circulation Methods"

TO EDITOR & PUBLISHER:—In your paper of March 14, I noticed an article about circulation progress written by the circulation director of the *New Orleans States.*

While I agree with him on the service you must render to hold circulation, I differ with him as to the methods of getting circulation.

Many times homes have been visited and you could not sell them your paper because they had become accustomed to reading a different paper. Now in order to win this home from another paper or get your paper into this home you must use systematic methods. I might say that you might sample this home or leave a sample copy for a few days. That might bring the subscription wanted, but then again the question might pop up as to whether you had sampled that home long enough for it to become accustomed to reading your paper like the other one.

There is nothing else in the world to do to get this home to taking your paper but to use different methods. I do not believe in premiums but I do believe in using every method known to get subscriptions.

As I stated above I am not in favor of premiums but the average American citizen is always looking for something for nothing. If you have a bargain sale or give something extra in addition they will come to you. If you do not believe this, notice the advertisements in the papers. Notice how the advertiser cuts prices on certain articles to get people into his store to buy other articles. He will lose on one article but will gain it back on another.

This same thing applies to newspapers. You have newspapers to sell and if you cannot get the people to subscribe at the regular stated price then you will have to use science and other methods to get them. I say use any method available to get a non-subscriber to take your paper.

If you could go and get a home to take your paper for three months and they did not continue to take it then the fault is with the editorial department, because by that time you have sufficiently educated this subscriber. Once you have him your work is finished and it is up to the editorial department. The old saying is, if you don't succeed try, try again. Maintaining service is necessary to hold circulation but don't forget to use any method available and don't stop until you get the subscription.

E. D. HOOD,
Circulation Manager,
Savannah Morning News.

The Three Leaders
in advertising lineage for 1924
THE BALTIMORE SUN
THE DETROIT NEWS
THE CHICAGO TRIBUNE
have been using our checking proof service for the past five years—since our very beginning in 1920

We hold subscribers on "good service"—not contracts

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

The Business Men
of your community will value the authentic statements of
ROGER W. BABSON
on the business and financial situation, above any other single piece of news that you can print.
Supplied weekly through the Publishers Financial Bureau, Division of BABSON INSTITUTE, Babson Park, Mass.
SPECIMEN RELEASES AND RATES ON REQUEST

FOR PROMPT SERVICE
TYPE · BORDERS · ORNAMENTS
BRASS RULE
Printers' Supplies · Presses · Paper Cutters
Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment
American Type Founders Company
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

CIRCULATION SUPREMACY IS A VALUABLE POSSESSION
The circulation supremacy of any newspaper in any territory is its most valuable asset. It is listed above physical property—buildings and equipment. But, unlike other assets, it can be wrested from its possessor and the law provides no recourse for its recovery.
Our plan builds and holds circulation. It makes the first newspaper more secure or it makes second or third newspapers first.
Communications Invited in Confidence and without Obligation
HICKEY-MITCHELL CO.
(Builds and Holds Circulation)
Pierce Bldg. St. Louis, Mo.

MANLY M. GILLAM DEAD IN 79th YEAR—LEFT FOOTPRINTS IN PUBLICITY

He Created Wanamaker Store Advertising Style—Built New York Telegram Classified Page to Supremacy from Scratch Start

By EUGENE V. LAMBERT

MANLY MARCUS GILLAM, one of the few remaining survivors of that group of geniuses who built the beginnings of the structure of modern advertising, died in his 79th year March 23, at his home in Flushing, N. Y. He was best known to present-day newspaper men for his close association with the *New York Herald* and *Evening Telegram* of James Gordon Bennett, which he served as advertising counsel from 1897 to 1911.



M. M. Gillam

Mr. Gillam was born April 15, 1846 in Bradford County, Pa., and took pride in relating that he was "farm raised, on grain, dairy and fruit,"—a nurture that was to be reflected in later years in his first great achievement in advertising. Farm chores took him from the little red school house at a tender age, but, having an insatiable desire for study, he used to induce his brother to do his work while he stole a few hours with his books, to the great displeasure and scorn of his farmer-uncle. He was a soldier in the Union Army at the age of 17 and served in the quartermaster department until the close of the war.

His early business career include experience as bookkeeper in a Vineland, N. J., lumber yard, shorthand writer for the Pinkerton Detective Agency, private secretary to Henry Brock of Boston, known in 1871 as the "commercial agency meteor."

The following year Gillam turned to newspaper work as reporter for the *Boston Daily News*, and from 1872 to 1878 he was city editor of the *Boston Post*.

Returning to Pennsylvania in 1879, he became managing editor of the *Philadelphia Record* and in his seven years' tenure of that post he entered on the first phases of his all-inclusive advertising career.

William M. Singerly, owner of the Record, complained to his managing editor one day that the milk from his herd of prize Holstein cows, amounting to hundreds of quarts a day, was being wasted. Mr. Gillam suggested that he send the milk to the city market and originated the idea of advertising the product by writing a history of the Holstein cattle, which appeared in daily single column instalments in the Record. The concluding paragraph of each story informed the reader that the rich milk of these prize animals was for sale at the city market after four o'clock, a. m. When the series ended, the Singerly cows were unable to meet the demand for their product.

Another achievement of Mr. Gillam's through the Record was the success of the "Little Tycoon" a comic opera which had failed in other cities and was in a fair way to do likewise at the Arch Street Opera House, an unremunerative theatrical venture of the Record's proprietor. Gillam brought the show to public attention through a series of articles on the Orientals and their habits and the "Little Tycoon" set a record for a long run in Philadelphia. Kellar the magician was another to feel the wizardry of Gillam's ideas when his appearance on the Arch street stage seemed doomed to failure. Gillam delved into the lore of Indian magic and told Philadelphia about it, also where to see a demonstration.

These stunts caught the eye of John Wanamaker, already a figure in Philadelphia commerce, and in 1886 Mr. Gillam joined the Wanamaker forces and wrote the "news of the store," developing the style that has marked Wanamaker advertising and exerted a profound influence on all department store copy. During his nine years with the Wanamaker store, Mr. Gillam became known as the "father of department store advertising." The next three years were spent as merchandising and advertising counsel for several merchants and manufacturers and as secretary of the New York Retail Merchants Association.

During this period Mr. Gillam imported the first "horseless carriage" brought to America and made a notable advertising demonstration with it. He was then with the Pope Manufacturing Company of Hartford, Conn., destined to become one of the pioneer automobile manufacturers of the country. He also introduced the Columbia chainless bicycle, sweeping the country in one day from coast to coast, through what was regarded in those days of primitive press agentry as the biggest free write-up on record. He promoted R. H. Foerderer's vici kid products, doubling a $6,000,000 business in one year. "Glazed kid" was another leather product to achieve household fame under his publicity.

In 1896, while he was secretary of the retail merchants association the New York Herald raised its advertising rates and the merchants withdrew their copy *en bloc*. Herald representatives tried in vain to lift the boycott, but Gillam, working from within, convinced the merchants that they, not the Herald, would be the worse sufferers if they continued to do without Herald advertising. The business was restored, and James Gordon Bennett, sitting in imperial majesty in Paris, invited, which was a euphemism for command, Mr. Gillam to visit him in France. Mr. Gillam declined, but when Mr. Bennett visited in New York in 1897, he succeeded in inducing Gillam to become the Herald's advertising counsel.

During his first year on the Herald, Mr. Gillam executed the most thoroughly successful classified advertising campaign that newspapers had ever seen. For two weeks the Evening Telegram carried displayed announcements that, after a certain date, the Telegram would be a "medium of exchange" for those who desired to "exchange what you don't want for what you do." No information or instructions whatever were given to the advertising force.

Inquiring readers were advised to wait until the stated day. Telegram employes, as well as the public, were on tip-toes with expectancy. When the day arrived, there appeared a sold salf-page of classified advertising, under a full-page heading, "WANTED TO PURCHASE, SELL, OR EXCHANGE." Every advertisement was a bona fide offering. How was it done?

With the strictest secrecy, mailers, compositors, stereotypers, and pressmen, well removed from contact with the public, were asked to search their houses and unearth all the useful articles they had cast aside and to state in advertisements what they cared to sell or exchange them for.

The result was one of the greatest assortments ever offered to the public through newspaper advertising—books, parrots, clothes, shoes, cats, guns, jewelry, opera glasses, furniture, invalid chairs, trunks, etc. etc., for sale or exchange for some more-to-be-desired commodity.

The original, or free, advertisements were soon cancelled as results were reported as satisfactory and within a week, there was not a free advertisement in the exchange columns and the public was buying the space to the extent of more than a page a day. Furnished Rooms, Board, Apartments, Real Estate, and other classified headings were added, all at one cent a word until at least five pages daily were given over to this business, when the rate was changed to a line basis.

The *Commercial Advertiser* and the *Journal* made desperate efforts to share in the harvest, but the Telegram campaign had been too carefully planned.

Mr. Gillam ended his active connection with the Herald and Telegram in October, 1907, when Mr. Bennett announced that he desired to appoint a "board of control" to manage the papers. Mr. Gillam refused to share his business authority with any committee, and although he continued as advertising counsel until 1911, he moved from the Herald office to his own suite with the Gillam Service, at a nearby address. Incidentally, records show that the New York Herald's high-water mark for advertising was reached in October, 1907.

On three occasions in later years Mr. Gillam was approached with the proposal that he take over the active management of the Herald and Telegram, but no agreement was ever reached, due, in all probability, to the uncompromising spirit that characterized both Mr. Bennett and his former counsel.

Standing well over six feet tall, and magnificently proportioned, Mr. Gillam was described by his Herald associates as "having the physique of a giant, the brain of a master and the heart of a woman." When, as advertising director of the Herald, he expressed a desire to interview a member of his staff, Mr. Gillam was keenly hurt to learn that the subordinate was told that he was "wanted on the carpet."

He was a devoted husband to his wife who for more than 17 years was a semi-invalid, as the result of a railroad accident, and he was also deeply shocked in his closing years by the death of his son, Capt. Walter Ernest Gillam, who was killed on the Vesle River in August, 1918, in action with the 306th Machine Gun Battalion, 77th Division. He is survived by one son, Arthur L. Gillam, who is an official of the American Reptile Study Society, and four daughters Miss Eva M. Gillam, Mrs. Alice M. Munyon, Mrs. Ada B. Munyon, and Mrs. James Gillies.

Veteran Journalist Dies

Henry Wood Booth, 88, widely known newspaper man, and father of George G. Booth, one of the owners of the *Detroit News*, and E. W. Booth, editor of the *Grand Rapids* (Mich.) *Press*, died at his home near Detroit, March 17. He is survived by his widow and nine children. Mr. Booth was born in England, but came to this country at an early age. In 1874 he started the *Toronto Sunday Times*, which failed. In 1895 he began writing for the *Detroit Tribune*, and later became business manager of the *Quarterly Register of Current History*. For two years he was managing editor of the *Chicago Commercial Journal*.

New Mill Unit Started

The Inland Empire Paper Company of Millwood, Wash., has started construction on a mill unit which will cost it is reported, $105,000. The company's product, about 100 tons a day, is mainly newsprint.

NO STATE PAPERS IN TEXAS

Texas is too large to be covered by one, two, three or four newspapers.

Texas has some of the best newspapers published.

Among them

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

For information about Texas, ask *Beckwith—He Knows*

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42d Street New York

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

October circulation (net paid)
Daily Circulation 137,824
Sunday Circulation 197,347

Member A. B. C.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

in Louisville

you get Coverage when you buy

The Courier-Journal AND THE LOUISVILLE TIMES

MORNING-AFTERNOON-SUNDAY

Represented nationally by the S. C. Beckwith Special Agency

Obituary

JOHN B. ALEXANDER, for 50 years editor of the *Oswego* (N. Y.) *Times*, died at his home in that city. He retired in 1922.

J. C. CAVANAGH, for 45 years editor of the *Fort Bragg* (Cal.) *Advocate*, died March 13 after a year's illness. He was 55 years old and his family will retain ownership of the paper.

WILLIAM A ST. GEORGE, 29, reporter on the staff of the *Charlotte* (N. C.) *Observer* died Saturday, March 21. He formerly was a member of the staff of the *Brooklyn Times*.

WILSON W. COOKE, 22 a reporter on the *Pittsburgh Gazette-Times*, died recently after several days' illness. Previous to joining the Gazette-Times, he worked as a reporter on the *Detroit Times* and *News*, the *Toledo News-Bee* and Michigan papers.

JOSEPH EMILE GENTESSE, 51, one of the veterans of the *Worcester* (Mass.) *Telegram-Gazette* composing room dropped dead in his home city recently. He had been on the Telegram for more than 25 years.

RICHARD FORESTER, 5, son of Richard A. Forester, Columbus correspondent of the *Cincinnati Times-Star*, died at his home in Cincinnati a few days ago.

MRS. ELIZABETH TOYE, mother of Joe Toye of the Boston Traveler staff, died March 17 in Jamaica Plain, Mass. She is survived by two other sons, Frederick H., a Boston advertising man, and J. F. Toye, and two daughters, the Misses Mary A. and Catherine E. Toye.

RICHARD BUTLER, said to have been Canada's oldest printer died at his home in Hamilton, Ont., at the age of 92 years. He had served in various capacities, from devil to managing editor, on Canadian newspapers, and was formerly American vice consul at Hamilton. Although a Canadian, Mr. Butler fought with the Union forces in the Civil War.

MRS. MARY F. WOODS, widow of Colonel Edwin H. Woods, long the publisher of the *Boston* (Mass.) *Herald*, died suddenly at her home in Brookline recently.

MRS. MARY CAROLINE FAY, daughter of the late Colonel Charles A. Rogers, owner and publisher of the old *Boston* (Mass.) *Journal*, died at her home in Boston last week.

PETER P. LENZ, aged 57 years, for the past seven years connected with the advertising department of the *Pittsburg Post and Sun* died at his home in Bellevue, a suburb, March 22.

FRANK A. GAILY, 52, veteran Kansas City newspaper man, died March 14.

FRANK L. FLAGG, 47, Associated Press operator for the *Joliet* (Ill.) *Herald-News* for seven years, and prior to that time an operator for the *New York Sun's* Chicago office, died March 18 in his home after a week's illness.

MILTON L. SCOTT, 56, former publisher of a string of Utah newspapers died at his home in Provo, March 15.

LOUIS ORR, 54, a newspaper printer at East Liverpool, O., ended his life because of despondency recently.

DANIEL S. DOUGHERTY, 73, for 18 years associate editor of the *Southbridge* (Mass.) *Herald* died at the home of his daughter in Centerville, R. I., March 12.

THOMAS LONERGAN, a correspondent for Providence, R. I., papers for more than a quarter of a century at Warren, R. I., was found dead recently.

JAMES F. SWEENEY, 35, for eight years Millbury staff man on the *Worcester* (Mass.) *Telegram* died suddenly at his home recently.

AONZO M. MAY, 87, veteran newspaper editor of Iowa, died March 15, in his home in Waukon, Ia. For many years he published the *Waukon Standard*.

JESSE LAWTON, editor-publisher of the *Arapaho* (Okla.) *Bee* and probably the oldest continuous owner of a newspaper property in Oklahoma, died from a stroke of apoplexy in his office March 16.

GEORGE P. MATHES, 75, for 20 years a member of the *Milwaukee* (Wis.) *Sentinel* staff, and known as one of the best political writers in Wisconsin, died recently at his home in Milwaukee, after a short illness.

EDWARD D. BARKER, for many years a proofreader on the *Chicago Tribune*, died suddenly on March 18. He was the author of considerable verse, and had also gained a reputation as a song writer.

FRANK G. PATCHIN, editor and author of many juvenile tales, who died this week in Jacksonville, Fla., worked at various times with the *New York World*, *Washington Post* and *Rochester Democrat & Chronicle*.

ORGANIZE DIRECT MAIL MEET

Boston Committee Incorporates, As Plans for Convention Progress

Plans are under way for the eighth annual Direct Mail Advertising convention and exposition in Boston, Oct. 28, 29 and 30, and the arrangements committee has organized as the Boston Convention and Exposition Board, Inc. Charles W. Collier, field secretary of the Direct Mail Advertising Association, is its manager-secretary.

The original Boston committee consisted of Arthur Rohn, Smith & Porter Press, chairman; Watson M. Gordon, S. D. Warren Paper Company, vice-chairman; Frank B. Cummings, Storrs & Bement Company, treasurer; Herbert Farrier, Japan Paper Company, recording secretary; Herbert Waters, Boston Mailing Company; L. B. Folsom, Folsom Engraving Company, and L. F. Hamilton, Walworth Manufacturing Company. To these charter members have been added Frank Black, William Filene's Sons Company; Earl G. Manning, John Hancock Insurance Company; Perry Walton, Perry Walton Company; George W. Taylor, Taylor Press; Harold Tolman, Tolman Print, Inc.; William F. Rogers, advertising manager *Boston Evening Transcript*, and Hamilton B. Wood, Commonwealth Press, Worcester.

New Libel Law for Oklahoma

The Oklahoma House of Representatives on March 17 adopted by section a libel law, designed "to stop all newspapers and other publications, which attempt to injure or blacken the character of any person or corporation by publication of willful falsehood."

COAST PRESS FORMING NEW ASSOCIATION

Delegates from Oregon, Washington, California and British Columbia to Act at Portland April 17-18

Organization of the entire newspaper profession of the Pacific Coast will be effected in Portland on April 17 and 18 at the conference of the Pacific Slope Newspaper Association. First steps toward forming this association were taken at a recent conference in Seattle and the Portland meeting will put it on a definite and formal basis.

Three or more delegates from each of the press associations on the Pacific Coast will be present at the Portland meeting. They will adopt a constitution and arrange for future meetings. The organizations to participate are: Oregan Editorial Association, Washington Press Association, British Columbia Press Association, California Press Association and the Southern Calfornia Press Association.

Hal Hoss, president of the Oregon Editorial Association, has been active in promoting the new organization. It is proposed to take up subjects of general interest, such as reforestation and the promotion of Pacific Coast industries, particularly agriculture.

NEW DAILY FOR McKEESPORT

Alexander to Edit Journal, Which Will Incorporate Next Month

Application for a Pennsylvania charter for the McKeesport (Pa.) Journal Publishing Company will be made in April by a number of prominent business and professional men of McKeesport to publish the *McKeesport Journal*, an afternoon newspaper. James F. Alexander, of Zanesville, Ohio, will be the editor. He was postmaster of Zanesville during the Wilson administration. The capital stock will be $250,000 and the publication will be started on May 1.

Incorporators are Dr. F. Thoburn Nason, president of the Columbiana Foundry Company and president of the City Bank of McKeesport; A. C. McCune, president of the Potter-McCune Company, wholesale grocers; J. G. Jenkins, real estate operator; J. T. McLane, hardware dealer; Dr. G. P. Gamble, dentist, and Dr. J. W. Stevenson and Dr. Noah Sunstein, both physicians.

J. B. Alexander Dead in Oswego

John B. Alexander, 74, former editor and publisher of the *Oswego Daily Times*, died in Oswego, March 19. He retired from active newspaper publishing in 1922, when he disposed of his controlling interest in the Times. In 1879 he had abandoned law practice to devote his attention to newspaper work. For some time previous to that date he had been gradually making purchases of stock in the Oswego Publishing Company. When he first came into control of the Times, the daily was poorly housed and in 1885 he had a new building erected.

Lindsay Calls Regional Conference

George D. Lindsay, publisher of the *Marion* (Ind.) *Chronicle*, and president of the Inland Daily Press Association, has issued a call for a regional conference of delegates from each regional publishers' association in the United States, and Canada, to meet in New York April 20. The conference will act as a sort of clearing house for all regional association matters, he said.

Berkowitz With Ludlow Company

Jack Berkowitz, who until recently was with the Multicolor Sales Company, with New York City for his territory, has joined the New York sales organization of the Ludlow Typograph Company of Chicago, and has been assigned the Brooklyn and Long Island territory.

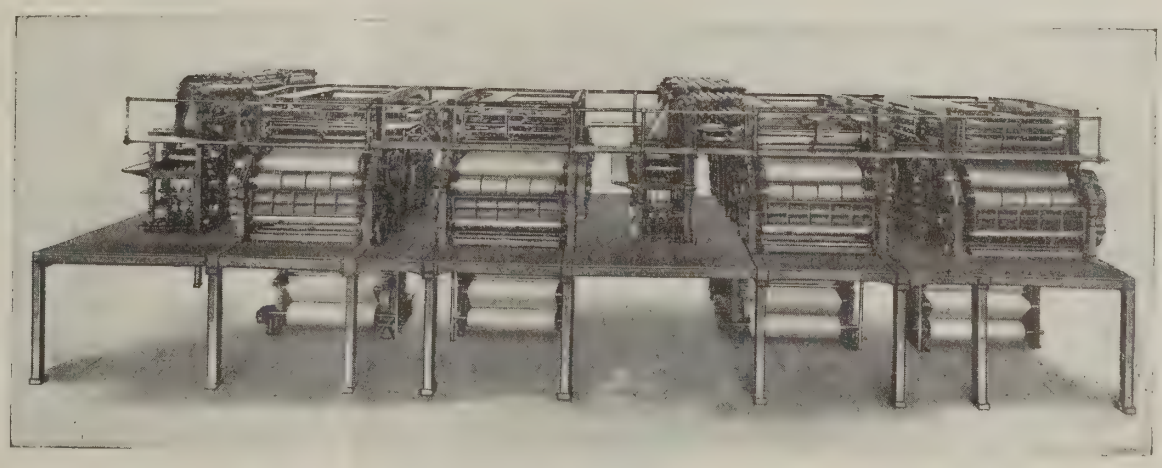
LOS ANGELES
EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.



The SCOTT Double Octuple Multi-Unit Press

is running every day at the Boston Herald, and publishers now know that it is possible to make combinations on this press that no other press can do.

ASK THE MEN WHO RUN THEM

SCOTT PRESSES ARE DEPENDABLE.

WALTER SCOTT & CO.
Plainfield, New Jersey, U. S. A.
CHICAGO 1441 Monadnock Block NEW YORK 1457 Broadway, at 42nd Street

44 AD SCHOOL GRADS GIVEN DIPLOMAS

Charles Morris Price School Conducted by Philadelphia Poor Richards Holds First Commencement Exercises—Founder Honored

The first graduates of an endowed school of advertising under the direct control of an advertising club received their diplomas Tuesday evening, March 24. The exercises were held at the Poor Richard clubhouse, Philadelphia, part of which organization the Charles Morris Price School of Advertising and Journalism is. There were forty-four graduates, men and women.

In recognition of the service rendered not only young men and women, but advertising itself, in founding and endowing the school, Michael Geary Price, father of Charles Morris Price, in whose memory the school was endowed, was presented with the first diploma, *honoris causa.* In acknowledging the distinction Mr. Price said that he believed "the profession of advertising offered the greatest opportunities for the most good" and urged the graduates to strive for *quality* in their work, and truth in their copy.

The graduates were presented by Thomas J. Mulvey, editor instructor, and the diplomas were conferred by Mr. Price who, also, presented each graduate with a book, "Happy Thoughts," a collection of prose and verse from the writings of Charles Morris Price.

The address to the graduates was made by Bartley J. Doyle, a former president of the Poor Richard Club. Mr. Doyle stressed vision and service to others. Rowe Stewart, vice-president of the Poor Richard Club, assured the graduates that the Club was ready at all times to help them advance in their profession.

NEW VANDERBILT EXECUTIVES

Adams and Smith Named Business and Circulation Managers, S. F. Herald

Charles Adams has been apointed business manager of the *San Francisco Illustrated Daily Herald* and will have direction of the business and advertising departments, and Robert G. Smith succeeds Harry Waters as circulation manager, according to an announcement made this week by Ben Mellon, general manager of the Vanderbilt Newspapers. A general reorganization of the staff of the paper was completed at the same time. Remodeling of the present plant of the Herald was put under way.

Carl H. Brockhagen, who resigned as business director of the Herald, has joined W. W. Chapin in the management of the *Sacramento Union* as part owner. Thomas Kaye, advertising manager of the Herald and formerly of the *New York Daily News,* has also gone to the Union.

Charles Adams was for two years advertising manager of the *Fresno Bee* and received his early newspaper training in the *Terre Haute Post.* He has had a wide experience in the advertising and business departments.

Smith joined the Vanderbilt organization two months ago as promotion manager of the *Los Angeles News.* He received his early training on the *Seattle Star* and rose to the position of assistant circulation manager. He was circulation manager of the *Tacoma Times* for two years before he joined the *Los Angeles Record,* where he was circulation manager for four years.

FITZGERALD JOINS KINOGRAMS

Former Washington Post City Editor Now News Reel Executive

J. V. Fitzgerald, former Washington newspaper man, is the latest editor to enter the motion picture industry. He has joined the Kinogram Publishing Company, makers of Kinograms news reel, as associate editor.

He was city editor of the *Washington Post* during the four years Edward Beale McLean, owner of the Post and *Cincinnati Enquirer,* was acting as managing editor of the Post.

He was on the Post staff seven years, serving in turn as sports editor and editorial writer before becoming city editor. He came to Washington from New York, where he was on the staff of the World for ten years.

MOVING DAY FOR TRIBUNE

Chicago Daily Transferring Equipment to New Home This Week

The *Chicago Tribune* will move into its new tower from March 27 to 29. On March 27 a few offices will leave the Dearborn street building in the downtown district, while the other offices will follow in the next two days.

An elaborate system has been worked out by the purchasing department of the newspaper to create as little confusion as possible during the transfer. Each floor is indicated by a color, and colored tags will be attached to all articles of furniture. A system of locations has been worked out with stars, diamonds, circles, seals, etc., to tell movers just where furniture is to go in the Tower.

The purchasing department will get into the Tower first, followed by the office of the building and other business offices. Captain Patterson and Colonel McCormick, co-editors, and the editorial writers will move from the Tribune plant later.

Canadian Newsprint Exports Gain

Canadian newsprint exports to the United States during February were 2,077,148 hundredweight, valued at $7,442,348, as compared with 1,992,428 hundredweight, valued at $7,359,535 in February, 1924.

Flushing Weekly Added to String

The Port & Terminal Publishing Company, Inc., of Whitestone, N. Y., are now the publishers of eight publications, having just acquired the *Flushing Home News,* a weekly in Flushing, Long Island.

BOSTON NEWS MEN FROLIC

Press Club Celebrates 40th Anniversary With Banquet and Show

In celebration of its 40th anniversary, the Boston Press Club held its annual frolic at the Colonial Theatre, the afternoon of March 20, followed by a banquet at the clubhouse, 3 Beacon street.

Theatrical stars from numerous shows playing in Boston and other artists contributed to the program which lasted three hours. Eddie Cantor, of "Kid Boots," was master of ceremonies and announced each act, besides singing two of his own songs.

In connection with its "Frolic," the club issued a souvenir program which contained a history of the club, list of past presidents and a picture of its present president, John J. Grant.

Founded in 1885 with a membership of about 50, the club since has had eight headquarters previous to moving to its present home, Feb. 16, 1910. Its members now number several hundred.

John J. Grant was re-elected president of the club at the annual business meeting last week. Other officers elected were: Vice-president, Edward F. Davis, *Boston Advertiser;* secretary, John F. Cronin, former newspaperman and lawyer.

Wright Resigns as Publicity Chief

Chester M. Wright has resigned as director of the American Federation of Labor Information and Publicity Service and as assistant editor of the American Federationist. He retains his position as editor of the International Labor News Service and English language secretary of the Pan-American Federation of Labor.

To Broadcast A. A. C. W. Speeches

Speeches delivered at the convention of the Associated Advertising Clubs of the World, Houston, May, 9 to 14, will be broadcast by the *Houston Post-Dispatch.*

SURVEY OF WOMEN JOURNALISTS

University Student Will Find Number Employed and Positions Held

Miss Ferdina Reinholdt, senior in the University of North Dakota at Grand Forks, will lead the department of journalism of the State school in making a survey of "The Woman in Journalism."

The survey will cover daily newspapers and magazines in the United States, and is intended to present findings on the number of women employed in the journalism field in comparison with men.

Positions in this work to which women are generally best adapted, working conditions and salaries and other factors will be included in this survey.

Other members of the senior class are conducting surveys on other problems including newspaper salaries, amount of syndicate news carried by North Dakota weekly newspapers, and undeveloped news sources in the State.

THE First thought of those who advertise to Texans is usually

The Dallas Morning News

—*the paper of Prosperity Zone*

Most in Manhattan

Department stores depend on newspapers for quick, direct, tangible results.

The Department stores of Manhattan — keen, experienced, alert advertisers that they are—use more space in The Sun than in any other New York newspaper.

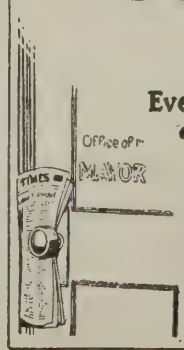
The six-day Sun publishes more Department store advertising than any seven-day New York newspaper.

The Sun

280 Broadway New York

DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Detroit Times


Evening 220,000
Sunday 250,000

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia
and GROWING!

COOLIDGE BEAMS ON WHITE HOUSE MEN AT ANNUAL PRESS BANQUET

'No Reporters Present," President Dispels Tradition of "Icy Babbittism" and Dour Gravity—Sargent Feted and Advised

By J. BART CAMPBELL

THE pleasant personal relations the large corps of Washington correspondents maintain with President Calvin Coolidge and members of his official family have perhaps never been more strikingly emphasized than during this past week.

Although Federal officials and Washington newspaper men are often compelled to agree to disagree on matters of state and things political the human element is rarely absent from the friendly and often confidential nature of the frequent "get-together" conferences the news gatherers of the national capitol have with the powers that be.

Socially the correspondents have become accustomed to meet the President and his Cabinet, as well as Senators and Congressmen on a plane that not only encourages a better understanding of the reasons behind a conflict of opinion which is essentially human, but has been helpful in developing a saving grace of humor which often lightens alike the burdens of public office and of newsgathering.

When those two old Vermont neighbors and friends—Calvin Coolidge, of Plymouth, and John Garibaldi Sargent, of Ludlow—were guests Saturday night, March 21, at the annual dinner of the White House Correspondents Association at the new Mayflower Hotel there prevailed a frankness of utterance and a spontaneity of good humor which did much to explode the absurd myth that the presence of the President means cold reticence and icy Babbittism.

The President "talked turkey" to the assembled newspaper men, but under the protection from publicity which is always thrown about such gatherings as the White House Correspondents Association and the Gridiron Club stage yearly. It may be stated, however, without breaking the rule against reportorial notebooks on such occasions, that perhaps seldom before has Mr. Coolidge expressed his newsgathering auditors so favorably as he did when he unbosomed himself to them Saturday night with a display of genuine humor and open frankness which would have amazed the discerning few "back home" who apparently still think of him as a man of halting speech, diffident manner and dour severity.

It was the first appearance of the new Attorney General at a Washington gathering, and he too not only entered fully into the spirit of the dinner, but evinced a keen sense of humor and a clear-sharpness of mind comparable with the engaging qualities which the correspondents have finally come to learn the President is endowed with to a degree frequently not realized by some who have not been fortunate enough to come in close frequent contact with him as they have.

The dinner, needless to state, was a rousing success. Besides the President and Mr. Sargent, the correspondents had among their guests Postmaster General Harry S. New, United States Senators, James E. Watson, of Indiana and Robert Nelson Stanfield, of Oregon; Speaker Nicholas Longworth; John Hays Hammond, Congressman Sol Bloom, of New York; Everett Sanders, the President's executive secretary; E. T. Clark, the President's personal secretary; Rudolph Forster, executive clerk of the White House; Judson C. Welliver, chief clerk of the White House; and M. J. McDermott, of the press section, State Department.

Upon Ross E. Bartley, who was with the Associated Press here until he became secretary to Vice-President Charles G. Dawes recently, devolved the responsibility, as retiring president of the White House Correspondents' Association, of introducing the President and the other speakers of the occasion, as well as to formally induct into office the new officers of the association—George Durno, International News Service, president; Philip Orme, Universal Service, vice-president; Dale Van Every, United Press, secretary-treasurer; Grafton Wilcox, *New York Herald Tribune;* and Charles R. Michael, *New York Times,* members of the executive committee.

One of the hits of the dinner was scored by John Russell Young, former president of the Association, and a scion of a family of noted newspaper men, who caused Mr. Coolidge to laugh heartily by giving the new Attorney General on behalf of the assembled correspondents the following advice:

"You will be addressed as 'general.' Frequently as Mr. General, but never as Gen.

"It is not necessary for you to strike a military pose when addressed as General, and no one expects you to salute. Salutes went out of fashion in official circles when the late Brig. Gen. Doctor Sawyer adopted this manner of salutation.

"Under no circumstances should you be allowed to use your middle name—Garibaldi. Save this ace for Columbus day celebrations, and for trying to crash the gate at the Royal Italian embassy.

"You are expected to talk much and do little. The less an Attorney General does the better the department will function.

"By talking for publication you will be better able to let the public know what you are not doing. It is customary to always comply with the requests from news photographers. You will grow to like this. They all do. If the country fails to understand or appreciate what you are doing as the head of the Department of Justice, it will at least appreciate your printed likeness.

"Don't begin at once to lay your plans to go to the Supreme Court.

"Don't go on any of those Mayflower cruises. Although the fishing is good in the Potomac River, no one has been known to have cast a line from this craft.

"Now, sir, in conclusion, don't always look to Plymouth and Ludlow every time you have a vacancy to fill. Bear in mind their population is limited, with no promise of growing, despite the present spotlight."

"Leaving all jesting aside," Attorney General Sargent replied, "I guess I can't go far wrong by seeking the aid and advice of the newspaper men."

1893 **SERVICE** 1925

as visualized by

BENJAMIN & KENTNOR CO.



C. H. WEISSNER

Keeping Staff Personnel

to point of meeting present day requirements and standards—by the selection of men of a proper type to fit our ideal of service is another important factor.

Mr. Weissner for nearly ten years has been an important factor with the splendid H. E. Lesan Advertising Agency of New York and Chicago. Prior to that association he was with the Munsey organization. Through these years of experience he has had opportunity to study various phases of advertising and advertising agency activity. During the world war he was in France, a member of A. E. F.

He joins this organization March 30th, 1925, as a member of our staff.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 W. 45th St New York — 900 Mallers Bldg. Chicago

Van Nuys Bldg. Los Angeles — Holbrook Bldg. San Francisco

Permanent roads are a good investment —not an expense

The High Cost of Postponing Permanent Highway Building

Poor motor roads stifle industry and agriculture, waste huge sums annually in high maintenance costs, and greatly increase gasoline, tire and repair bills.

There is not a state, not a county, not a community, that isn't paying a heavy price for having too few *permanent* roads.

There are still many sections of the country—even whole states—that are trying to operate twentieth century traffic over nineteenth century roads.

This is costing millions of dollars every year, and will keep on costing millions until we have well developed permanent highway systems everywhere.

Even what we often call the more progressive communities are far behind the demands of modern highway traffic with its 17,000,000 motor vehicles.

From the Atlantic to the Pacific, and from Canada to Mexico, we need more Concrete roads—the roads for twentieth century traffic.

Your highway officials want to be of the greatest possible service to you. Get behind them with ways and means that will provide more Concrete roads and streets. Such an investment will pay you big dividends year after year.

PORTLAND CEMENT ASSOCIATION

111 W. Washington St.

CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

Muffets Corporation

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH

New York City—Boston

G. LOGAN PAYNE CO.

Chicago - Detroit - St. Louis - Los Angeles

covers an ideal test market used by

National Advertisers

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Harbridge Bldg. New York — Lytton Bldg. Chicago

MOCK WEDDING REUNITES PORTLAND AD GROUPS AFTER STORMY COURTSHIP



A MOCK wedding recently reunited the Portland (Ore.) Advertising Club and the Advertising Men's Association of Portland. The two organizations held their first meeting since the merger on March 18, and an elaborate wedding ceremoney was staged, with Lloyd Spencer of Seattle, president of the Pacific Coast Advertising Clubs, taking the role of the parson.

Miss Peggy Perkins of the Advertising Men's Association was the beautiful, bushing bride while Paul T. Shaw, president of the Advertising Club, was the happy bridgegroom.

An altar of flowers, beautiful gowns for the bridesmaids and all the frills of an elaborate wedding went with the ceremony.

The Advertising Men's Association was formed by men who broke away from the club on the ground that it was not devoting its attention strictly to advertising matters. A compromise in the situation was effected through negotiations conducted by President Spencer. The reorganized club will elect as officers only men actually connected with the advertising business and will devote much of its time to consideration of advertising problems. Women are now given membership in the club for the first time.

NEW HOME FOR PRESS CLUB

Lost $5,000 Bond of National Group Burned by Secretary Mellon

The plan for a bigger home for the National Press Club was given much impetus this week under the most favorable auspices.

Erection of a new building in the center of the national capital, to provide the club with more commodious quarters commensurate with its increasing membership, is proposed. The suggestion is also made that the various newspaper bureaus and the many newspaper correspondents here be housed under the same roof.

The plan was endorsed enthusiastically when it was broached at a gathering taking the capacity of the present spacious club rooms in the Albee Building held Wednesday night for the purpose of celebrating the liquidation of the last penny of the club indebtedness.

Secretary of the Treasury Andrew W. Mellon applied a long, tapering match specially made for the occasion to a final note for $5,000 held against the club while the assembled members and their guests cheered.

Theodore Tiller, of the *Baltimore Sun*, past president, who acted as master of ceremonies, explained amid laughter the club had finally realized the ambition of every newspaper man—to be absolutely free from debt.

The guests included, besides Mr. Mellon, John Garibaldi Sargent, the new Attorney General; William M. Jardine, the new Secretary of Agriculture; David H. Blair, U. S. Commissioner of Internal Revenue; Warren F. Martin, special assistant to the Attorney General; Elliot Wadsworth and McKenzie Moss, assistant secretaries of the treasury; Speaker of the House Nicholas Longworth, and Congressman Robert L. Bacon, of New York, and William P. Connery, Jr., of Massachusetts.

Post Office Profits from Magazines

The U. S. Post Office Department last year made a profit of $333,769.44 through handling the *Saturday Evening Post* and $288,930.31 handling the *Ladies' Home Journal*, according to a letter from P. S. Collins, general business manager Curtis Publishing Company, to Senator Walter F. George, of Georgia, which was placed in the Congressional Record March 17. The figures, authenticated by the Post Office Department, and submitted to Senator George to correct statements made by the Senator while discussing the postal salaries bill.

Citizens Fete Editor

In celebration of his fortieth anniversary as editor of the *Goldsboro* (N. C.) *Argus*, Colonel Joseph E. Robinson was honor guest at a banquet given for him by the citizens of the community, March

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,834

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y. — Lytton Bldg., Chicago, Ill.

first! in OHIO

3,108,287 LINES

JANUARY 1st to FEBRUARY 28th, 1925

The Dispatch published during the first two months approximately 53% of all Columbus newspaper advertising and 447,195 lines more than all other Columbus newspapers combined.

In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION

City	52,891
Suburban	23,639
Country	21,928
GRAND TOTAL	98,458

LARGEST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

In New Orleans It's

THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Covering Suburban New York

The New York Evening Journal gives advertisers a larger suburban circulation than any other New York morning or evening paper.

It gives a larger city circulation than any standard size paper in the City, morning, evening or Sunday.

NEW YORK JOURNAL

America's Greatest Evening Newspaper

$44,808,100.00

Is Montgomery County, Penna.

Total Annual Payroll

Get your share of its buying power by advertising in

Norristown Times Herald

Montgomery County's Great Home Newspaper

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

"FIRST IN PUBLIC SERVICE"

The World — Morning Edition

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg., Chicago — General Motors Bldg., Detroit

NEWSPAPER MEN RILED WHEN AMERICAN LEGION DROPS PRESS CLUB POST

WASHINGTON, March 26.—"How do they get that way? They can't excommunicate the National Press Club Post. It is a violation of the American Legion constitution, not to mentin the Magna Charta, and the rights of all American and British subjects. Why it's a blankety-blank outrage!"

This was the characteristic verbal explosin of Captain John H. Craig, commander of the National Press Club Post, aide to General Lejeune, U. S. M. C. and soldier, adventurer and writer, this week when the news was broken to him that the District of Columbia Department of the American Legion had "fired" the post for non-payment of dues.

The post has a membership of about 70. Such notables as Vice President Charles G. Dawes, General Pershing, General Lejeune, young "Teddy" Roosevelt, and James A. Drain, national commander of the American Legion, are on its rolls.

District Commander Frank L. Peckham said he had grown tired waiting for the post to "pay up." Captain Paul J. McGahan, of the *Philadelphia Inquirer*, past district commander, member of the national executive committee of the legion, and also a member of the "fired" post, grew apoplectic.

"If you quote me at all, which I hope you will not—" began Captain McGahan, twisting his croix de guerre angrily.

"How do you get that way?" thundered Captain Craig. "I am a commander of this here post. Silence in the ranks.

"You see it was this way. Posts are given until March 15 of each year, to report their membership. Perhaps that is because it is the same day that the annual income tax report becomes due. Somehow or other our report was not mailed in time to reach headquarters before the 'deadline.' So they 'canned' us, together with the 312th Machine Gun Battalion, Carry On, Kenneth Lewis and James Reece posts."

The membership dues of a post member is the large sum of $5 a year.

FEW NEWSPAPER PLANTS HIT BY TORNADO

(*Continued from page* 4)

reached the scene aboard relief trains.

Wire trouble ceased after the first day and Friday found the telegraph companies with a squadron of operators at Murphysboro, where the story then centered. Prior to that Duquoin, Benton and Carbondale were sending bases, as they were unhit and were relief headquarters. After the wires were restored and things became systematized, every correspondent districted himself. Staff men centered on Carbondale and Murphysboro, and Loughran made the complete circuit of the district three times. W. H. Purcell, city editor of the West Frankfort American, furnished copy and good color pictures to many correspondents as he was at the center of the storm. His story was the first the U. P. received giving a complete picture of the disaster, thirty minutes after D. A. Purdy had filed the first flash into St. Louis on the scope of the storm.

When a telephone wire was first strung into Murphysboro late Thursday calls were limited to five minutes each, and every correspondent was clamoring for the phone. It was almost impossible to get a call through from St. Louis. Western Union at first had difficulty in handling news owing to the mass of telegrams from people inquiring about relatives in the storm region.

Indianapolis staff men, assisted by eight reporters from the *Indianapolis Times* and *Evansville Press* and the entire staff of the Princeton Democrat covered the Indiana tornado story for the U. P. The Evansville Press detailed Paul Hayward, Robert Bowman, Clifton Brooks, Alfred Willoughby, George Albrecht, and William Ritt, while the Indianapolis Times sent John Niblack and Edwin O'Neill. Although there was great difficulty in getting news out, it is stated that at no point was the leased wire service of the U. P. interrupted.

Correspondents of the International News Service located in cities badly hit by the tornado, telephoned in first stories received by this press association, which immediately dispatched staff men and women from St. Louis and Chicago to the scene of the disaster.

F. J. Hughes, of the St. Louis Bureau, was detailed to the section nearest his city, while Harry Reed, Justin Forrest, Sonia Lee and Sarah Brown were sent out to the storm area from Chicago.

Soon after news of the storm broke, L. B. Shelly, who was covering for International News Service out of Duquoin, Ill., sent in a touching message that he had learned his son was one of the victims of the tornado.

"You will understand," he wired, "if I do not cover for you any longer."

NEWSPAPERS VS. MAGAZINES

Space Rates and Circulations Discussed by Bureau of Advertising

Details on distribution of newspapers and magazines by markets and what it costs to buy advertising as they appeared in the 1925 International Year Book of EDITOR & PUBLISHER, have been set in booklet form by the Bureau of Advertising of the American Newspaper Publishers' Association, under the title, "Space Rates and Circulations." The bureau has interpreted the tables, explaining the economy of newspaper advertising and its many advantages over the magazine.

A. N. P. A. Golf Tourney April 20

The first annual golf tournament of the American Newspaper Publishers' Association has been set for April 20, over the Westchester-Biltmore Country Club's course at Rye, N. Y.

Mattoon Bulletin Suspended

The *Mattoon* (Ill.) *Bulletin*, a daily established a year and a half ago, was closed March 20 on an order by the sheriff at the request of the First State Bank, Mattoon, which asked an accounting for $3,250 alleged due on a note.

New York Sun Produces Shopping Map

The *New York Sun* has produced a map visualizing the location of the most prominent shopping places of the city. Designs and data are the work of George B. Benneyan, in charge of the Sun's research department, under the direction of Edwin S. Friendly, business manager.

LUTHERAN PASTOR USING NEWSPAPER COLUMNS

Rev. E. E. Mutschmann, pastor of the Lutheran Church, Bellevue, Ia., believes his calling is a profession and takes advantage of the local newspapers' "professional cards column" to invite the public to consult him on matters of spiritual advice. His "card" appears weekly along with those of lawyers, physicians and other professions.

It reads: "E. E. Mutschmann, Lutheran pastor. Consultation hours Thursday evening from 7 to 8 for all desiring to discuss matters pertaining to their souls' salvation."

He is one of the few pastors in the country who use the newspaper columns in this manner.

WEST VIRGINIA

FOR ITS SIZE FAR SURPASSES IN

NATURAL RESOURCES

Although West Virginia takes a place well toward the end of the list of States for area, for importance in industries due to, and dependent upon her natural resources she makes an excellent showing.

It is of great interest to know that in West Virginia can be found:

Largest sanitary pottery in the United States.
More coal than in any other state in the Union.
Largest stogie factory in the world.
Largest patent medicine concern in the world.
Largest sheet glass factory in the world.
Largest axe factory in the world.

Likewise, in proportion to its size, West Virginia furnishes an excellent try-out territory for all merchandise advertised in these listed daily newspapers.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,605	.06
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
Telegram	(E)	9,479	.04
Telegram	(S)	11,797	.045
Huntington			
Advertiser	(E)	11,176	.04
*Herald-Dispatch	(M)	14,803	.04
*Herald-Dispatch	(S)	14,482	.04
Martinsburg			
*Journal	(E)	4,830	.03
Morgantown			
†Post	(E)	5,005	.025
Parkersburg			
*News	(M)	7,261	.03
*News	(S)	8,840	.03
*Sentinel	(E)	7,751	.03

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

BENJAMIN DE CASSERES has brought together in "Mirrors of New York" (Joseph Lawren) some of those short whimsical essays which have delighted the readers of the *New York Times,* the *Morning Telegraph,* etc. Editorial writers who want to take a shot at Manhattan will find enough material in this book to last them for a year—and then some.

"The Psychology of 'The Avenue'" and "The Exquisite Manners of the Newer Gunmen" are two essays remarkably full of literary fireworks.

It is to be regretted that Mr. De Casseres didn't find a little corner in which to chat about the press and include therein some of his epigrammatic comments made at the Newspaper Club.

* * *

ABOUT the best edition of Milton's Areopagitica—a speech for the liberty of unlicensed printing—is the one edited by H. B. Cotterill and published by the Macmillan Company.

* * *

THE late Harry Thurston Peck had some interesting things to say about the American press in his essay "A Great National Newspaper". It may be found in his "What is Good English and Other Essays"—a book which, though out of print, is easily obtainable from secondhand dealers.

* * *

THE magazine article for April that I want to full face and indent is "From Park Row to Early Colorado" by N. P. Babcock in *Scribner's Magazine.* Mr. Babcock has been, for many years, connected with the Hearst organization in New York City, but the journalism about which he chats in his magazine article is the "Wild West" sort. It took a fearless editor to conduct the *News-Democrat* of Gunnison, Colo. That paper might quite correctly have been called "The Gunnison Gunner."

I am inclined to believe that Mr. Babcock is in error as to the man who gave the name *Epitaph* to the newspaper published in the mining camp of Tombstone, Ariz. The man who was entitled to that credit, in my opinion, is the great mining engineer, John Hays Hammond. Details about the Epitaph will be found in my "History of American Journalism" (Houghton Mifflin Co.).

But this matter is only minor. Mr. Babcock gives a graphic picture of newspaper publishing in the frontier towns of the West. So many shots are exchanged that a reporter can easily make himself believe that he is covering a holdup in modern New York, which today seems to be running a close competitor with the pioneer towns of the early West.

While waiting for an assignment from the city desk there is no better article to read in the April magazine than "From Park Row to Colorado."

THERE are a couple of hours or so of inspirational reading in the little book that Ralph Corbett has produced under the title "The Man Who Sells" (Franklin Publishing Company). The contents are alike valuable to the solicitor of advertising, the builder of circulation or the general commercial order getter. The book is built in two parts. The first has to do with the use of the salesman's personality, and in it he is told to "forget the genius stuff. Read, work, sweat and achieve." It emphasizes the fact that the genius "starts out in life with the same funny little pink toes and fuzzy head as the rest of us." The second part has to do with meeting and overcoming sales resistance.

* * *

J W. DAFOE of the *Manitoba Free Press* hits the bull's eye in his pamphlet "The Editorial Page". He frankly admits that the question "Is the Influenced Editorial Page on the Decline?" is one which he does not care to answer with a categorical "yes" or "no", so dear to the legal cross-examiner.

He does not touch most of the pivotal points which must be considered in answering such a question. He frankly admits that the stage has been reached where it is possible for so sympathetic a student of the press as J. St. Loe Strachy, editor of *The Spectator* of London, to speak of the good journalist as the "honest tradesman". On this point Mr. Dafoe continues:

> What the honest tradesman deals in is news and information with a judicious admixture of comment and instruction; and he deals in it for profit. Let us not be hypocritical about this fact and seek to camouflage it with attractive disguises. The modern general daily newspaper, which is what I am discussing, is published as a business and necessarily so, in view of the great capital outlay involved and the cost of carrying on.

The conclusion reached by Mr. Dafoe may possibly be summed up in the following extract:

> The influence of the editorial page is more pervasive and less obvious than in former times. The "we-say-so" type of editorial impresses no one. Assaults upon public men or other journals for the crime of disagreeing with opinions expressed in the editorial columns are futile where they are not resented by the reader. A newspaper's influence is determined by several factors. It must, first of all, have established itself with its readers as honest, disinterested and independent. If there is a suspicion of outside control for ulterior purposes—and there never is control for any other purpose—editorial appeal, however brilliantly made, is mostly waste effort.

* * *

JOB plants which print annuals for local high schools may be interested in the pamphlet "High School Annuals" by John E. Drewry, Adjunct Professor in Journalism, Henry Grady School of Journalism, University of Georgia.

STAFF HONORS BEAZELL

Dinner Held for World's Assistant M. E. on 15th Anniversary with Paper

William P. Beazell, assistant managing editor of the *New York World,* was guest of honor at a testimonial dinner given by the staff at the Waldorf-Astoria last Saturday night, March 21, in celebration of his fifteenth anniversary on the newspaper.



W. P. Beazell

The dinner started at 11 o'clock and was attended by more than 60 members of the editorial staff, including most of the editors. John Gordon, of the Sunday department, presided, and many telegrams and letters were read from those who were unable to be present. These included messages from Babe Ruth, Hendrik Willem Van Loon and Herbert Bayard Swope.

The music for the affair was furnished by the World Orchestra, composed of reporters. A walking stick was presented to Mr. Beazell. A poster in water colors done by William Van Benthuysen, of the art department, was signed by those who attended, and presented to Mr. Beazell as a souvenir.

The painting depicted the editor in full armor with several pieces of rejected copy spiked on his lance.

Trial Extras Carried by Plane

For the first time in Texas history, the *Houston Press* used an airplane to carry editions to La Grange, Tex., about 100 miles distant, containing accounts of a murder trial being conducted in the latter city. When the verdict came, a special extra was issued for La Grange and hurried there by plane, arriving in less than 90 minutes. The stunt attracted wide attention in La Grange and neighboring towns, and nearly 200 persons were waiting for the extra with the court verdict at the landing field, where the plane had stopped daily for more than a week, C. J. Lilley, editor of the Press, said.

New Type Faces Announced

Among the new typefaces recently completed by the Ludlow Typograph Company is the Number 11 Light Italic Series which is based on the Goudy Oldstyle Italic; new True-Cut Caslon Italic, based on the original of William Caslon; and the Ludlow Black Series in all sizes from 12 to 48 Point. Specimens of these three faces have already been sent to the trade.

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep—Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

ASSOCIATED EDITORS SERVICE

DAILY

Layon McDuffer—Comic by Payne.
"Kids" Pantomime—Comic by Striebel.
Quillen's Paragraphs.
"Aunt Het," by Quillen.
"Willie Willis," by Quillen.
Mothers and Their Children.
Golf as Champions Play It.
Color Cut-Outs.
Al Demaree's Sport Cartoons.
Word of Comfort.

WEEKLY

Boys' and Girls' Page.
Economists' Forum.
Auto Sense—Williamson.

SEMI-WEEKLY

Barrie Payne on Golf (Humor).
Individuality of Dress.

ASSOCIATED EDITORS, INC.
440 S. Dearborn St., Chicago

New York, New Jersey, Pennsylvania stand *first* in total wealth . . . but *fourth* in per capita wealth.

California, Oregon, Washington stand *sixth* in total wealth . . . but *first* in per capita wealth.

Surprising anomalies are revealed in a new study by Editorial Research Reports of the distribution of wealth in the United States.

This report, tracing the distribution of wealth and the movement of population from the Civil War to date, presents an index to the economic development of the last half century.

EDITORIAL RESEARCH REPORTS
1425 G Street Washington, D. C.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

Our Features:
Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

ATTENTION PUBLISHERS

C. B. HOLLISTER can be reached at the Ambassador Hotel, New York City, until further notice. Newspapers confronted with circulation problems and desiring large immediate paid-in-advance circulation gains are invited to communicate. In position to conduct one more big campaign before July 1st.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COML EXCHANGE BLDG.
LOS ANGELES, CAL.

"Some Things We Do—Ana Some Things We Don't" is a booklet that would interest you. Write for it.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Honorary Degree for Kennedy

Holy Cross College, Worcester, Mass., in June will confer for the third time in its history, the degree of Doctor of Humane Letters, this time upon Will P. Kennedy, of West Springfield, Mass., house correspondent at Washington and special writer for the *Washington Evening Star*. He will be the first newspaper man so honored. Rev. Joseph N. Dinand, S. J., president Holy Cross, made the announcement that the trustees of the college had unanimously voted to confer the degree upon Mr. Kennedy at the college commencement exercises on June 16. Mr. Kennedy was graduated from Holy Cross in 1900 and was a newspaper man in Boston, Springfield, Worcester and Holyoke, before going to Washington.

Albany Writers in Annual Frolic

The New York State Legislative Correspondents Association holds its annual "stunt" dinner, March 12.

Atlantic Buys Youth's Companion

The *Atlantic Monthly*, Boston, has purchased an interest in the *Youth's Companion*, also of Boston, and will be active in its management. The new board of directors will include Ellery Sedgwick, president, and MacGregor Jenkins, treasurer, of the Atlantic Monthly Company. The policy of the Youth's Companion will remain unchanged.

Boston Globe Veteran Honored

A "get-to-gether" of the *Boston* (Mass.) *Globe* staff was held last week in honor of Edward P. Collier, who for 50 years has been composing room accountant. Mr. Collier joined the Globe forces at the age of 13, and has been a valued member ever since. William Francis Ellsbee, 81-year-old member of the composing room staff, spoke.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.

Due to consolidation, the following machines are for sale: Duplex angle bar, double drive press; one Huber, two-revolution, four roller cylinder press. Both with motors and equipment. Miller saw, electric metal furnace, Model L Linotype and other equipment. The Democrat-Herald, Albany, Ore.

For Sale.

One Goss "Straightline" newspaper printing and folding press. Two-plate wide, 4 to 12 pages inset, 24 pages collected; eight columns 13 ems. Folders for either two or three folds. Samples of product furnished upon request, together with any other information sought by any person interested. This press is now taking care in colors of the Comic and Magazine Sections of the St. Paul Sunday Pioneer Press, and can be released about July 1, 1925. Price and terms on application to Comptroller, Dispatch Printing Co., St. Paul, Minn.

Wanted To Buy.

There are scores of good second-hand, stereotyping newspaper presses in storage. One reason they remain in storage is that the owners ask first hand prices. If anybody has a real bargain in a 24-page press, write full particulars. C-861, Editor & Publisher.

Printers' Outfitters.

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

N.Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

USEFUL VALUES *in* Newspaper Plant Equipment

Goss Comet 8-page Newspaper press — almost brand new.

Hoe Matrix Rolling-in Machine.

Hoe Double Steam Table.

Hamilton Steel Type Cabinets.

Steel-top Form Tables.

Stereotype Chases.

Thomas W. Hall Co., Inc.
512 W. 41st St., New York City

FOR ALL NEWSPAPERS

DUPLEX PRESSES

"OUR CUSTOMERS WRITE OUR ADS"

DUPLEX TUBULAR

"The Duplex Tubular turns out its work very easily and at extremely low cost."

Los Angeles, Calif., Daily Illustrated News

Duplex Printing Press Co.
BATTLE CREEK, MICH.

GOSS STEREOTYPING MACHINERY

Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

MODERNIZE

your

COMPOSING ROOM

with

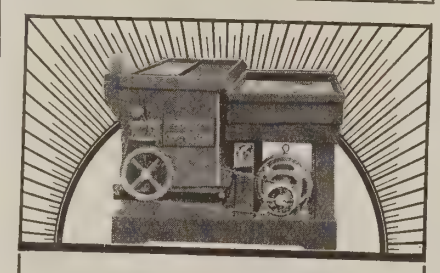
HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by

The Hamilton Mfg. Co.
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.



THE APPROPRIATE ETCHING DEVICE FOR THE NEWS PAPER

NEW PRICES:

"MIGNON" .....$ 625
"SIRIUS" .....$ 890
"DIAMOND" $1025

AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut St., PHILADELPHIA, PA.

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

OMAHA BEE
Omaha, Nebr.

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO. CHICAGO — NAME, SERVICE, QUALITY, FAME — CLINE WESTINGHOUSE

MAIN OFFICE
Conway Bldg.
111 W. Washington St.
CHICAGO

EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



R. HOE & CO., Inc.
7 South Dearborn Street,
CHICAGO, ILL.

504-520 Grand St., N. Y. City
Also at
DUNELLEN, N. J.
7 Water Street,
BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."
18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.
6c per word per insertion, cash with order, for advertisements under any other classification.
36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Bookkeeper.
Experienced; capable; A1 references. Now employed Pacific Slope. Available reasonable time. Write or wire Box C-872, Editor & Publisher.

Advertising Man
for newspaper or agency office work. Age 35. Seven years' eastern experience, nine years on Pacific Coast. Qualified to take full charge National Advertising Department. References. Box C-873, Editor & Publisher.

Advertising Manager.
Ready April 15th. Ten years experience newspaper management, sales, advertising, local, national. Qualifications submitted. Interview necessary. C-851, Editor & Publisher.

Advertising Manager.
18 years' experience leading Metropolitan newspapers. Capable executive; convincing salesman. Thoroughly experienced building and promoting general retail advertising; well acquainted national field. Now employed; age 36, married. Address C-763, care Editor & Publisher.

Advertising Manager.
For 12 years (until one year ago) advertising manager of the Sioux City (Iowa) Tribune; although advertising manager was always in contact with owners regarding policies and every phase of the paper. Its publishers, John H. and Eugene Kelly, are the principal owners of the Sioux Falls Press and I was delegated to establish this paper, having an interest in it. However, I have the best reasons for seeking a change. Also formerly advertising manager (practically manager) of the Lexington (Ky.) Herald; Meridian (Miss.) Dispatch; and was assistant to Louis Wiley when he was advertising manager of the New York Times. Have a continuously successful record. C-871, Editor & Publisher.

Advertising Salesman.
Capable, aggressive, experienced and able to sell the hard ones. Quick to make friends, and can get more space from your regular advertisers through my knowledge of advertising. Looking for place where there is opportunity to match ability and experience against an unlimited opportunity to develop and expand. A good starting salary demanded and more when the business produced justifies. Box C-854, Editor & Publisher.

Business Executive.
and for past several years Business Manager of medium size Eastern paper, contemplates making change. Unquestionable record as to ability and character and particularly strong in increase of business and production at minimum cost. Experience covers Morning, Evening, Metropolitan and Provincial fields. No situation too difficult, but will consider only proposition combining permanency with something more than a job. Will meet you at the A. N. P. A. meeting if you wish. Box No. C-849, are Editor & Publisher.

A quick dependable and economic service

is at your command. The Classified Department of EDITOR & PUBLISHER is prepared at all times to aid you in getting a job, filling a vacancy on your staff, selling your used machinery or finding a man with capital to invest in your business.

Avail yourself of this service!

Put your wants in a classified ad and mail it now to

EDITOR & PUBLISHER

Situations Wanted

Cartoonist—Comic Artist.
Amateur, 29, married. Ability to turn out finished work. No professional experience. Wish newspaper position with opportunity to learn. Let me send samples. Address Box C-868, Editor & Publisher.

Circulator-Field Man.
Long experience, good reference. South preferred. C-878, Editor & Publisher.

Circulation Manager.
With eighteen years' experience in circulation work wishes to connect with live paper; will guarantee result. Can furnish the best of reference; wife's health requires change of location. Answer W. T. Buck, care Herald, Augusta, Ga.

Circulation Manager.
Capable executive with twelve years successful experience, initiative, ability to handle circulation promotion efficiently and economically and to analyze difficult circulation problems successfully. Now employed. Want position in Southern States. Address C-857, care Editor & Publisher.

Circulation Manager.
First class working circulation manager of proven ability wants job May first. Extra good street and suburban salesman. Good organizer. Well acquainted with other departments. Good paper in territory not less than 100,000. West or Mississippi Valley. Address C-865, Editor & Publisher.

Circulation Manager.
With practical working experience on morning, evening and Sunday papers desires to connect with a publication with opportunity for progress and advancement. With present publication past 10 years, last 6 years in charge. References all employers and can give satisfactory reason for making change. Address Box C-869, care Editor & Publisher.

Circulation Manager.
Energetic, ambitious married man, age 39, with 12 years' practical experience seeks position with opportunity and future. Proven producer clean circulation. Ten per cent increase last three months. My specialty city circulation. Prefer middle west. Now employed. Unkept promises reason of this ad. Sixty dollars minimum salary. Address Box C-877, Editor & Publisher.

Classified Manager.
Available May 1st. Have outgrown present connections. Address C-863, Editor & Publisher, for further details.

Classified Manager Solicitor.
Young. Experienced in organization, selling, and writing copy. Good personality, initiative, reliable. Fine recommendations. Prefer live Real Estate town in Middle West. Record for new business. Adress Box C-859, Editor & Publisher.

Eastern Advertising Representative.
New York office established 1915. Exceptional personal service available. Favorable acquaintance among Eastern advertisers and advertising agencies. Will consider one additional publication. Box C-840, Editor & Publisher.

Editor.
Capable of taking entire charge of news and editorial pages. Knows news and can write strong editorials; age 45; wide experience West, North and South; hard conscientious worker. Looking for opportunity to serve appreciative employer rather than fancy salary at the start. C-867, Editor & Publisher.

Editorial Man.
Rewrite man, news executive, editorial writer, desk man, thirty-one, capable, experienced on leading dailies. C-842, Editor & Publisher.

Editorial Man.
Newspaper man of twelve years' experience as reporter, copy-reader, head of universal desk and news editor, now employed, seeks position as slot man, news or managing editor of daily in southeast or south. Afternoon preferred. Married. C-855, Editor & Publisher.

Editorial Writer.
Forceful writer, enthusiastic, tireless worker, thoroughly dependable, age 44; life-time of varied newspaper experience; 15 years New York City. Highest references and samples of work on request. Ready to go anywhere. C-866, Editor & Publisher.

Situations Wanted

Evening Paper Only.
Desk head big morning paper wants managing or news editorship. Experienced news, make-up, city desks. Thirty-five, married. Michigan or Northern Ohio preferred. C-803, Editor & Publisher.

Experienced Newspaperman.
University graduate, prime of life, familiar with all departments—editorial, advertising, circulation, business management—would like to manage, or become connected with, small city daily. Highest recommendations. Box C-862, Editor & Publisher.

Farm Editor.
Agricultural College and School of Journalism graduate. Farm raised, city paper trained. Two years reporting and feature writing. Middle West preferred. Box C-853, Editor & Publisher.

General Manager-Publisher.
I know a newspaper doctor—a publisher of rare experience and proven successful record who has never become connected with a really successful newspaper and hsa never felt an unsuccessful one. His experience has been East, West and South. He is neither too young nor too old. He knows newspaper organization and operation as a human should. He gets the maximum out of the force and tools at hand. His character is established and leaders in each city where he has been publisher or manager will testify to his ability and his personality making lasting, worth-while impression on those communities. He has been owner or part owner of several newspapers—Morning, Evening, Sunday—but it is not absolutely essential to let him have a stock interest to get his services as publisher or general manager, though, having sold for associated owner the property he last brought to success, he wishes a connection as publisher or general manager with a bonus arrangement and merely nominal salary. He is no glad hand artist, but a man of education and refinement capable of making and holding real friends. His thorough experience and his personal integrity mark him as a worthy associate by other publishers. He is a Christian and is married. If you know where such a man is needed let me put you in touch with this man. Box C-875, Editor & Publisher.

A-1 Mechanical Superintendent.
Young, thoroughly practical man in all mechanical departments, with vision and planning in advance for any emergency in order to play safe always. Want connection where everyone else failed thus far to produce results. Will organize to get maximum production and also get organized labor to cooperate. Confidential treatment. Prefer corporation with several plants. Will consider interest. Address C-708, Editor & Publisher.

Publisher or General Manager.
I would like a connection in about sixty days as publisher or general manager of either morning, evening, or combination and Sunday newspaper, and would like to make appointmet for conference during A. N. P. A. meeting with owner who needs man of highest character, with proven successful career, who loves work and about whom, as an associate, he could feel absolutely satisfied in advance. Sale of my newspaper for profit causes me to seek a new location. I am willing to buy an interest or make a contract on salary and bonus basis. Address Box C-874, Editor & Publisher.

Reporter.
Graduate of School of Journalism and three years valuable experience. News direction and feature-writing tendencies. Thrive on hard work. Box C-852, Editor & Publisher.

Reporter.
The writer knows nothing about the publishing industry but does know that it is necessary at times to get interviews and that is not always easy. Some celebrities thrive on publicity, others do not approve of it. Those in the latter class and also criminals when they talk with a reporter who makes notes will shut up like a clam whereas a reporter who can get the gist of the interview without a note will always get more details. The writer knows one such whose ability is not appreciated where he is and has known him to write five and one-half columns on an address without his taking a note. If you can use such a man write George Donovan, 63 Hughes street, Buffalo, N. Y.

Rewrite Man or Reporter.
Five years' experience all branches editorial on New York City newspapers. Seeks similar position in Baltimore or Washington, D. C. territory. Age 24. Excellent recommendations. C-858, Editor & Publisher.

FOR SALE

Hoe Lightning Sextuple
48 PP. PRESS *Good as new*

Bought in 1918 and used less than one hour per day.
Equipped with complete modern stereotype outfit, all in fine order.
Printed the Evening Journal, Albany, New York, until consolidation.
Price many thousands below cost of new outfit.
Send for details and price.

Baker Sales Company
200 FIFTH AVE., NEW YORK CITY

Palmer, DeWitt & Palmer
350 MADISON AVE., NEW YORK CITY

Also in Journal plant, three Linotypes and a lot of other good equipment. Send for list.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

COMBINATION TELEGRAPH, NEWS, MAKE-UP AND FINANCIAL EDITOR. After ten hours' intensive work nightly for over five years on morning paper, desires day work and opportunity to realize on broad foundation already laid. The paper, located in eastern city of 50,000, shows his clever make-up ideas. Age 32; Asking $45. Our No. 1679.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Situations Wanted

Superintendent or Foreman.
Of newspaper composing room wishes perm nent position with newspaper where efficien and good work is required; have had practic and executive experience in large and sm plants; in charge of one composing room ov twelve years. Arthur Heath, 108 Malve place, Cincinnati, Ohio.

Telegraph Editor.
Experienced man, now handling full wire port and also sports writer of some ability sires to make change. Single, 32 years o References. Prefer midwest location but v consider others. Address C-864, Editor & P lisher.

BUSINESS OPPORTUNITIE

Wanted.
Small evening paper Eastern Ohio or West Pennsylvania, by experienced newspaper m with sufficient capital to meet a substan cash payment. Address: Purchaser, C-844, c of Editor & Publisher, stating price; terr and important particulars.

SPECIAL EDITION

A Different Kind of Special Edition
For Southern publishers—the kind that cre permanent advertisers and increases revenue volume. Our organization is composed viewpoint. Southern Publicity Co., Box 18, trained newspaper men who know the publish Grange, Ga.

Help Wanted ads will be found on page 35.

NTERTYPE CORPORATION ELECTS

I. R. Swartz Again Named President —Directors Re-elected

The annual meeting of the stockholders f Intertype Corporation was held at the ffices of the Corporation, 50 Court treet, Brooklyn, on March 16th.

Messrs. Morgan J. O'Brien, Marsden . Perry and Richard H. Swartwout ere unanimously re-elected as directors f the Corporation for the ensuing term f three years.

President H. R. Swartz announced that he executive offices would move May 1 rom 50 Court street, Brooklyn, to 1440 Broadway, at 40th street, New York ity, but that the factory addresses in Brooklyn, N. Y., would remain unhanged.

At the meeting of the board of direcors on March 17, the following officers ere elected: President, H. R. Swartz; hairman board of directors, Richard H. Swartwout; vice-presidents, G. C. Willngs and C. W. Gaskell; treasurer, H. A. Grube; secretary, H. G. Willnus; assistant treasurer, H. Hardy; assistant ecretary, F. Hoffmann.

Changes on Washington Herald

Clifford Meredith has been promoted rom Sunday editor to news editor and it. Clair McKelway from reporter to assistant city editor of the *Washington Herald.* Meredith replaces Frederick Shapiro and McKelway, J. Harold Keen, oth of whom have become associated ith the *Philadelphia Daily News,* the ew tabloid about to be launched by Lee Ellmaker, former Washington correpondent and late secretary to Congressman William S. Vare, Philadelphia polician, who is reported to be financially nterested in it.

Cleveland Times in New Home

The *Cleveland Times* this week removed from the building which had housed it since its establishment to its own new home at Payne avenue and East 22nd street, issuing its first edition from the new edifice, March 24. The Times occupies the entire new building, with the business office, classified and circulation departments on the first floor and the editorial and mechanical departments on the second floor. The presses are in the basement. Coincident with the removal the Times bought and installed another 24-page Duplex press and five new linotypes, making 18 the paper is now using. The new building occupies a half block, fronting on Payne avenue.

More Room for Cleveland Press

The *Cleveland Press* has completed the addition to its building in East 9th street, and has begun publication partly from the annex. A battery of new linotypes, added press facilities and almost double the former space given over the publication are now being used.

Radio Plant for Madison Times

The *Madison* (Wis.) *Capital Times* is now erecting a broadcasting station, cooperating with the University Music Shop. Local talent will supply the programs. Madison has already one broadcasting station connected with the University of Wisconsin physics department.

Contracts Let for Hearst Hall

Contracts for the preliminary work on the new Hearst Hall at the University of California have been let. The building which will cost $1,000,000, a memorial to the late Phoebe A. Hearst, is being erected by William Randolph Hearst to replace the one destroyed by fire.

THE P's AND Q's OF ILLINOIS

PROSPEROUS

Illinois ranks third among all states in prosperity. It has a crop value of $864,737,833, while the value of manufactured products totals $3,250,000,000. The per capita wealth is $37.95, whereas the total wealth is $22,232,794,000.

PROGRESSIVE

Illinois has made rapid strides in all fields of endeavor. Within her boundaries is to be found the second largest city in the United States. The meat packing industry has grown to a stupendous degree—being now one of the greatest sources of revenue. Approximately 85% of her farm lands are improved.

QUANTITIVE

Illinois' showing in agricultural pursuits is amazing. She produces annually 290,000,000 bushels of corn, and 125,000,000 bushels of oats besides 65,000,000 bushels of wheat. There are 12,286 miles of railway within this state of 56,665 square miles and almost 7,000,000 people.

QUALITATIVE

Nowhere within the United States can be found newspapers possessing to a greater degree, high ideals, well stimulated interest, far-reaching influence, unquestioned prestige, and effective advertising. Use them regularly —as they are first-class, low-salaried salesmen.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	17,408	.06	.06
*Chicago Herald & Examiner	(M)	348,005	.55	.55
*Chicago Herald & Examiner	(S)	1,018,917	1.10	1.10
Chicago Daily Journal	(E)	120,449	.26	.24
*La Salle Tribune	(E)	3,230	.025	.025
*Moline Disptach	(E)	10,680	.045	.045
*Monmouth Daily Review Atlas	(E)	5,314	.035	.035
*Peoria Star	(E) 29,197..(S)	22,236	.075	.06
*Rock Island Argus	(E)	10,605	.045	.045
*Sterling Gazette	(E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.

ADDITIONAL CLASSIFIED

HELP WANTED

dvertising Solicitor Wanted.

ly national weekly newspaper with third of a illion circulation and very low milline rate. Must know agencies and large national adversers. Give experience, age and salary exected. No triflers or flashes, please. C-856, Editor & Publisher.

dvertising Manager.

or evening newspaper located in a prosperous anufacturing city in the East. The successful applicant must have a record as a trained xecutive, a person of imagination, a man who rives on accomplishment, and one who operates nly on a straightforward and honest policy. f you are such a man give full details of your ducation and experience, what you are earning ow, what salary and bonus arrangement would nterest you. A most attractive opportunity waits the right man. Apply C-836 Editor & ublisher.

anvassing Crew Manager.

n experienced result-producing house-to-house anvassing crew manager; one who knows the ock system of canvassing for daily and unday home delivered circulation in connecon with travel and pedestrian accident inurance. To the man who can qualify and roduce, the position would be permanent with orth while compensation with a well known ily and Sunday paper in a city of fine climate population more than 250,000. State exrience, give reference, and address C-870 o the Editor & Publisher.

assified Advertising Manager.

nusual opportunity for a man of unusual bility, on a newspaper of 50,000 circulation, ithin three hours of New York. Box C-837, ditor & Publisher.

Help Wanted

Circulation Managers.
Two ambitious circulation managers, must be over 30 years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities of $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, circulation director, Butterick Publishing Company, Butterick Building, New York City.

Lady Assistant Editor Wanted.
for society news-magazine. College trained; capable writer; must know society. Location, New York. Salary. Should prove genuine opportunity. Write fully in confidence. Box C-841, Editor & Publisher.

First Class Manager
for Department of Advertising of Select Monthly Magazine. Must be well acquainted with national field. $50 to start, with healthy bonus on producing the goods. Excellent, permanent future for right man. Give references, religious and fraternal connections, and enclose recent photograph. Box C-876, Editor & Publisher.

Wanted.
Experienced women's page editor on afternoon daily near New York City. Write qualifications, salary expected. Box C-860, Editor & Publisher.

Wanted.
Experienced circulation manager to handle circulation of approximately 10,000; within twenty-five miles of New York; must be sympathetic but efficient in the handling of boys and familiar with all details of circulation work. Situation open at once for permanent position. Address Box C-846, Editor & Publisher, stating experience and salary expected.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



"LOOK to the farmer for 1925 prosperity," President Woodin of the American Car & Foundry Co., counselled advertising men of New York this week at their club house.

And his advice applies to a great number of newspaper business offices.

The newspaper that gets country circulation, not on some poor make-shift edition, but with the best paper of the day, and then proceeds to sell that circulation to merchants who want the farmers' good dollar, is right in line with this advice.

"HOW Well Do You Know Kingston? Its Business Men and Merchants?" was the title of a double-page spread containing 21 individual advertisements run in the *Kingston* (Ont.) *Standard* recently. The space was sold in connection with a moving picture of Kingston business houses presented at a local theater. Prizes were offered to theater patrons for most complete identification of the firms.—W. L. B.

One St. Louis newspaper reprints three or four advertisements from its classified page on page 1 each day with a snappy editorial sermon in a little box on the efficacy of that particular kind of classified advertising.—David Resnick, *St. Louis Times.*

In line with the general overhauling and repairing that comes into each household in the Springtime, why not get up a page or a large group of display ads from watchmakers and repairers of watches and clocks, calling attention to the necessity for giving a Spring cleaning to the old clock, and regulating the inaccuracies of the recalcitrant wrist watch.—C. M. L.

"You get a lot of enjoyment out of the *Star*. Why not share that pleasure with a neighbor and at the same time get a copy of the latest motion picture fiction? If your neighbor is not a subscriber to the *Star* and will agree to take it for ten weeks, we will present you with any book of your choice from a wide selection." This plan has brought the paper a considerable number of permanent subscriptions, the kind the advertiser likes. —B. A. T.

Are you one of that numerous coterie of newspapers that have found that your readers relish fiction? Here's a plan that may increase the interest still further and increase circulation. At some regular period, preferably during December, print ballots in your newspaper giving readers an opportunity to vote their preferences from a list of fiction which you will be able to offer them during the succeeding year. The result of the ballot will solve your problem of which fiction to print, your readers will be better satisfied and your circulation will benefit.—F. T. H.

A field of advertising that is not fully exploited by many newspapers is the farm field. Moreover, every newspaper seeks new country subscribers. A farm page kills the two birds with one stone. —Henry R. Helsby, *Olean* (N. Y.) *Times.*

Immediately following April first, the one day on which more moving is done thany any other day of the year, why not have one or more pages of classified display advertisements of various firms that have moved, giving their old and their new addresses. Office buildings should prove a particularly good field by getting the cooperation of the building manager. Down the center of the page, all the firms advertising should be reclassified according to building under the two headings "Moved from Flatiron Building," and "Moved to Flatiron Building."—H. J. Ashe, Long Beach, Cal.

Now that state arbor days are upon us any paper can connect on that fact by preparing a feature story telling about the largest elm tree, the largest oak tree, the largest willow, and so on, in the community with pictures of the trees, the conjectures of the local botanists as to the age of the trees, "what was Podunk like when this tree was a sapling," and similar material. Almost every community has trees with some historical interest. Review some of the famous trees of history. Watch for tree planting ceremonies in your community. The paper can show a little enterprise and get some valuable publicity by furnishing a tree for each school to be planted with ceremony on the school grounds by some eminent official with the school children for an audience. Have your photographers on the job for each event.—F. D. H.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

MOST newspapers have run spasmodic or regular yarns on local history that have appealed tremendously to readers. This idea can be expanded upon by one of the older members of the staff and considerable interesting material collected for a series of articles by getting in touch with the state historical society, a huge storehouse of stuff of incalculable value to any paper in the state. Research in the society's files will uncover a lot of "scoops" and there are generally pictures galore that will bear reproduction.—F.D.H.

It is good business for a newspaper to enlist the interest of boys and girls. The *Brownstown* (Ind.) *Banner* gives all amateur basketball and baseball teams a scorebook on condition that they will send scores of all games to the newspaper. This plan has been in successful operation for three years and as a result the Banner runs a live sports page. And it is a weekly.—Norman J. Radder.

For the benefit of readers who miss the Sunday issue, the *Cleveland Plain-Dealer* prints a summary of Sunday's news each Monday under a box head, "Here's Another Chance to See Sunday's News," and with the following explanation: "The following leading news items from the Sunday Plain-Dealer are summarized for readers who did not see the Sunday edition." The summary is classified under "General," "Washington," and "Cleveland." —George Lemon Sugg.

Considerable public as well as private service is being done by the *Milwaukee Journal* this spring through its offer to the housewives of Milwaukee to aid them in their house cleaning. All the old junk that litters attics—dusty newspapers and books, discarded furniture, automobile tires, old stoves, aged Prince Albert coats, anything of that type—is being called for by Journal trucks and hauled to the Goodwill Industries, where it is refitted and reconditioned for further use by the poorer families of the city. Good fellowship and kind deeds are emphasized in the cleanup.—A. C. Regli.

Coach Stagg of Michigan says Americans are getting to be a "race of softies." Chance for Sunday feature based on interviews with local school coaches, gym instructors, physicians.—R. B.

The pull of Metropolitan weekly short stories is as steady and dependable as that of the locomotives of the 20th Century, the Broadway, the Overland or the Sunset Limiteds.

Selected, sure-fire fiction.

Big names.

Illustrations that catch the eye.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York



GUS and GUSSIE
By JACK LAIT

Great new daily comic strip will amuse millions. Don't watch it grow—*grow with it!*

KING FEATURES SYNDICATE, Inc.
241 W. 58th St. New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Magazine Feature Pages.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD STREET, CLEVELAND, OHIO

Prunes and Prisms
By
Percival Prim,
The Perfect Speaker.

A Daily Lesson
in
GRAMMAR
Written in
Lilting Verse
for
Old and Young
Write for Option
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

NO MARKET EVER OFFERED GREATER OPPORTUNITIES THAN THE SOUTH

A feature which makes a further increase in the purchasing power of the South is that the climatic and soil conditions are adapted to a greater variety of crops than in any other part of the United States.

The growing season is so long that there is no danger of crops being frozen, either in spring or fall, the grazing season is long, pasture land is excellent, large variety of forage crops can be grown, land values are increasing.

The South's resources in soil, timber, coal, iron ore, sulphur, oil and numerous other mineral deposits, give to this section a combination of advantages and ease of development unmatched elsewhere in any equal area on earth.

Another very great source of revenue in the South is the millions of dollars poured into the Southerners' pockets by the thousands of tourists who flock to the numerous playgrounds the whole year through.

The prospects are nowhere so promising for good returns on an advertising investment today, as in Southern newspapers, particularly those covering the states in this list.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
**Birmingham News (E)	76,312	.18	.18
**Birmingham News (S)	86,185	.18	.18
**Mobile News-Item (E)	11,722	.05	.05
**Mobile Register (M)	20,824	.07	.07
**Mobile Register (S)	33,130	.085	.086
FLORIDA			
**Daytona Daily News (ES)	2,648	.035	.035
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald (M)	23,125	.06	.06
**Miami Herald (S)	27,921	.07	.07
**Orlando Sentinel (M&S)	4,473	.035	.035
†St. Petersburg Independent (E)	6,007	.04	.04
**Tampa Times (E)	15,176	.05	.05
**Tampa Tribune (M&S)	30,444	.08(.09S)	.07(.08S)
GEORGIA			
**Augusta Herald (E)	15,095	.05	.05
**Augusta Herald (S)	15,554	.05	.05
**Macon Telegraph (M)	26,822	.07	.07
**Macon Telegraph (S)	27,376	.07	.07
**Savannah Morning News (M), 21,372 (S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	19,395	.06	.06
**Lexington Leader (S)	19,368	.05	.05
**Paducah Sun (E)	8,616	.04	.04
NORTH CAROLINA			
†Asheville Citizen (M)	14,066	.055	.055
†Asheville Citizen (S)	14,540	.055	.055
**Greensboro Daily News (M)	24,423	.07	.06

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA			
**Greensboro Daily News (S)	31,592	.07	.07
**Raleigh News and Observer (M)	29,921	.07	.07
**Raleigh News and Observer (S)	33,403	.07	.07
Winston-Salem Sentinel (E)	14,855	.06	.06
SOUTH CAROLINA			
**Columbia Record (E)	16,107	.05	.05
**Columbia Record (S)	15,907	.05	.05
**Columbia State (M)	24,246	.07	.07
**Columbia State (S)	24,442	.07	.07
**Greenville News (M)	20,190	.065	.06
**Spartanburg Journal (E)	3,940	.05	.05
**Spartanburg Herald (M) 6,726 (S)	9,357		
TENNESSEE			
**Chattanooga Times (M)	24,189	.08	.08
**Chattanooga Times (S)	24,726	.08	.08
†Nashville Banner (E)	54,189	.11	.11
†Nashville Banner (S)	53,069	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,128	.05	.05
**Danville Register (Sunday)	7,184		
**Newport News Times-Herald (E)	7,326	.05	.05
**Newport News Daily Press (S&M)	5,622		
**Roanoke Times & World-News (M&E)	24,993	.07	.07
**Roanoke Times (S)	16,894	.06	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

RIGHT AGAIN!

STUART P. WEST is receiving congratulations from every side for his splendid achievement in guiding his readers during the series of developments which have culminated in the present situation of the New York Stock Market.

Stuart P. West had the courage to go against the tide when during the last half of December, the first part of January and a part of February, he warned the public about over-speculation and the danger of rushing into buying at inflated levels.

When the skyrocketing started in New York, Mr. West said again and again that the "figures reached by individual stocks cannot possibly be justified on the grounds of earnings or dividend prospects." He declared that stocks were being forced ahead too fast and that the rise was getting beyond outside conditions. In the end, he said, "it is safe to say that this will demand its proper penalty."

This statement was made on the day when it took the Stock Exchange ticker forty-five minutes after the close of business to complete the full record of transactions, and when numerous stocks were selling 20 to 25 points above where they sold this very week.

Moral: Be sure that you have a reliable financial news in your newspaper. Nothing hurts the prestige of a financial page so much as to mislead the investor. The financial dispatches of the Consolidated Press are written by men who have had the training and background to know what they are writing about. They are not stampeded by surface developments.

It's a mark of reliability to have the Consolidated Press service in your paper.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Building	19 Rue d'Antin

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THIS ISSUE:—TAKING THE TRICKS OUT OF ADVERTISING.

EDITOR & PUBLISHER

1884 *The Newspaper Advocate* 1925

SUITE 1115 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879.
Issued Every Saturday.

Vol. 57. No. 45 | NEW YORK, APRIL 4, 1925 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

That's Tellin' 'em in Chicago!

Advertising consists in telling potential buyers the alluring story of your merchandise.

Telling your story effectively—lining them up before your sales counters—means reaching them through a medium that they read with interest and confidence. And that medium is THE CHICAGO DAILY NEWS.

THE CHICAGO DAILY NEWS is demonstrably the most effective sales medium in the vast and prosperous Chicago market. The proof of its effectiveness is in the fact that year after year it leads all other Chicago daily newspapers in the volume of display advertising carried.

BECAUSE IT PAID THEM advertisers bought 15,099,486 agate lines of advertising space in The Daily News in 1924—the greatest volume of display advertising ever published in any Chicago daily newspaper in any single year. The next highest lineage record for 1924 was 11,774,440 lines.

Behind this lies the great and responsive "character circulation" of The Daily News—400,000 daily average net paid—approximately 1,200,000 daily readers in the financially competent homes of Chicago and its near-by suburbs.

These are the buyers of this great market—and the medium that they look to for buying information and guidance is

THE CHICAGO DAILY NEWS

First in Chicago.

THE BIG INFLUENCE IN THE BIG MARKET

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,628	.0275	.0175
*Boston Globe	(M&E)	274,892	.50	.50
*Boston Globe	(S)	322,030	.55	.55
Boston Transcript	(E)	34,990	.20	.20
*Boston Post	(M)	371,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
*Fall River Herald	(E)	15,553	.05	.05
*Fitchburg Sentinel	(E)	11,383	.055	.045
*Haverhill Gazette	(E)	15,400	.065	.05
†Lynn Item	(E)	16,345	.06	.04
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
*North Adams Transcript	(E)	9,491	.04	.035
*Salem News	(E)	20,784	.08	.07
*Taunton Gazette	(E)	8,479	.04	.03
*Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
*Worcester Sunday Telegram	(S)	49,849	.18	.15

MAINE—Population, 768,014

*Augusta Kennebec Journal	(M)	11,264	.05	.05
†Bangor Daily Commercial	(E)	14,750	.055	.05
*Portland Express	(E)	27,251	.10	.07
*Portland Telegram (Sunday Edition Express)	(S)	29,992	.10	.07

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot	(E)	5,104	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
*Manchester Union Leader	(M&E)	27,864	.09	.07

RHODE ISLAND—Population, 604,397

†Newport Daily News	(E)	6,249	.0336	.0296
†Pawtucket Times	(E)	25,555	.07	.07
†Providence Bulletin	(E)	64,524	.17	(B).23
*Providence Journal	(M)	36,686	.10	(B).23
*Providence Journal	(S)	61,575	.15	.15
*Providence News	(E)	26,845	.07	.07
†Providence Tribune	(E)	23,603	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
*Woonsocket Call	(E)	13,580	.05	.05

VERMONT—Population, 352,428

*Barre Times	(E)	6,944	.03	.025
†Bennington Banner	(E)	3,067	.0125	.0125
*Burlington Free Press	(M)	12,983	.05	.05
*Rutland Herald	(M)	10,765	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†Hartford Times	(E)	48,875	.12	.12
*Meriden Record	(M)	7,348	.045	.03
*Middletown Press	(E)	8,050	.0325	.025
†New Haven Register	(E&S)	42,171	.12	.11
*New London Day	(E)	12,079	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
*Norwalk Hour	(E)	5,842	.04	.04
†South Norwalk Sentinel	(E)	4,280	.025	.025
*Stamford Advocate	(E)	9,305	.05	.04
*Waterbury Republican American	(M&E)	22,836	.08	.08
*Waterbury Republican	(S)	15,043	.08	.08

*** A. B. C. Statement, April 1, 1924.

††† Government Statement, April 1, 1924.

† Government Statement, Sept. 30, 1924.

* A. B. C. Statement, Sept. 30, 1924.

(B) Combination rate Daily Journal and Eve. Bulletin.

Newspaper advertising is the cheapest and most effective means of creating sales in NEW ENGLAND.

Investigation will show that the rates of the newspapers listed above are today much lower per line per thousand than they were a quarter of a century ago. Results from advertising, however, are greater, and more wonderful today than at any previous time, due to the increased interest and confidence in advertising.

Daily, veritable miracles of advertising are taking place in these famous NEW ENGLAND newspapers. The use of proper copy for fairly-priced goods for sale at specified local outlets, will inevitably bring results that will well repay the small expenditure of money necessary for complete advertising coverage in NEW ENGLAND.

NEW ENGLAND

IS A TERRITORY OF WONDERFUL OPPORTUNITIES

An army--1000 strong!

¶ Ninety-two square miles there are in Greater Baltimore.

¶ One hundred and sixteen Sun Carrier Routes reach every block of those ninety-two square miles every weekday—and on Sundays, seven days a week the year around.

¶ It takes an army of a thousand to cover these routes as they should be covered and as they are covered! No carrier has more territory than he can attend to personally. No carrier is permitted to bite off more then he can chew.

¶ This insures regular, reliable, efficient delivery of the Sunpapers—Morning, Evening and Sunday—into the homes of Baltimore.

¶ The army of delivery is one thousand strong — and the papers they deliver are strongly entrenched in the esteem and the affection of all Baltimore, as the circulation figures show beyond a question of doubt.

Average Net Paid Circulation for March, 1925

Daily (M. & E.) . . .	**248,663**
Sunday	**183,957**

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

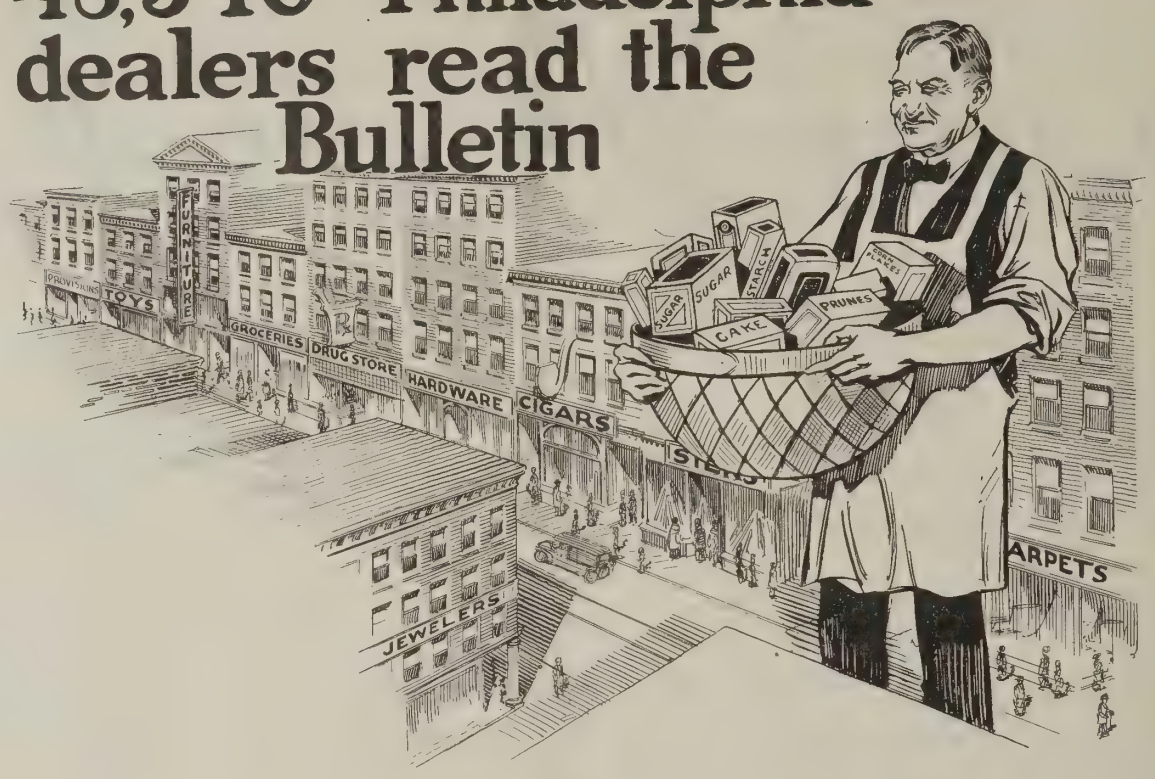
Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

48,346 Philadelphia dealers read the Bulletin



NATURALLY, Philadelphia's favorite paper is the paper *trusted* and *believed in* by the 43,339 retailers and 5,007 wholesalers who must be sold before Philadelphia can buy. A vast turnover has accrued to the advertisers who have recognized this fact and dominated both sides of the Philadelphia market in the paper nearly every Philadelphian reads.

"In Philadelphia nearly everybody reads The Bulletin"

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people — third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

(Copyright 1925, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

ol. 57 NEW YORK, APRIL 4, 1925 No. 45

Half Century Vision Realized by Opening of Chicago Tribune's Tower Home

ig Daily Is Moved Without Hitch in Three Days—Ray Hahne of Purchasing Department in Charge—Unique Color System Used for Transfer

HE *Chicago Tribune* opened its new Tower building for business on Mondy, March 30, when after three days of tual moving and a week of extensive paration, the business departments, th two exceptions, were moved into the w structure on upper Michigan avenue. e transfer was effected with the rkable record of less than half an ur's delay in the work of these departnts, under the direction of the purchasg department, in charge of Mr. Ray hne.

The only two departments which are to main out of the Tower are the Want d office and the Public Service Bureau. ese will be kept at Dearborn and dison streets, in the Union Trust ilding, where under lease from the ion Trust Company, the Want Ad ice will stay for another half century.

The opening of the Tower, built after a 0,000 prize competition which attracted world's most renowned designers and hitects, is the materialization of a ion of fifty-seven years' standing, durg which time the newspaper has outgown two types of buildings.

The task of moving was a tremendous e, but was accomplished in three days, er twice as many days of preparation. e last article of furniture was set in its ce in the Tower at midnight on Sund, March 29, and the following morng the Tribune was prepared to carry on business just as regularly, but in a w home.

The telephone service was continued hout a moment's interruption, despite monstrous switching involved in the w board. The new switchboard in the wer was prepared, and twenty-eight n cut in all the lines. In the evening, h office had been furnished with a new se telephone directory.

The system which was worked out by purchasing department to effect the oval involved tags and charts, a system elaborate and detailed. Each floor s designated by a color, and corresding colored tags indicated what arles were to be moved to that particular r. For example, everything that was ged red was charted for the fifth r. In addition to the floor scheme, a tem of locations was worked out for h floor. These included stars, diads, circles, seals, crescents, and varied tags, indicating to the movers ctly where in the new building each n was to go. And each item in turn, h desk, with its corresponding chairs r files and other furniture were keyed a number series. The movers were plied with diagrams of the floors in Tower, with numbers of desks and tions marked. Large colored tags disks were placed in the building to the movers.

The task involved the employment of teen vans, working with seventy-five the entire period. Eight floors were d, and when the work was completed, Tribune gave the moving men and rers a special supper served by a rer.

the new building, the Tribune intends to occupy, in addition to the plant in the rear, five floors underground and fourteen floors above. The boiler room, the paper storage rooms, where print paper is received from freight cars from the northern forests and mills of the Tribune Company, and the pressrooms will occupy the lower floors. The machinery room and the mailing room for Liberty magazine are on the floor which reaches the level of the boulevard.

It is planned to rent the first and second floors to tenants. The composing room will occupy the third. On the fourth, will be the news departments, Sunday room, and the quarters of the syndicate features.

The fifth, sixth, and seventh are occupied by the auditors' and controllers' departments, while the eighth, ninth, and tenth, are the advertising floors. These floors, in addition to the twelfth, where the business manager, the real estate manager, traffic and purchasing departments, are located, and the eleventh, where Liberty will have its offices, are the sections of the Tower filled during the three days of moving.

The Tribune editors, editorial writers, and the library will be on the twenty-fourth floor. The Tower begins with the twenty-fifth floor, and on the thirty-second, John T. McCutcheon, eminent artist, will have his studio. The thirty-third floor will house the observation room.

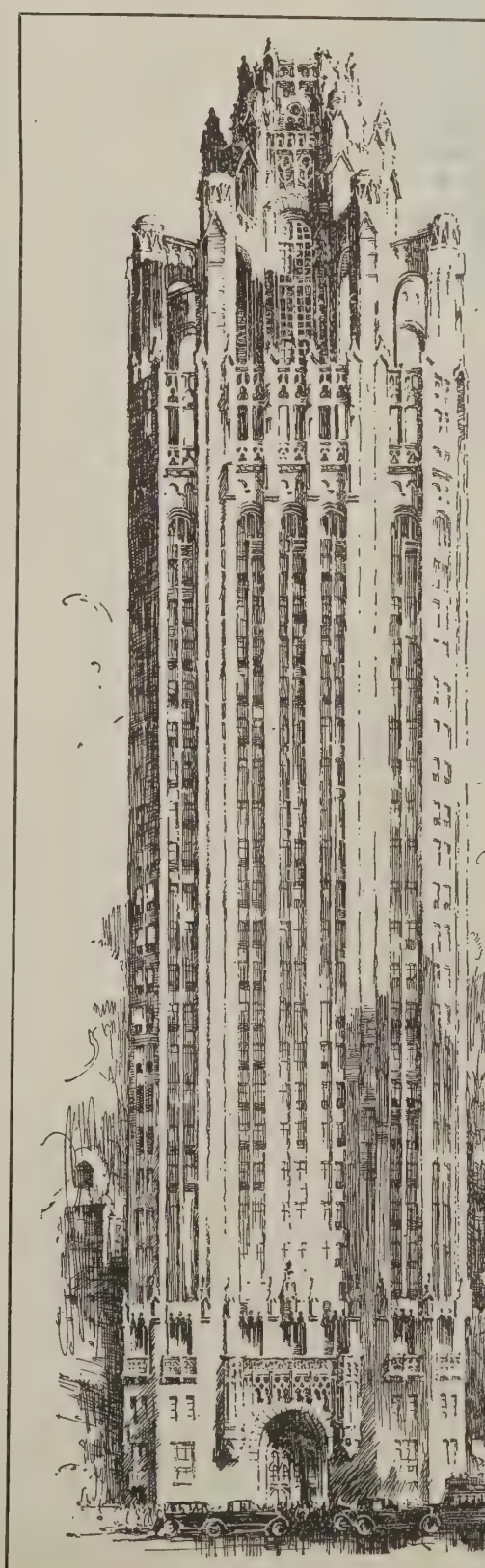
The Tower is 456 feet above the upper level of Michigan avenue, while the flagstaff reaches 110 feet additional.

The floors from fifteen to twenty-four are to be rented, and seventy-five per cent of them have been leased already, according to the building managers.

The total space occupied by the Tribune in the Tower is 295,000 square feet, 115,000 feet more than the total area of the entire of the old building.

Perhaps one of the most remarkable features of the new home of the Tribune is the telephone system. A new 700 c. type automatic switchboard is expected to relieve the congestion on the Tribune's telephone wires. Seventy-five per cent of the work which was handled by girl operators will now go over its machine switching apparatus, leaving the girls to handle only incoming calls to the Tribune and Liberty Magazine. The transfer was made from the old system without an instance of trouble on any of the 150 trunk lines or 550 inside phones. The service is in charge of Miss Anna Garrow, chief operator.

In 1868, before the Chicago fire, the Tribune moved to what was considered a fine building at Madison and Dearborn streets. This was destroyed in the fire, and replaced with a finer building five stories higher. In 1901, the growth of the newspaper made another plant necessary, resulting in the erection of the Union Trust building, into which the Tribune moved on April 30, 1902 from temporary quarters in Market street. This was followed by the erection of the Plant on Michigan avenue, and then the Tower, units in Tribune square.



The tallest, and, many believe, the most beautiful newspaper building in the world, took its place this week as a full-fledged element in Chicago's skyline. "Tribune Tower," which adjoins the plant placed in operation three years ago, now houses practically all departments of the Chicago Tribune organization. Leading architects of the Americas and Europe competed for the prize awarded by the Tribune for the best design which was awarded to Howells and Wood, New York architects

FREDERICK ROY MARTIN RESIGNS AS A. P. GENERAL MANAGER

Quits Service April 21, After 4 Years in Present Position—Successor to Be Appointed by Board at Meeting April 22 in New York

FREDERICK ROY MARTIN, for four years general manager of the Associated Press, will resign effective April 21, it was announced in New York this week.

He will not make known his definite future plans until after that date, simply stating at this time that he resigns to be free to form other business connections.

A successor will be appointed by the board of directors at their meeting, scheduled for April 22.

President Frank B. Noyes, of Washington, on behalf of the Board expressed its regret at Mr. Martin's determination to retire and its appreciation of his "intelligent and unremitting devotion to the interests of the organization," explaining that Mr. Martin's continuance in his present position during the past year has been due to the President's earnest request.

Mr. Martin's letter to President Noyes is as follows:

"My dear Mr. Noyes: In accordance with views expressed to you a year ago and formally stated to the Board of Directors in January, I beg to present my resignation as general manager, to be effective after the next annual meeting of the members.

"While the satisfactions of the position are many, the sacrifices involved convince me that I owe it to my family and myself to be free to form other business connections.

"My withdrawal is accompanied by sincere regret at severing happiest association with directors, members and the staff. Particularly would I acknowledge the unfailing consideration shown me by Mr. Stone, both while I was for eight years his assistant and during the five years since he withdrew from active service.

"With assurances of high regard, I am

"Faithfully yours,

"FREDERICK ROY MARTIN."

President Noyes replied as follows on behalf of the Board of Directors:

"My dear Mr. Martin: I am in receipt of your letter stating that you wish your resignation to go into effect after the next annual meeting of the members.

"I have, of course, known of your decision to take this action for almost a year and, indeed, your continuance in your position for this time has been due to my earnest request.

"I am now, therefore, only making formal record of what I have said to you both personally and on behalf of the Board of Directors in January when they were made aware of your purpose. It is a matter of deep regret to us that you are convinced that your best interests make necessary this action on your part and the Board requested me, when I received formal notice of your desire, to express on its behalf its great appreciation of your intelligent and unremitting devotion to the interests of the organization in the years of your connection with it, and of its affectionate wishes for your fullest success in the new activities in which you will enter, in which expression you know, I am sure, that I heartily join.

"Very sincerely,

"FRANK B. NOYES."

In 1912, when editor of the *Providence* (R. I.) *Journal,* Mr. Martin was elected a director of the Associated Press. That same year he retired from the board to become assistant general manager. In 1920 he served a year as acting general manager, and succeeded Melville E. Stone as general manager the next year.

When the World War was declared in 1914, Mr. Martin as assistant general manager went to London for the Associated Press, taking in person a large sum in gold to make certain A. P. coverage in the war zone. He expected to remain only a few weeks, but actually stayed upwards of 18 months visiting Berlin, Paris, Rome and other European capitals.

During his term as general manager, he has always been particularly interested in the A. P. personnel, particularly



Frederick Roy Martin

abroad, making numerous trips to Europe and one trip to South America.

The biggest development of the A. P. in the past four years has been the greatly increased market and sports service, resulting in extensive expansion of the press association's wire services. Three years ago double wire circuits were extended to the Coast, through the South, and to the South West.

SHAFFER EXONERATED

Held Free of All Blame in Teapot Dome Oil Lease Case

John C. Shaffer, publisher of the *Chicago Evening Post* and the Shaffer group of newspapers, was exonerated of all blame in the Teapot Dome case in the lease annulment suit heard at Cheyenne, Wyo., closed recently.

Owen J. Roberts, counsel for the government, declared to Federal Judge T. Blake Kennedy that "Mr. Shaffer is not at all to be blamed."

"He had expended a large sum in the development of property adjacent to Teapot Dome," he said, "and he was the holder of placer mining claims to land on the Dome itself, on or about March 1, 1923. Mr. Shaffer asked Secretary Fall for land on Teapot Dome, and March 20 he renewed his request. There was no secrecy in connection with any of his dealings."

COAST UTILITY STARTS DRIVE

Pacific Electric Railway Placing Copy in Cities on Its Lines

D. W. Pontius, vice-president and general manager of the Pacific Electric Railway, has announced that that corporation is now launching what he believes to be one of the largest advertising campaigns ever put on by a public utility in California through the medium of newspapers.

The campaign consists of a series of advertisements to appear daily in the newspapers of Los Angeles and all cities located on the lines of the company. Following this series will be weekly advertisements appearing over a period of six months. The appropriation made to cover this special campaign is in addition to the regular yearly expenditure by the Pacific Electric of about $50,000 for advertising in newspapers.

Chicago Advertising Agency Moves

Carpenter & Co., national advertising representatives, have moved from the Peoples Gas Building in Chicago, to the Tribune Tower.

TO AWARD PULITZE PRIZES APRIL 20

Members of American Society Newspaper Editors Serve on Jury —Increased Interest Reported this Year

The Pulitzer Prizes in Journalism w be awarded April 20 at a meeting of t Advisory Board of the School of Jour alism, Columbia University, New Yor it was announced this week. The priz provided for under the will of Jose Pulitzer, late owner of the *New Yo World,* at the commencement exercis June 3.

This year, for the first time, membe of the American Society of Newspap Editors, chosen by President Casper Yost, served on the juries which pass the submissions for the prizes in journa ism and make the recommendations which the advisory Board makes its fi selections.

The men from the Society were Har M. Crist, managing editor of the *Broo lyn Eagle,* Maurice S. Sherman, editor the *Springfield* (Mass.) *Union,* a Frank E. Gannett, publisher of t *Rochester* (N. Y.) *Times-Union* and t *Elmira Advertiser.* As representatives the faculty of Columbia College, De Herbert E. Hawkes and Ashley Thorndike, professor of English serve while from the faculty of the School Journalism were Director John W. Cu liffe, Prof. Roscoe C. E. Brown, Pr Walter B. Pitkin, Prof. Charles Cooper, Prof. Allen S. Will, Henry Sackett and W. P. Beazell, assistant ma aging editor of the New York World.

An increased number of submissio was considered this year, as a result systematic notification of the newspap of the country and the service of Jero Landfield as executive secretary of Advisory Board, recently appointed the purpose of making the competiti more truly representative of the achie ments of American journalism.

BROADCASTING PLAN NIPPED

Geneva Corps Protests Radiocasti League of Nations Deliberations

PARIS, March 20.—A project to bro cast deliberations of the League of tions at Geneva has been nipped in bud by the Association of Journal Accredited to the League of Nations.

An enterprising person approached Secretariat of the League with a propo to install microphones at the council ta so that wireless amateurs the world o might listen to the weighty deliberati of the wise men at Geneva. The ten ing suggestion was accompanied by ass ance not only of a most wonderful pro ganda but of a share in revenue wh the idea would produce. Listeners-in was found, were to be treated also t daily talk summarizing the work of League.

When the Committee of Journalists credited to the League of Nations lear of this they at once filed a protest v the director of the section of informat pointing out that not only would suc wireless service prejudice the interest professional journalists and the org they represented, but that it could h grave political inconveniences. Who, instance, asks *L'Opinion,* which pr the news, could guarantee that the hol of the broadcasting concession would give a particular color or bias to event their daily summary according to t nationality or their interests.

No decision has yet been taken, L'Opinion warns the Press of the w to be on its guard against the granting such a broadcasting concession.

Coloroto Corporation Changes Na

The Coloroto Corporation, publish of *Liberty Magazine,* has changed name to Liberty Weekly, Inc., accord to a recent announcement.

ST. LOUIS POST-DISPATCH LOSES SUIT TO CHANGE TEXAS NAMESAKE'S TITLE

No Unfair Competition by Houston Paper in Using Names of Consolidated Units, Federal Judge Holds—Appeal Will Be Taken

HOUSTON, TEX., March 31.—U. S. Judge Hutcheson of the Southern district of Texas has ruled that the *Houston Post-Dispatch* has not infringed upon the trade-mark of the *St. Louis Post-Dispatch.* Hutcheson's ruling was brought about through a suit filed by the Pulitzer Publishing Company against the Houston Printing Company seeking an injunction in Federal Court to prevent the Houston concern from using the name "Post Dispatch."

Attorneys for the St. Louis newspaper will carry the case to the U. S. Circuit Court of Appeals at New Orleans, and, if that the use of the name "Post-Dispatch" court's decision, will carry it to the Supreme Court.

Judge Hutcheson's decision denies the Pulitzer Company an injunction. The Pulitzer Company in its petition alleged that the use of the name "Post-Dispatch" by the Houston Printing Company materially affected its circulation in Texas, that the name was a trade-mark which had been copyrighted and that the certificate of registration had been issued on March 15, 1924, whereas, the Houston Post-Dispatch did not come into existence until Aug. 1, 1924.

In its answer the Houston Printing Co. declared that when the *Dispatch* took over the *Post* on Aug. 1, 1924, the combined name of the two papers "Post-Dispatch" was adopted in order to conserve the good-will that had been established by both publications, that the words "Post-Dispatch" were *Publici Juris* and could not be appropriated as a valid trade mark, that there is no competition between the St. Louis publication and the Houston paper and that the two names are clearly and easily distinguishable.

The complainant alleged that it had spent $175,000 in advertising its name during the past five years and its name was now being confused by news dealers owing to similarity.

The evidence for the Houston Post-Dispatch developed that the combined name was adopted merely as a way of maintaining good will established by both the Dispatch and the Post and with no idea of reaping any benefit from the publicity given the name of the Pulitzer Publishing Company's paper, that it was practically the universal custom upon the consolidation of two newspapers to use the combination of the names, that practically one out of every 14 papers in the U. S. used either the name "Post" or "Dispatch," that the name "Post" has been used as a newspaper name as far back as 1643.

The evidence also showed that 90 per cent of the Houston Post-Dispatch circulation is confined to an area of fifty miles from Houston.

Judge Hutcheson in summing up the case declared that no unfair competition had been shown as a result of the use of the name by the Houston Post-Dispatch.

ADVERTISING CLUB APPLAUDS FIGHTING EDITOR

arl Magee Tells New Yorkers Ideals Behind Successful Newspaper Battle in Albuquerque Against Corrupt Government and Judicial Tyranny

EW YORK met Carl C. Magee, fighting editor of the Southwest, s week and liked him. The editor *New Mexico State Tribune,* who gal-tly defeated the infamous principle t a state judge might sit in unchecked wer and silence a newspaper's honest icisms of governmental evils, was ored on Wednesday when several dred members of the Advertising b of New York attended a noon-day cheon in his honor. On Friday eve-g Roy W. Howard gave a dinner at Lotus Club for Mr. Magee whose spaper fortunes were rescued during bitterest hours of his fight in New xico by financial aid by the Scripps-ward newspaper organization.

n his address at the Advertising Club New Mexico editor outlined the mor-and political principles which have nated his free press fight and de-ed that "no one is safe unless all are e under our institutions." He ex-ssed a passionate belief in democracy.

arl C. Magee's story is an epic in erican journalism. He is an interest-survival of the American editor who les in the open for principled objects. believes that "personal journalism" serve as good purposes today as in t generations. For 20 years he was ractising attorney. Owing to the ill-lth of Mrs. Magee he left Tulsa, ahoma, for Albuquerque, N. M., five years ago satisfied a life-long ition to enter the newspaper field.

Ie bought the *Albuquerque Journal* n Albert B. Fall and associates for 5,000. In Oklahoma Magee had been epublican, and regular in his party af-tions. He says that he entered the w Mexico field with respect for Fall his party.

man of fifty, tall, keen, gray tem-ll, and very active, Magee began writ-editorials which were at first ordi-y, but soon began to take on indi-iality. He made an intensive study governmental conditions in his state wrote about them. He also began ear rumors and investigate them and sently, he says, he discovered condi-ns which cried to heaven for correc-n.

Iagee began to speak plainly in his er. Politicians advised him to "lay f" According to Magee, he was vis-by Fall, and given more violent ad-nition of the same nature. The at-cs in his paper became more regular effective.

Iagee began to use the sledge hammer his editorials. He was convincingly ere. He developed a way of meeting unter attack by anticipating it. He kly admitted mistakes when he made n and got the jump on his opponents. never once allowed them to place him the defensive, and he steadily and ly began to win reader support.

he Journal attained a top circulation 8,700 and along with the assets Magee ed a creditable number of powerful nies who began to work. Suddenly 921 the bottom fell out of the Okla-a oil business and the investments Magee in that section became tem-arily worthless. He had ordered a \$40,000 press. The press arrived ultaneously with the fact that re-al dates on notes for the purchase the Journal would not be renewed. help was coming from New Mexico kers. Then Magee turned to the ple.

he state was then in the throes of a ific slump in the live stock industry. in two months, Magee, against the osition of practically every big politi-and financial interest in the state, ed \$60,000 in a bond sale. The Jour-was saved temporarily. Later he was ed to give it up. He had paid \$115,-for it; he sold it under pressure for 0,000.



"It is silly to think that a newspaper editor can be silenced by political corruptionists for very long if he means business."—CARL C. MAGEE.

Going three doors up the street, Magee started a weekly. In a month it had 6,000 subscribers. Later it was turned into the daily New Mexico State Tribune. He continued to hammer. He made definite accusations against state officials. He accused several of theft. He named names. He asked for a court trial to give him a chance to present his evidence. Among other things he bitterly attacked what he called the "unholy alliance" of the courts and a certain political party in San Miguel county. He bade Judge D. J. Leahy get out of politics and tend to his court. The stage was now set for round two.

A bank failed in Santa Fe and among the losses were the monies of the State Supreme Court held in the account of the clerk of court, Jose Sena. By law, all state monies were required to be turned over to the state treasurer every 24 hours. This had never been done by Sena, and Magee demanded an explanation. He asked that Sena be investigated. Incidentally he said: "I call the case to the attention of Judges Bratton and Botts. Judge Parker is too accustomed to old methods to give it notice."

Magee was arrested for libel. He was not tried for direct charges about Sena but for the words about Judge Parker. Was he to be tried in his home county of Bernalillo? Was he to be tried in Judge Parker's home county in Santa Fe? He was to be tried in the distant county of San Miguel before Judge D. J. Leahy. Was he to be prosecuted by the regular district attorney? No, by "friends of the court," before Supreme Court Judge Roberts and former Attorney General Askren, bitter Magee enemies. The twelve men of the jury were Spanish-Americans, none of whom could read or write English. Judge Parker as a witness for the defense testified he had not asked that the action be brought, did not think it should have been brought, did not consider Magee's words libelous.

Magee refused to be railroaded, as he said half a dozen editors before him had been in Leahy's court. He began to write. As he wrote he was cited for contempt. The state was aroused. When he was sentenced on many and divers charges, Governor Hinkle pardoned him immediately, declaring the proceeding a "blot on the state name."

Magee was tried later in Santa Fe county before Judge Holleman for alleged libel before former Judge Roberts, one of his San Miguel prosecuters. In this case Magee was clearly in the wrong, said so and apologized. He wrote nothing about the case, made no attempt to influence public opinion, stood trial and was acquitted although the judge virtually had instructed the jury to bring in a verdict of "guilty."

Magee was after bigger game now. He got on the trail of Albert B. Fall's prosperity following his resignation from Harding's cabinet. What Magee found in this regard was turned over to Senator Walsh when he inaugurated the Teapot Dome investigation.

There was a contempt of court case still lingering in Judge Leahy's court and it was tried on July 18, 1924. Magee refused to plead, listened to an hour's denunciation from Judge Leahy in which he was compared unfavorably with a "horse thief," a "train robber," and "skunk." He was sentenced to three months in San Miguel jail and was remanded there without delay. A pardon from Governor Hinkle was not recognized by Sheriff Delgado. An irate crowd in Las Vegas, Leahy's home town begged to be allowed to take Magee from jail. Adjutant General Skipwith asked permission of Governor Hinkle to call state militia to remove Magee forcibly from the hands of Sheriff Delgado. Magee personally stopped all action, remained in jail three days and was released on habeas corpus proceedings before the supreme court.

When Judge Leahy came up for re-election several months later Magee stumped the district and drove the judge out of public life and broke an ironclad political machine.

Twice Magee has been "beaten up" by younger and heavier men. Once he was manhandled in the halls of the state capitol while grinning state employees looked on, and his own eleven year old daughter screamed and tried to help her father before a crowd entirely hostile.

"I have never written anything in anger," said Magee to EDITOR & PUBLISHER, this week. "My policy has been to try to think out a problem and decide a policy and then go through with it, depending upon the public to finally accept it. If I go wrong I shall be prompt to say so. I think that one of the silliest things that newspapers do is attempt to pussy-foot on retractions. When the public understands that you are prompt to correct your errors they naturally accept your facts.

"I have had no axe to grind in New Mexico. I am not seeking any public office. What I have been trying to get over in the state is the simple, fundamental, democratic fact that public office is a public trust and not a private snap. If American institutions are to succeed in the large sense there must be absolute security for every man at the bar of justice and the officials of government must administer office honestly and efficiently for all of the people. It is silly to think that a newspaper editor can be silenced by political corruptionists in this country for very long if he means business. It is a fight that cannot be lost if it is fearlessly waged on principle. The people are the final court. They are true. They need only be made to understand the truth. Our paper, from small beginnings, now has in excess of 10,000 circulation, by far the largest in the state. We have had embarrassments in getting advertising, to be sure, owing to pressure from political interests, but the worst of all that is now behind us. Our work is soundly appreciated by business men and the paper is on a satisfactory basis. It works out all right."

Magee is far from being a wild-eyed reformer. He plays no ism, but he does not prevent those who have radical theories from getting space in his paper. "There was a Socialist in our town who took the attitude of a martyr because he said he could not get any paper in town to use his stuff," he said. "I told him I would print his communications and he sent two or three in to me. I printed them and answered them. He found that when he had an opportunity to speak in print he had nothing much to say and that ended it. There is a sound journalistic principle in that incident, I believe."

Magee was asked to relate how he proceeded to get the material which precipitated the Teapot Dome scandals and revealed the interesting fact that they were originally the sheerest rumors concerning the remarkable and sudden prosperity of former Secretary of the Interior Fall.

From slight indications the story grew to the tremendous proportions of a Senate investigation and prosecution.

DRY SQUAD CATCHES A TARTAR

City Aroused When Portland Oregonian Man's Home Is Raided by Mistake

A police raid, staged at the home of David Foulkes, mechanical superintendent of the *Portland Oregonian,* has stirred up a hornet's nest in that city. The raid was made in search of a still after a police informer became confused and designated the Foulkes' home as one in which he saw moon-shining in progress.

Plain clothes policemen forced an entrance and slugged David Foulkes, Jr., a student of the University of Oregon. They later admitted that the entire raid was a mistake. It was made without warrant and has caused a loud protest from Portland citizens who are demanding that the sanctity of the home be recognized by the police.

The Foulkes family has lived more than 20 years in the house that was raided. Mr. and Mrs. Foulkes have been widely known in Portland for church work and their active support of moral betterment in the city.

Newswriters School Fails

William A. Heacock, who has been operating the National Press Bureau and the Newswriters Training Bureau with offices in Buffalo filed a voluntary bankruptcy petition on March 31. Mr. Heacock listed liabilities of \$18,070.70 and assets of \$115.06. The liabilities consist largely of sums owed to newspapers for advertising the service offered by the press and newswriters' bureaus. The firm offered a mail course of training for those aspiring to be newswriters.

Florida Ad Men to Meet April 20

Delegates from all Florida advertising clubs will meet in Orlando, Fla., April 20, to discuss means of bringing the next convention of the Associated Advertising Clubs of the World to St. Petersburg.

NEW YORK AD MEN BOOM WOODBRIDGE FOR A. A. C. W. PRESIDENCY

Nominated by Harry Tipper to Succeed Lou Holland, Who Declines Fourth Term — Jardine Accepts Invitation to Speak

A BOOM was launched by the Advertising Club of New York this week to elect C. K. Woodbridge, president of the Dictaphone Corporation, president of the Associated Advertising Clubs of the World at the Houston convention, May 9-14.

Mr. Woodbridge was nominated by Harry Tipper, of the Class Journal Company, at a special meeting at the club March 30, and seconded by Grover Whalen.

Lou E. Holland, present president, has definitely announced he will not accept a fourth term.

Other candidates who have been mentioned for the office are Rowe Stewart, vice-president and general manager of the *Philadelphia Record,* and past A. A. C. W. president, and E. T. Meredith of Des Moines, publisher of *Successful Farming* and other publications.

Mr. Woodbridge is at present chairman of the general program committee, preparing for the Houston meet.

He made several important announcements regarding the program this week. They were:

Change in date and name of the Pan-American Trade Development Conference, which is to be part of this year's meeting. Originally set for May 15, the conference, which has grown to such importance in preparation, will now be known as the International Trade Conference and will be held May 12 and May 13.

Acceptance by William M. Jardine, Secretary of Agriculture, of an invitation to address the opening business session May 11.

Detailed program of the Public Utilities Advertising Association, a department of the A. A. C. W.

In nominating Mr. Woodbridge as a candidate for the A. A. C. W. presidency, Mr. Tipper pointed out it has been a good many years since there has been a candidate from New York.

"We wish to be sure we will be fortunate in the successor to Mr. Holland," he said. "Not one of us in the association can allow any steps to be taken which might lead to inept leadership.

"It is well to act early so as to avoid confusion and so that the decision will not be made without due consideration and therefore be made unwisely."

Mr. Tipper moved that the New York delegates be instructed to cast their ballots for Mr. Woodbridge unanimously and the motion was carried.

In a speech of acceptance, Mr. Woodbridge paid tribute to Mr. Holland.

"No one had done more or sacrificed as much as he has," he said. "He has established an organization that will carry on."

Backing Mr. Woodbridge's campaign are Frederick Hume, secretary of the National Publishers Association and Gilbert Hodges of the Munsey publications.

Meanwhile, the program committee Mr. Woodbridge heads is rapidly completing final details of the Houston convention.

The biggest news announcement this week concerned the International Trade Conference. Co-operating with Mr. Woodbridge in planning for the conference are W. G. Hildebrand, president of the Gotham Advertising Agency, New York, and S. S. Coppe, special representative for Mexican and South American newspapers, with headquarters in New York.

Speakers already named to address the conference include Dr. Julius Klein, director of Foreign and Domestic Commerce, United States Department of Commerce; Senor Manuel C. Tellez, new Mexican Ambassador to Washington; L. S. Rowe, director general of the Pan-American Union; and Judge E. B. Parker, of Houston and Washington.

The program of the Public Utilities Advertisers Association follows in full:

Tuesday Afternoon

President's Address:

E. Paul Young, Illinois Power and Light Corporation, Chicago, "Costs and Results;" I. M. Tuteur, McJunkin Advertising Company, Chicago, "Better Copy;" Discussion, led by Labert St. Clair, American Electric Railway Association, New York; Edward J. Cooney, Lowell, Mass.; "Interesting Facts about the Exhibit;" Dana H. Howard, Commonwealth Edison Company, Chicago, "Membership Campaign Results;" Donald M. Mackie, Consumers Power Company, Jackson, Mich., "The Association Bulletin;" Leonard Ormerod, Bell Telephone Company, Philadelphia, "Employment Opportunities."

Wednesday Morning

P. C. Staples, Bell Telephone Company of Pennsylvania, "Keeping the Organization Abreast of It's Advertising"; C. R. Winters, Central Advertising Agency, Wichita, Kan., and George Ade Davis, Oklahoma Gas and Electric Company, Oklahoma City, discussing the agency and the direct advertising sides of the question, "Relation of Advertising Agency to Public Utility Advertising."

Marshall E. Sampsell, Illinois Public Service Company, Chicago, "The Use of Motion Pictures by Public Utilities;" J. C. Jordan, Pacific Gas and Electric Company, San Francisco, George McQuaid, Texas Public Utility Information Bureau, Dallas, and B. J. Mullaney, People's Gas, Light and Coke Company, Chicago, "Good Will and Institutional Advertising."

W. H. Hodge, Byllesby Engineering and Management Corporation, Chicago, is president of the Association. Frank L. Blanchard, Cities Service Company, New York, is in charge of the program for the two meetings.

The American Photo-Engravers Association also announced its program.

E. W. Houser, Chicago, is chairman of the department, and E. C. Miller, Chicago, is in charge of the program. Among the speakers will be Lou E. Holland, president of the Associated Advertising Clubs of the World and head of the Holland Engraving Company, Kansas City.

The program follows:

C. A. Stinson, president, Gatchel & Manning, Inc., Philadelphia, "The American Photo-Engravers Association's Contribution to Modern Advertising"; J. J. Walden, president, Southwestern Engraving Company, Ft. Worth, "The Development of the Great Southwest Through the Aid of Pictures"; Edward Epstean, Walker Engraving Company, New York, "The Photo-Engraving Process" (Illustrated); O. F. Kwett, president, Northern Engraving Company, Canton, O., "Pictures as an Aid to Distribution of the World's Goods"; Lou E. Holland, "Harnessing the Power of Pictures in Advertising"; H. C. Campbell, president Western Engraving and Colortype Company, Seattle, "Your Story in Pictures Leaves Nothing Untold"; Addresses by President Houser and by Louis Flader, Chicago, commissioner of the Photo-Engravers department.

EDITORS DIVIDED ON BILL

Wisconsin Measure Makes Printing of Assualt Victim's Name a Crime

A bill, now before the assembly of the Wisconsin legislature, will make it a crime for a newspaper to publish the name of any woman who had been the victim of criminal assault. The maximum punishment for its violation will be a year in jail or $500 or both.

While some editors here are defending the bill, declaring that, while no honest publisher should want to ruin the reputation of a woman who had suffered through no fault of her own and while there is no reason why he should be permitted to do so, still other publishers oppose the bill, maintaining that it would open the door to blackmail.

Secure from publicity, a designing and mercenary woman, they claim, would find nothing to restrain her from pursuing an income in this illegitimate manner.

The latter publishers are urging that the proposed law be amended in such a manner to provide secrecy concerning the names of women in such cases in criminal proceedings, with a proviso that in civil suits growing out of such alleged offenses the names of women involved may legally be published.

What makes a skinny girl madder than a bathing party?—*Columbia Record.*

OLD IRONSIDES ON THE JOB



What would a baseball season be without "Bill" Ironson, veteran International Newsreel photographer? He is seen overhauling his cameras preparing for the opening games.

A. D. LASKER DEFENDS AGENCY SYSTEM

But President of Lord & Thomas Attacks Intensive Research Into Advertisers' Business — Upholds Test of Copy Power

"Advertising agents are receiving too much credit and yet their real force is underestimated."

Around this paradox, Albert D. Lasker president of Lord & Thomas, advertising agency, and former chairman of the United States Shipping Board, built up a defence of the modern agency system and at the same time attacked the prevalent agency practice of extensive research into the business of an advertiser.

He was speaking at the Advertising Club of New York on March 27, at a meeting of the Newspaper Division, of which Edwin S. Friendly, business manager of the *New York Sun,* is chairman.

"Advertising agencies aid advertisers to reach markets more quickly and at less loss in investment than would otherwise be possible," he said.

"But I see a danger of expecting too much from advertising. I don't believe any agent ever won success for an advertiser who didn't have within his own business the elements of success.

"I believe in research. There is no cause, however, for an agency to become a super-advertising manager or a super sales manager.

"The agency system today is sound. Yet in some quarters there is a tendency to consider results insufficient, and vast investigations of advertisers' businesses are made, leading many to expect impossible miracles from the agent.

"Agency research work should be concerned with the study of trade conditions, the pulling power of copy, and the desires of the consumer. Let us keep within the confines of our own business."

Mr. Lasker began his address by discussing the changes which have occurred in advertising since he entered the business with Lord & Thomas in Chicago in 1898.

"In those days the average banker was prejudiced against a manufacturer who advertised his wares. Advertising was not understood; it lacked general confidence; and became, therefore, the tool of the fraud and the faker.

"Today all that is different. If there is anything today that makes the agency business hard, it is that there is too much good advertising.

"There is a return, it seems, now to the old-fashioned testimonial advertising. But today, even this is done with respectability."

HERALD TRIBUNE MAN DIES

James V. Linck, Assistant Telegraph Editor, Succumbs to Operation

James Volney Linck, 47, assistant telegraph editor of the *New York Herald Tribune,* died Wednesday morning, April 1, at the French Hospital, New York following an operation. Funeral services were held Friday at the home of a sister in Nashville, Tenn.

Mr. Linck came to the *New York Tribune* in 1920. In 1922 he left the staff to become head of the copy desk on the *New York Herald,* returning to the Tribune as assistant telegraph editor when the Herald and the Tribune were consolidated in 1924.

He began newspaper work at 17 as a reporter on the *Columbia* (Tenn.) *Democrat.* During his newspaper career he worked at various times on the *Chattanooga Times, Memphis News-Scimitar, New Orleans Times-Picayune, St. Louis Globe Democrat* and *St. Louis Republic,* on the latter two papers as sports editor and night editor respectively.

When the United States entered the World War, although he was above draft age, he enlisted in the army and was sent to the first officers' training camp. He received a commission and saw service overseas. On his return he re-entered newspaper work.

TAKING THE TRICKS OUT OF ADVERTISING

How One Newspaper Adds Business to Its Columns by Rigidly Enforcing Strict Censorship Rules—Personal Call Method Employed by New York Sun

By PHILIP SCHUYLER

"ADVERTISING is not a trick; if properly prepared it is the best-known salesman."

This sentence, with its important proviso, appears on the censorship regulations for radio advertising, prepared by the *New York Sun*, under the direction of Edwin S. Friendly, business manager.

Taking the tricks out of advertising has now become a big part of present day newspaper making. An increasing number of newspapers in this country have established rigid advertising censorship rules, which, they claim, are strictly enforced.

I wanted to see how this promised enforcement was accomplished, and, since the Sun had recently drawn up ten stringent rules for its radio advertising, I called on that office this week and followed the censorship process through from beginning to end.

It was like attending a concentrated course in modern advertising. Together with H. L. Goldman, classified advertising manager, and C. F. Colborn, assistant advertising manager of the censorship committee, I traced down complaints, heard arguments presented, and saw merchants won over, to the plausibility of the trite, simple truth that "honesty is the best policy"—that advertising, properly prepared, is the best-known salesman. I found a pragmatic personal call method, which, its backers declared, added business to the Sun columns, instead of ruling it out.

Mr. Colborn has become, in addition to his other duties on the Sun, a sort of advertising professor for radio dealers of New York. His business is to call on merchants who attempt to mislead and teach them the right way to present their message to possible prospects, to tell them it is to their advantage to take the tricks out of advertising and make their copy an honest, dependable salesman.

I went out with him to call on several merchants who needed this schooling. He talked to them in a direct and forceful manner. The arguments he used may be summed up briefly.

"There is nothing so damning or dangerous as misleading advertising," he told one man.

"It stings the customer. It is injurious to you, because you get a bad reputation, and it hurts the newspaper. We three, you, the customer, and the Sun, are in business together. It is best to be friends."

"Why," the merchant wanted to know, "does it hurt my business"? He had attempted to advertise a radio appliance, which, upon investigation, proved unreliable.

Mr. Colborn answered his question and the merchant was brought around to the newspaper point of view.

"A dissatisfied customer," Mr. Colborn said, "is a bad advertisement, an advertisement that is given free, wide, and powerful circulation."

Before following this educational process of the Sun's censorship department through, I first discussed the fundamentals behind the idea with Mr. Colborn.

"Perhaps no other advertiser is so prone to tricks today as the radio store," he said.

"Radio is so new an industry that many of those in it are inexperienced in advertising. The radio public has become dazed. They have been 'gypped' so often many don't know where to go for reliable radio merchandise.

"Many radio merchants feel they must resort to tricks to bring people into their stores. Competition is keen.

"They advertise bargain prices on some appliance and when people come to the store to inquire for it, they say they are all out of that particular piece and try to sell them something else.

"Such a practice is as damaging to the newspaper as it is to the advertiser.

"On the Sun we had drawn up rules for other advertising, but we needed new ones to curb the misleading statements of the radio men.

"From complaints we received from readers, we drew up a set of ten regulations for radio advertisements."

The rules, as prepared for distribution among agencies and advertisers, follow:

1. Fraudulent or misleading advertisements are not accepted.
2. A sufficient supply of the article advertised must be on hand to satisfy a reasonable demand. When only a limited number of the article advertised is on hand the advertisement must say so, or give the number to be placed on sale.
3. When only a limited number of the article advertised is to be sold each customer, the advertisement must say so.
4. An accurate description of merchandise advertised must be presented so that the reader will know the true nature of the article advertised.
5. When an article is on sale for a limited time only, the advertising must say so.
6. The merchandise described must be sold at the prices named in the advertising copy.
7. If the article advertised is a discontinued model or a second, the advertisement must say so.
8. The use of cuts and illustrations taken from competitive advertisements will not be permitted.
9. No advertisement should reflect discredit on competing products or services.
10. Any advertising that in the opinion of the Sun's Advertising Censorship Committee would injure the confidence of Sun readers, or be injurious to reputable advertising will not be inserted.

Around these regulations as hub, the wheel of Sun censorship enforcement revolves.

All copy submitted for insertion in the Sun is carefully read for misleading statements and to see whether or not it meets all censorship requirements.

If there is any doubt about it, Mr. Colborn is informed. He takes the matter up personally with the advertiser, talks to him, explains why the rules were drawn up, both as his own protection and for the protection of the newspaper.

Nine times out of ten, the advertiser, after argument, will see the newspaper's point of view, and change his copy, according to Mr. Colborn.

"We have had our regulations in force now about six weeks," Mr. Colborn said. "In that time it has been necessary to call on about 24 radio advertisers and lecture them on truth in advertising.

"And we have barred only one advertiser from our columns. This case we have turned over to the New York Better Business Bureau and the Vigilance Committee of the Associated Advertising Clubs of the World for investigation. He has endeavored to get back into the Sun, promising to abide by our rulings, and agreeing to post a bond of $5,000. But we prefer to wait on the judgment of the A. A. C. W. and the Better Business Bureau.

"We have now cut down complaints from readers 50 per cent.

"We still have to keep constant watch, of course. Radio solicitors for the Sun must continually investigate, must shop bargain offers and see that they are bona fide.

"In appearance, some advertisers will follow every regulation, but by some trick method a promise will be made and not kept. Such an advertiser will excuse himself by saying he resorted to 'a trick' to bring customers into his store. Then we have to impress him with the fact that that is bad advertising."

Mr. Colborn turned to his morning's mail.

"Here," he said, "as an example is a complaint from a Sun reader. In our columns we ask for reader co-operation in keeping our advertising columns clean, and we receive it."

The letter told of a loud speaker offered at the bargain price of $18.79, in an advertisement appearing March 28.

At the bottom of the advertisement the advertiser stated: "These Prices Are Good All Week." But the same afternoon the reader had gone to the store, he claimed, and had been told the particular loud speaker he wanted had been all sold out.

Mr. Colborn said he would get in touch with both reader and advertiser.

"The advertiser must make his offer good," he said. "I will go to his store with the reader in person, if necessary, and see that he does.

In the same mail, another reader complained. He enclosed a radio advertisement clipped from the Sun in which a store stated it had 2,160 tubes, of a widely advertised brand, for sale at the startlingly low price of $1.89 each. The store had only allowed the reader to buy one tube. At the bottom of the copy which offered other bargains was a statement in small type to the effect that the store claimed the right to limit the number of the article advertised to be sold each customer, technically complying with rule 5 of the Sun's regulations.

"But his advertisement was nevertheless misleading. He should have stated directly under the announcement offering the tubes at $1.89 that only one was allowed to each customer."

This case called for a personal call and a talk on the folly of tricky copy.

I went with Mr. Colborn and Mr. Goldman to call on this merchant. We "shopped" the tube first. We were told we could buy one for $1.89 and would have to pay $2.10 each for any more we purchased. Then Mr. Colborn called for the proprietor.

"You know the radio business," he told him, "and I think I know advertising. Now this is misleading, dishonest advertising. It makes enemies for you and also hurts the newspaper."

The dealer, truculent at first, soon saw this point of view. He was given one more chance. If he prepared any more misleading copy, he was told, he would be ruled out of the Sun.

"We are simply trying to teach you how to make advertising pay," Mr. Colborn told him.

All the merchants visited appear keen to know how to use advertising space in the best way. And, as one told Mr. Colborn, increased business is resulting, while, at the same time, fewer complaints are being received from the newspaper readers.

Of course some of these complaints are unreasonable, but the Sun is endeavoring to give satisfaction all around to the three partners in business,—the store, the newspaper, and the customer.

SPREADING THE "TRUTH IN ADVERTISING" GOSPEL



With the co-operation of the Miami (Fla.) Chamber of Commerce, the Better Business Bureau of St. Petersburg, Fla., and legitimate realtors, Edward H. Schwab, representative of the National Vigilance Committee of the Associated Advertising Clubs of the World, spent five weeks in Florida investigating alleged land frauds. He obtained the arrest of three former oil promoters termed real estate dealers, charged with attempt to deceive in advertised land sales. He is pictured above addressing 4,000 people near St. Petersburg on "Truth in Advertising."

AGENTS AND PUBLISHERS MEET

Discuss Better Marketing at Hotel Astor Joint Luncheon

How business paper publishers and advertising agencies can cooperate to reduce the cost of marketing products was the subject of a joint luncheon of the Associated Business Paper Publishers and members of the American Association of Advertising Agencies held at the Astor Hotel, New York, Thursday, April 2.

Principal speakers were M. C. Robbins, publisher of *Advertising Fortnightly* who presented the business paper side of the question, and Robert J. Tinsman of the Federal Advertising Agency who represented the agency viewpoint.

Mr. Robbins emphasized the fact that industries are so similarly organized within the limits of their own business that it is possible to get from them all the data and information necessary for a concrete study of manufacturing costs and distribution in separate industrial fields.

Business paper editorial staffs with their fund of accumulated data and statistics, knowledge of the buying habits and traditions of the particular field they serve, can be of great service to agencies in the preparation of copy he said. They can advise agencies what message and appeal should be put into advertising.

Mr. Tinsman read a number of letters upon the subject from both agencies and business paper publishers. A few cases of lack of cooperation were brought to light, but the general comment was that better cooperation is the rule at the present time. New advertising is being developed and better copy is being written, and better copy, Mr. Tinsman pointed out, means more sales.

RADIO SECTIONS TALKING TECHNIQUE LAG BEHIND READER'S NEEDS

People Now Buy Complete Sets and Comparatively Few Are Building as Formerly, Says Advertising Man—Would Play Up Human Interest in Program

By EDGAR H. FELIX

EDITOR'S NOTE—Mr. Felix, who has contributed several articles of mutual interest to newspaper publishers and their raido advertisers, gives his views as one of the latter class. His experience in the radio field has been gained on the staff of WEAF, the New York broadcasting station of the American Telephone & Telegraph Company, and with N. W. Ayer & Son, advertising agency.

IF the question of the form in which radio news is printed were put up to street cleaning and railway employes, they certainly would abolish radio tabloids by unanimous vote. One observant Philadelphia satistician counted 61 tabloids on the floor of a smoker taking commuters home on Saturday afternoon. Two years ago, not five supplements would have been thrown away under the same conditions.

The volume of radio sales and the enormous expenditure made by the industry in newspaper advertising is ample evidence of public interest in radio. What is the cause of waning interest in radio news as now published by the majority of newspapers?

In the course of the last two years, radio has developed from an experimental hobby to a new form of entertainment, but radio sections have remained static, apparently observing no change in the character of their readers. Two years ago, radio editors had magic control over the pocketbooks of thousands of hypnotized radiomaniacs. All that was necessary to cause a million dollar run on all the radio shops in town was to announce a new circuit, "better than anything ever known before," requiring, for example, an "ossified super-bunco coil." Immediately every radio factory within 500 miles worked three shifts turning out the "ossified super-bunco coil." Everybody but the radio fan became rich—manufacturer, jobber, retailer and newspaper—until the merits of the "bunco" coil had been thoroughly exploited. Then the trick was repeated with another new fandangle and the gold rush was on again. After a long and expensive education, radio fans learned that you can get just about so much out of a given number of tubes and the new circuit craze faded into comparative insignificance.

Of course the large number of experimenters converted to radio each month (who have yet to learn their lesson) justify considerable attention on the part of newspapers to home radio construction, but this element no longer predominates. The radio dealer finds his sales turning to complete sets in constantly increasing proportion. The individual sale is becoming larger and larger, but the number who make weekly visits to the radio store for a new stock of parts is becoming almost insignificant. The industry is stabilizing and the high grade complete radio set is coming to its own.

The technical nature of most radio supplements had definitely limited reader interest to those interested in electrical experimentation. Many national radio advertisers avoid radio tabloids and advertise run-of-paper because they know there are more prospects among non-radio owners than among the technically inclined.

So a change is needed in the policy of most radio sections. People are less and less interested in how radio works and more and more interested in the program features. The quality of what is offered to the radio listener by the important broadcasting stations has improved to such an extraordinary degree that the radio audience is hungry for news of the studio. The human side of the art is the subject of interest today.

Some publishers have rebelled against the giving of too much "free publicity." They derive no direct revenue from broadcasting stations. Why give them more publicity?

The answer of the radio manufacturer and the radio advertiser is that if you sell the public the attractiveness of radio programs you create demand for radio receiving sets. The advertising available to newspapers in the radio field overshadows that which either the sports, society or dramatic sections offer. On the basis of revenue alone, radio sections are more than justified. From the standpoint of reader interest, radio is equally worthy. Then, why resist the present trend of public interest in radio?

Watch newspaper readers on a suburban train. See them turn to the radio programs. An hour's observation will justify the space devoted to radio programs. If such observation does not bring conviction, perhaps the experience of British newspapers may offer conclusive evidence. British publishers one day decided that broadcasting stations would have to buy the valuable space which had heretofore been given up to the free publication of radio programs. The vigorous protests of readers was so compelling that they all resumed free publication of programs within a week.

If the bare publication of programs is so amply justified, are there not other ways of capturing radio reader interest?

About a year ago an Eastern daily published a column of comment on the preceding night's programs. The circulation department reported immediate gains. For a long time, the column continued to hold reader interest, as evidenced by hundreds of letters received daily. Oftentimes, its writer indulged in caustic comments, which brought forth protests on the part of broadcasting stations and radio readers. After a time, the policy of the column was changed. It became soft-hearted and full of praise. Reader interest vanished. The experience proved that a virile column of comment on radio programs does interest radio listeners. They want to compare their own reactions with those of a lively critic.

Many papers have been conducting columns of comment, some with little evidence that they are worthwhile. Like any other kind of newspaper writing, its success depends on how the job is done. The qualifications of a radio columnist are definite and they must be met if the column is to be a success.

First, he must know how a broadcasting station operates. He must know the effect of poor placement of microphones, the balance of orchestras, the effect of overloading and the result of unskillful operation of input amplifiers. Only extended experience behind the scenes of a broadcasting station gives an adequate background for this phase of his work.

Second, he must know how to operate his own receiving set. Very prominent and competent newspaper publishers have permitted comments in their radio columns, which in the eyes of radio fans, are ridiculous. For instance, we have frequently read of "furious static" on an ideally quiet night, simply because the columnist did not know the difference between the noise caused by static and that heard in the receiver as a result of the electrically driven presses within a few yards of his listening post.

Third, he must know something of music and radio artists. One daily described the rendition of a lullaby as "vigorous and inspiring," and the fortieth appearance of an orchestra as "its radio debut."

Instead of technical features, news of the artists and broadcasting station personnel are highly attractive reading matter to the radio fan. Features on some of the problems encountered in difficult broadcasting feats mean as much to the broadcast listener as does a description of yesterday's triple play to the baseball fan.

A few years from now a description of how to build a radio receiver will command as much space on the radio page as does a story on the apparatus used to shift scenery on the dramatic page of today. The technical data will be confined to radio trade and technical papers, and broadcast listeners will read about the stars of the air with the same enthusiasm that the public reads news of its baseball, dramatic and movie stars. Radio columnists will have larger followings than dramatic and musical critics because radio is in the reach of much greater numbers than all the nation's theaters and concert halls can ever hope to accommodate.

Since radio is so important to the newspaper from the standpoint of reader interest and advertising revenue, why not give it a fair break with the other departments of the newspaper? Why waste valuable space given to it with reading matter which does not meet the needs of the day? Why not give the policy of the radio page as much thought as every other department of the paper? Why not make a real study of what the radio public wants in its radio sections?

Movie Ad Abuse Curbed

According to an order issued by the Federal Trade Commission all advertising material, in connection with reissued motion picture films bearing a title other than that originally used, must clearly and unmistakably indicate the former title under which the picture had been exhibited. This order was the result of a case before the Commission involving a number of film exchanges. Four respondents were ordered to cease from such practice.

California Daily Sued for $90,000

The *Anaheim* (Cal.) *Orange County Plain Dealer,* daily newspaper, and its publishers Rollo H. Ernest and Paul V. Hester, have been made defendants in a $90,000 libel suit, filed by Dr. J. A. Geissinger, paster of a local church. The suit is an outgrowth of the recent political fight in which the Klan was the issue.

WHAT IS RADIO NEWS NOW?

TRICK rearrangements of radio coils, condensers, tubes, and transformers have had their day as "Page One Must" material for the newspaper radio editor, Mr. Felix believes. He also holds the opinion that radio stores are now concentrating efforts on selling the customer a complete outfit rather than an assortment of cabinets, wire, tools and kits. Nevertheless, a one-day series of visits to down-town shops in New York disclosed plenty of activity at the radio parts counters. Will this activity continue, or is it the last phase of pioneer days? What do the radio fans want now? The correct answer is important to the editors of several hundred columns, pages, and sections given by newspapers to the radio art. EDITOR & PUBLISHER will present other views in early issues. The right direction may be indicated in one, or possibly in a composite of all. Get your ideas arranged now and turn them into circulation and advertising profit next fall by reading

EDITOR & PUBLISHER EVERY WEEK

SEN. REED SAYS PRESS "RUN BY MORONS"

At Least 90 Per Cent of It Is, He States, Excepting Only Country Papers—Says He "Measures His Words"

Senator James A. Reed, speaking March 28, before a group of Democrats at the Madison Hotel, St. Louis, at a dinner given in his honor, declared that the newspapers of the United States are mostly run by a "bunch of morons" who do not measure up to the level of intelligence of the average citizen. He made a limited exception to this indictment in so far as country newspapers are concerned.

He made this sweeping indictment of the intelligence of the publishers and editors of newspapers of the United States while discussing the state primary law and advocating the return to the convention system of nominations.

"I measure my words and speak plainly in order that I may not be misunderstood when I charge that the press of the country is run mostly by a bunch of morons who do not measure up to the level of intelligence of average citizens," he said.

"Ninety per cent of newspapers are run for revenue rather than upon the basis of principle. That is the condition of 90 per cent of newspapers of United States. About the only newspapers which can be accepted are the country newspapers."

Reed's attack upon the newspapers apparently came as a surprise to his audience.

Commenting editorially on Senator Reed's remarks the St. Louis Globe Democrat said in part:

"Yet he, our Jim Reed, could say nothing stronger about the press than the tepid, insipid, puerile phrase, 'a bunch of morons.' If he had shaken his hoary locks and declared that the press is dominated, controlled and directed by prehensile anthropoids, compared with whom the human imbecile possesses the qualities of genius; if he had said, with his leonine roar, that the editors of the country are creation's chief examples of unmitigated and unrelieved asinity, we would have felt the joy of great relief in the assurance that Richard was still himself. But 'bunch of morons!' What has become of that incomparable and seemingly inexhaustible vocabulary of vituperation which has been his chief political asset? Where are the scathing, scorching, blistering words with which he has been accustomed to dress his imprecations? A 'bunch of morons!' Oh, countrymen, what a fall is there!"

PICTURE FIRM SOLD

Underwood & Underwood, Inc., Combines with Elliott Service Company

Merger of Underwood & Underwood Inc., photographers, with the Elliott Service Company, display advertisers, was announced in New York this week. James E. Elliott will be president of both companies, but the photographic concern will maintain its individuality.

Bert E. and Elmer Underwood, who founded the business forty-three years ago, will retire but will retain an interest in the business, in which their sons E. R. and C. T. Underwood, will remain as officers and directors.

Underwood & Underwood is one of the leading photographic firm of the world supplying news pictures to publications and covering practically every other phase of commercial photography. The Elliott Service Company has been built largely around the use of news pictures and has been the largest customer of Underwood & Underwood.

Wall Street Journal Staff Dines

The staff of the *Wall Street Journal* held their annual dinner at the Ritz Carlton Hotel, New York, recently. Clarence W. Barron, editor, although ill the time, presided and also delivered a address.

HIGHER POSTAL RATES NEW LANE TO REVENUE

Opportunity Seen for More Newspaper Advertising As New Regulations Force Direct Mail Costs Up Virtually 50 Per Cent—Can Offer More Complete Coverage for Same or Less Cost

By WARNER BATES

FOR the alert newspaper publisher there is a business opportunity in the recent increase in postal rates. Perhaps I should have said "selling opportunity," for this article has to do with selling more newspaper advertising space because of the increased cost of direct-by-mail advertising. From now on the expense of advertising through folders, booklets, catalogues, form letters and any other kinds of advertising done through the mail will be greater than in the past and herein is the newspaper's chance to increase its advertising opportunity.

It is not the intention of the writer to attack in any way the efficiency of direct-mail as a medium for the advertiser, and few modern newspaper publishers will go so far as to attempt to discredit this recognized means of getting the printed word before prospective customers. There is room for most established advertising media in this modern economic world and their variety has undoubtedly had something to do with the growth in volume of modern advertising. Of course, certain media are more efficient for general use by the advertiser than others and when it comes to this point the newspaper will not have to concede supremacy to any other medium, for in its adaptability to national or local coverage, its frequency of issue, its variety of interests to suit men and all classes of readers, its hold on the home, and other reasons, the modern newspaper is admittedly first in the consideration of any advertising program.

Direct mail advertising has its uses, but there have been many misuses of it in the past and in some cases its cost is so excessive as to make it prohibitive. Consider, for instance, that the cost of penny postage on 100,000 mailings is $1,000 and then compare that with the cost of a page advertisement in the average newspaper reaching 100,000 homes. It is easily seen that, leaving out of consideration the cost of the form letter, folder, booklet or other mailing piece, the cost of envelope, imprinting, addressing, sticking on stamps, folding, inserting or any other of the mechanical costs of mailing, the newspaper has a wide margin of superiority in the first comparative cases. Now add one-half cent increased postage to the expense of 100,000 mailings and any publisher can see his new selling opportunity.

Right now is the time to take advantage of this chance to sell more newspaper advertising—now while thousands of advertisers the country over are thinking, studying, wondering what they will do to meet the changed condition brought about by the increase in postal rates. Many advertising plans and appropriations start January 1. For the advertiser whose plans for 1925 include a considerable expenditure for direct mail advertising, there has arisen a serious problem. Every piece mailing originally planned will now cost him approximately half as much again, so far as postage is concerned. If the postage item in the advertising program happens to run into several thousands of dollars, the problem is a serious one, for few advertising appropriations are elastic enough to suddenly absorb an increase of thousands of dollars in any one item.

The situation will be met in a number of ways. Booklets and catalogs will be revised by cutting out pages, the size of large folders will be made smaller to reduce the weight, lighter paper will be used in some cases, fewer words will be used in copy—but in many cases the advertiser will feel compelled to go over his plans again, checking up the efficiency of direct-by-mail advertising for his product against results to be obtained for the same cost in other advertising media, and herein lies the newspaper advertising salesman's opportunity for 1925.

Most newspaper publishers and their representatives will be honest enough to give the advertiser unbiased advice, and further it will not be necessary to do otherwise to win increased patronage for the king of all advertising media, for in many cases the difference in anticipated results for certain products between direct mail work and the use of display space in the newspapers is so slight that the increase of around 50 per cent in the cost of postage will be the factor that will decide the advertiser in favor of the newspaper. But representatives of other media will see the same opportunity that exists for the newspaper and will be on the job to sell their propositions to the advertiser, and so it behooves newspaper publishers to go after the business while the iron is hot and to go after it hard.

Those newspaper representatives who are familiar enough with the fundamental laws governing successful advertising practice to give helpful advice and service to the advertiser will get the lion's share of this new business for their publications. For their advice and service will be honest, and its honesty will show on the surface and give the advertiser confidence in what they have to say.

In few cases will such publishers' representatives advise the discontinuance of all direct-by-mail advertising. They will seek an opportunity to go over the advertisers' program and make suggestions for meeting the new situation brought about by the postal increases. They will make recommendations for altering the plans already made, rewriting some copy to make it shorter without destroying its efficiency, using fewer and more effective illustrations in the catalogue or booklet, obtaining paper that will give as good results and at the same time reduce weight, revising mailing lists, throwing out deadwood and reducing it to worthwhile prospects, etc.

They will work out new plans for covering prospects, dividing mailing lists into specific classes, rotating by classes to accomplish more specific results, intensifying mailings in some cases and discontinuing them altogether in others to make sure of getting business rather than just hoping for results, putting in coupons and other means of getting replies to test results, and so on.

But in many cases, the newspaper representative, thus gaining access to the advertiser's plans and program, will be able to show him where the newspaper will do a better job than the mailing piece. Time after time it will be possible to show the advertiser that by spending his money on direct mail work he is getting his message to his prospects only two or three times a year, whereas the same money spent in newspapers would get into the homes of the same prospects dozens of times in the same period of time, accomplishing by its frequency of repetition alone far more than could be hoped for by the occasional and far-between flashes by mail.

Analysis of the newspaper's circulation will often help decide the case. Proponents of direct-by-mail advertising make much of the fact that it is an effective means of reaching specific classes of prospects. Most any newspaper, if it goes deeply enough into the subject of who are its subscribers, can show the advertiser an impressive list of doctors, lawyers, nurses, readers whose income falls into certain classes, men readers, women readers, flappers, business men, serious thinkers, light thinkers—and, in addition, there is always the background of all the other readers of the paper to add to the impressiveness of the solicitation.

No use to attempt to cover all the points wherein the newspaper excels as an advertising medium—the publisher who is sufficiently sold on his own proposition (and those who are not ought to get out of the business) knows his selling points far better than the writer. My main point in writing this article has been to start newspaper men thinking on an excellent advertising opportunity of the present.

The new rates become effective this month. Advertisers are struggling with their direct mail problem now. Now is the time to sell them the newspaper.

MENTORS OF THE MASSES



Arthur Brisbane, whose column gives millions mental breakfast food, and Carl Laemmle, who makes Universal movies for evening entertainment, met recently at Hollywood.

HIGHER EXPRESS RATES FOR PAPERS PLANNED

100 Per Cent Increase for Handling Newspapers Will Be Asked in Tennessee, Texas and Arkansas, Washington Report Says

By J. Bart Campbell

(*Washington Correspondent,* Editor & Publisher)

Washington, D. C., April 2.—The American Railway Express Company and the Southeastern Express Company will shortly ask the Public Utilities Commissions of the states of Arkansas, Texas and Tennessee for authority to increase the present intrastate rate on daily newspapers from 50 cents to $1 per 100 pounds, a boost of 100 per cent, according to information reaching Washington this week.

The interstate rate is now $1 per 100 pounds.

S. N. P. A. officials have already taken cognizance of the situation, and is understood to be urging its members to register vigorous protests against the proposed increase with the Commission of each of the states.

All other Southern states except Arkansas, Texas and Tennessee are reported to now have the intrastate rate of $1, but the S. N. P. A. has been seeking to have this rate so its members may all have a 50-cent rate, if possible.

The situation has become particularly acute in view of the fact that the question of increased postal rates goes hand-in-hand with that involving express rates, as in some quarters there is a tendency to justify a boost of one class of rates as justification for raising the rates of another class.

Publishers of Arkansas, Texas and Tennessee are said to be planning organized action in the matter, and plans are reported to be under way to have the publishers of other Southern states join in the fight contemplated against the express companies.

COOLIDGE AD CLUB MEMBER

Made Honorary Member of New York Group at Special Meeting

President Calvin Coolidge was made an honorary member of the Advertising Club of New York at a special meeting, Monday night, March 30th, at its Clubhouse, 23 Park avenue. He had previously notified the club of his willingness to accept. The Prince of Wales, who called at the Advertising Club on his visit to New York last Fall, was unanimously invited to accept an honorary membership.

Four other men, distinguished internationally in advertising and publishing, were elected to honorary membership. They are: John Chesire, ex-president of the Thirty Club of London and a director in Lord Leverhulme's interest; Harold C. Vernon, chairman of the International Advertising Convention last July in London, and also an ex-president of the Thirty Club; Senator Paul Dupuy, proprietor of *Le Petit Parisien*, Paris; and Marcel Knecht, one of the Directors of *Le Matin*, Paris.

Ink Company Makes Appointments

Three important appointments, effective April 1, were announced this week by the George H. Morrill Company, ink manufacturers. O. L. Peabody has been named assistant to the general manager, at Norwood, Mass., with charge of the export and carbon black departments; L. S. Allstrum, to be sales manager for United States and Canada, with headquarters at Norwood, and Edmund J. Shattuck, to be district manager at Chicago.

GETTING THE 300,000 LINES NEEDED TO PAY ROTO SECTION'S COST

Community Pages, with Novel Copy Ideas, Start St. Paul Daily News Gravure on Its Second Year, with First Quarter's Quota Practically Filled

By M. W. THOMPSON

Advertising Manager, St. Paul Daily News

WHAT about rotogravure? Is it a problem for many of the newspaper publishers of this country? Frankly, yes; as most of these sections have been taken on during the last few years, during which overhead has been showing an increase, and net profit has been difficult to obtain. These rotogravure sections are intensely interesting to readers, build circulation and undoubtedly will remain a permanent part of our larger newspapers.

There are varying opinions on the amount of reader interest which this section holds, but most any newspaper executive is ready to claim two times the reader interest as compared to black and white, and many well informed newspaper men feel that these sections have three times the reader interest.

Ultimately, an adequate amount of advertising will be developed by the better grade of rotogravure sections, and it will pay most advertisers if properly merchandised. So it is up to the newspaper advertising manager to find an early solution to the problem of sufficient revenue with which to cover production costs.

The nature of this rotogravure advertising problem is readily shown by examining the lineage reports of the 56 newspapers for the year 1924, published in the Gravure Service Corporation lists.

Of these 56 newspapers, 10 show less than 100,000 lines for the year. This amount of lineage will not cover better than approximately 25 per cent of production costs.

Thirteen out of this same list show a total lineage for the year of 100,000 to 150,000 lines. The best newspapers in this group cannot cover more than 30 per cent to 35 per cent of their production costs.

Seven newspapers out of this group show a total lineage for the year of 150,000 to 200,000 lines. A few in this last group may cover 50 per cent to 60 per cent of their production costs.

Ten newspapers show lineage totals between 200,000 and 300,000 lines for the year, and are covering probably 70 per cent to 100 per cent of their production costs.

Out of the total group of 56 papers, it is not likely that more than 12 newspapers are showing an amount of profit worth mention.

Last year the *St. Paul Daily News* carried a total of 111,902 lines, divided 82,110 lines local and 29,792 national advertising. It was the first complete year that the Daily News published a rotogravure section, and the whole idea was rather strange to the advertising department. The year wasn't satisfactory.

This year we revised our entire point of view on this portion of our paper; reorganized our rotogravure staff and proceeded to sell it in a larger way than before. The result is 68,759 lines of rotogravure advertising for the first three months of 1925, and a reasonable expectation of a tootal of 300,000 lines for the year, or an amount that will carry this section into the class of newspapers where production costs do not worry the publisher.

I believe that we made the same error the first year that a great many newspapers are today making on rotogravure advertising. We tried to sell lineage without sufficient concern about the advertiser's side of the question. This year we are endeavoring to sell ideas, service and high grade copy. We are requiring our advertising men, in conjunction with our art department, to produce copy that has real merit. The fundamental idea of the rotogravure section is pictorial, and it makes its appeal through the eye. Therefore, rotogravure advertising should be pictorial and pleasing to the eye. Average copy that may be effective in black and white loses its interest when produced in a mediocre manner in the rotogravure section.

Discretion should be used on the lines of business which are solicited for rotogravure advertising. (It is vitally necessary that only such lines of business be advertised in rotogravure as will make good for the advertiser, so that satisfied customers may be made.) Our outstanding local account is the fur account of E. Sundkvist & Co. During the past twelve months this account has totaled close to 30,000 lines, and has been run on a basis that is productive and profitable to the advertiser. The copy has been almost entirely pictorial, but each picture carried description and prices. It brought decisive results to the advertiser, and many customers came into the store with a clipping of the coat which appealed to them, and a request to be shown the individual model.

Besides fur advertising, rotogravure sections are carrying copy from shoe stores, furniture stores, jewelry shops, piano stores and milk companies. One of the most obvious openings for gravure advertising is real estate. This type of copy is now running in the Minneapolis papers, and in the opinion of Minneapolis newspaper men, it is perhaps the most logical line of advertising to be found for rotogravure sections.

Full pages of the community type of advertising are a recent development with us in an endeavoor to put on a greater volume of rotogravure advertising. Our staff has been quite successful. We have sold a number of pages in various sections of the city and in surrounding towns. These pages have been about one-third illustrations and the balance advertising. Included in this group of feature pages is a dry cleaners' page, beauty specialists' page, millinery fashion page and a group real estate page.

Besides these, we instituted shortly after the first of the year, a fashion page which carries five to eight pictures of the new ideas in dresses, suits, coats, furs and millinery. This page was sold on a basis of a flat charge to each advertiser, and credit was given on the page to the store showing the particular piece of wearing apparel.

This last Sunday a full page of business cartoons was sold without difficulty. It was drawn by one of the best cartoonists in the Northwest, and in addition to providing advertising revenue, held a great deal of reader interest.

We believe that our methods of handling the rotogravure section will largely solve the problem of the production cost, and at the same time these features have been handled in a manner that maintains the value of the section and will hold reader interest. Some of these features would be impossible in a larger city where far higher rates prevailed, but in the smaller city with moderate advertising rates they are entirely feasible.

A NOVEL GRAVURE AD PAGE



An artist with a gift for caricature drew the copy for this community page of St. Paul real estate advertisers. While the idea is not new, it is by no means trite in rotogravure advertising and when well done is easily sold and has a high degree of reader-interest.

PRESS "BURIES" REPOR MAYOR TRIES RADIC

Station Supported by New York Ta Will Broadcast Hylan's Tale of Administration "From Time to Time"

Declaring the New York newspap had not given fair treatment to his port to the Board of Aldermen on achievements during the seven years his administration, Mayor Hylan on A 1 instructed officials in charge of city's radio broadcasting station WN to broadcast it from time to time.

"Papers like the *New York He Tribune*, the *New York World*, *Brooklyn Daily Eagle*, and the *York Times* print but the smallest tion of the content of this report, tuc away into an obscure place and endea to destroy the report by flippant erences," Mayor Hylan declared.

"Yet these very newspapers will the widest publicity on the front pa to the misleading and lying propaga of traction and public utility spokes who seek to discredit the Administra and place it in a false light so that billion-dollar traction scheme may put over with a set of public officials are both new and complacent."

In giving front page position to Ma Hylan's order to have the report br cast from WNYC, the Times reca what Grover Whalen, former Com sioner of Plants and Structures, sai year ago:

"Editorial writers are now concer themselves with the possible misuse of municipal station. No Administra would be foolhardy enough to invade sacred precincts of the home of its pe with any political propaganda. The grams broadcast from the municipal tion must, first of all, be of a very h class character; they must be free f politics; they must be educational instructive."

SLOPE PAPERS TO ORGANIZ

Five Coast Groups Will Form Si Unit This Month

The Pacific Slope Newspaper Ass tion will be organized at a joint me of representatives of Pacific Coast ed ial organizations in Portland, Apri and 18. Plans for the meeting were nounced at the annual Oregon New per Conference, held at the Universit Oregon, March 13 and 14.

Every press association on the will be represented at the Portland ing by two or more delegates. The organization will be composed of fiv sociations—the Oregon Editorial ciation, the Washington Press Ass tion, the British Columbia Press Ass tion, the California Press Association the Southern California Press Ass tion.

Hal E. Hoss, president of the Or association; Fred W. Kennedy, of University of Washington, represe the Washington Press Association, Sol H. Lewis, treasurer of the Was ton association, are busy making plan the Portland meeting.

The new group will not exist solel the discussion of journalistic prob but will attempt to bring the repres tives together on questions that co the entire Pacific Coast. At the Por meeting speakers will discuss such jects as reforestation, community se irrigation, agricultural aid, and community and development topics.

Vanderbilt, Jr., Sued for $800,

The Vanderbilt Newspapers, Inc., Cornelius Vanderbilt, Jr., are the de ants in a suit for $800,000 dan brought against them by Louis T. G former manager of the United St Veterans' Bureau, Twelfth Distric March 21st. The complaint states th March 23, 1924, the *Los Angeles trated Daily News* published an a attacking Grant's reputation.

INFRINGING ON GOOD WILL BUILT BY GROUP ADVERTISING UNFAIR

National Vigilance Committee Member Asks That Reputations Built by Localized Industries Be Respected by Competitors

By BYRON L. SHINN

National Vigilance Committee Staff Member

SPEAK of Sun-Maid Raisins, and our thoughts fly to California. Mention Sold Sweet Grapefruit, and we think, instantly, of Florida. Why? Because of Advertising.

We see the words, Colorado Potatoes, and we visualize the smooth, clear-skinned tuber produced in the irrigated valleys of that rugged western state. Illiana Limestone, Oregon Apples, Wisconsin Cheese, Cape Cod Oysters—each carries its definite message and mental picture. Through advertising, these products have become known. Not only, but several firms and corporations are responsible for their production and distribution— a group working together for the common good, far-sighted enough to realize that only through reliability and maintenance of quality can business integrity be firmly established.

Not only have states gained such reputations for various products, but smaller units and cities have become known from coast to coast as the producers of certain things, due in many instances to the reputation of concerns which originally started the industry there. Of late years, these groups have come to realize more than ever what a real business asset and good will is inherent in this opposition of locality reputation, and they have embarked upon extensive campaigns of advertising to call public attention to the kind, character and quality of what they have to offer. Coincident with this has come group supervision of activities and mutual co-operation to bring about better working conditions, more efficient operation, higher quality production.

Possibly, no city is better known for the production of any specific product than is Pittsburgh, with reference to steel. Good steel is produced elsewhere, but every erector and fabricator knows that Pittsburgh Steel is backed by a guarantee of many years of experience in the steel business. He may desire to buy Pittsburgh Steel, because of this confidence. To every producer located in Pittsburgh territory, this reputation of Pittsburgh Steel is not only a business asset, but a property right. As such, he is entitled to have it respected, and have steel produced elsewhere sold as and for what it is and not as Pittsburgh steel.

Comparable to the reputation of Pittsburgh in the steel industry, is the City of Minneapolis, as regards flour. Minneapolis Flour, through advertising, has become well-nigh a household word. Years ago, the courts recognized the property right of the Minneapolis millers in this designation, and restrained competitors outside Minneapolis from selling their product as "Minneapolis flour."

Other notable illustrations are exemplified by the men's clothing industries of Rochester, N. Y.; the furniture industry of Grand Rapids, Mich.; the shoe manufacturers of Lynn, Brockton and Haverhill, Mass.; the prune growers of the Santa Clara Valley in California. These items are extensively advertised, because their producers recognize the market value of advertising. The result is that today, "Rochester Clothes," to one out of ten men on the street, means a suit manufactured in the modern, up-to-date clothing factories of Rochester. In the same way, "Grand Rapids Furniture" does not mean to the housewife furniture of any particular style or pattern, but denotes origin—that the furniture comes from Grand Rapids, Mich. "Lynn Made Shoes" carries its message of shoes produced in that first prominent shoe manufacturing center of our country. Other prunes may be just as sweet and have just as many wrinkles, but many people believe that Santa Clara Valley prunes are preferable. They have a right to exercise that preference and not have prunes produced elsewhere sold them as "Santa Clara."

Too often, advertisers are prone to overlook the rights of competitors in such names and designations. You hear the argument advanced that no one can secure any right to the exclusive use of a geographical name. Therefore, why should not one use the brand "Pennsylvania Oil," if he wants to, even though it be made from petroleum drawn from the wells of Oklahoma? Why not, indeed? But the advertiser has forgotten that genuine Pennsylvania oil bears a certain reputation, because of its merit, which has been carefully built up through years of honest and conscientious merchandising by a group of refiners, who have taught the public that from Pennsylvania lubricants, certain definite results may be obtained; also, that the public, who may have a preference for Pennsylvania lubricants, have a right to exercise that preference if they choose, and to have oil sold them as "Mid-Continent Oil" if it comes from that oil base, or as "Pennsylvania Oil," if it is Pennsylvania oil.

Strangely, some advertisers, who respect the trade-mark rights of individual competitors, utterly ignore the rights of group advertisers in these geographical designations. Why this should be is hard to understand even granting that the theory of the law, that all are presumed to know it, is not absolutely applicable in fact. If the careless use of these terms, however, is due to lack of information, it is high time that this knowledge be brought home to the advertising fraternity. Competition is to be desired, for that is the life of trade, but that competition should be clean and open. No one should attempt to trade upon or capitalize the reputation which it has taken competitors many years and thousands of dollars to establish. Both practically and legally, there is no difference between trading upon the good will of a competitor by simulating his individual trade-mark, or cashing in upon the reputation he has built up, as one in a group which has become known for the production of some definite, specific commodity. To employ a homely adage, "Let every tub stand on its own bottom."

The National Vigilance Committee of the Associated Advertising Clubs of the World, and the affiliated Better Business Bureaus and Commissions, have, as a part of their service to advertising, co-operated with advertisers and manufacturers in protecting their individual trade-marks. In the same way, they stand ready to assist in the protection of the trade-mark of a group when the association of one with the other has been created through advertising and the mark has become known as an identifying designation.

If you are located in Chicago, Mr. Manufacturer, say so and build your own reputation. If you are located in San Francisco, New Orleans, or New York, do likewise. Good will can be built for any industry in any city, if quality and honesty are injected into the goods. Make your own reputation and, while you are doing it, respect that which your competitor has already established, if only that others may, in turn, respect yours.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER*)*

THAT HOME FEELING

By Henry Edward Warner

Did you ever have the feeling,
Touring in some foreign country,
Of an alien? . . . of an Arab
From his desert snatched in travel?
Did you ever sense the distance
Separating you from comrades,
Though by surging crowds surrounded
On the boulevards of Paris?
That aloneness! . . . have you felt it
When by darkness overtaken
In the canyons; or when hiking
You have lost year way, and turning
Feel confusion and confusion,
Then come suddenly to compass! . . .
From the pushing crowd about you
Steps a single man! . . . you know him! . . .
He is one you hated, maybe,
In the village of your school days;
But you greet him . . . you embrace him! . . .
He is manna to your hunger!

Or, out there where bands are playing,
Where the alien hordes, rejoicing,
Swing in stepping columns, marching
While the understanding masses
Cheer and cheer! . . . and you, you only
Of the thousands, you are lonely! . . .
Nothing is there in the shouting,
Nothing in the gala gathering,
Nothing in the joyous tumult
For the stranger come to watch them!
Gloomy is his soul, despondent
Is the spirit sunk within him! . . .
Then . . . a miracle! . . . unfurling
From a staff somewhere, or swinging
In the column, show the colors
Of his nation's flag! . . . What is it
Lifts his spirit, sends him cheering,
Joins his ardor in the clamor,
Sends him shouting with the tumult
For the stars and stripes effulgent?

So to me, as are the colors
To the patriot, are presses! . . .
So the smell of ink, the clicking
Of the matrices!. . . the mauling
Of the forms! . . . the heat of metal,
And the presses spitting papers! . . .
Set me where you will, though alien,
Let me smell the ink, and let me
Hear the cylinders roaring madly
And the newsboys crying shrilly! . . .
There is Home, although to reach it
I may cross a thousand oceans!

INSURANCE CONTROVERSY ENDED

Chicago Tribune Travel Accident Policies Held Valid by State

Ending the insurance policy controversy between the *Chicago Tribune* and the *Chicago Herald and Examiner,* Attorney General Carlstrom of Illinois has submitted an opinion to the state insurance department, declaring that all Tribune travel accident policies issued are "good and valid contracts of insurance in the hands of the insured," and the department had "no power or authority to cause the surrender and cancellation of paid policies."

L. R. Brooks, promotion manager of the Herald and Examiner, which has been issuing policies to subscribers for several months, recently filed a complaint at Springfield, demanding such surrender and cancellation on the contention that the policies were illegal because they are issued only to readers of the Tribune, and discriminate in their favor. It was also contended the policies were illegally drawn since they failed to specify, in addition to the $1 consideration paid by the insured, the consideration paid by the Tribune to the Federal Life Company, enabling it to issue a policy for the premium of $1. Attorney General Carlstrom included in his opinion that the entire consideration must be expressed.

At the hearing on the complaint, it developed that "such other consideration" included service, specifically; advertising, securing of policy holders, and issuance of policies.

Motor Advertisers to Meet in June

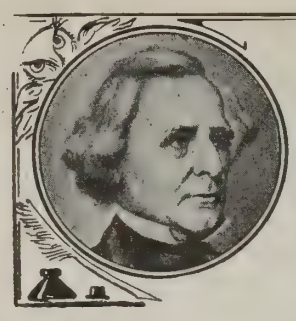
Advertising managers of automobile manufacturing concerns will meet next June to discuss the differential between lacal and national advertising rates in newspapers, the Automobile Chamber of Commerce, New York, announced this week. The exact date or the place has not yet been determined.

Terre Haute Ad Man Wins Prize

L. H. Quinn, advertising manager of the Kleeman Dry Goods Company, Terre Haute, Ind., in competition with advertising writers all over the country, won the first prize in the Irene Castle Corticelli Fashions advertising contest, for the best advertisement. The copy appeared in the *Terre Haute Tribune* Sunday, January 25.

Six Papers Install Ludlows

Six newspapers, the *New Brunswick* (N. J.) *Home News, Louisville Courier-Journal, Pasadena Star-News, Danville* (Ill.) *Commercial-News, Mansfield* (O.) *Journal* and *Akron* (O.) *Beacon Journal,* recently installed new Ludlow Typographs.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(Continued from last week)

At this time, a young man who had done good work as a reporter under the eyes of Mr. Bennett as early as 1875—Thomas H. Hamilton was the financial editor. He and Edward A. Kane, both active and zealous news gatherers, had been Mr. Meighan's main reliance at night to run to fires and cover the police stations, Mr. Hamilton at that time being a champion pedestrian. Mr. Kane, due to an invalid wife, was forced to accept a position in the Index Department, to secure regular hours, but Tom Hamilton continued as an all around reporter, and was finally sent to Wall Street in 1880, where he achieved a fine reputation and made many lasting acquaintances among the bankers and brokers of that district. There was a saying in "the street," "if Hamilton says so, it is true."

Mr. Jay Gould never forgave Bennett and Mackay for their daring financial exploit in laying the two Commercial cables across the Atlantic without the aid of Wall Street or a big bond issue, and which cut so deeply into the revenues of the Western Union cables. It rankled in his heart, and he pursued a systematic policy of hostility to Bennett and the Herald.

The quarrel culminated on March 31, 1888, with Jay Gould's open letter attacking the personal character of Mr. Bennett, and which he courageously published in full in the Herald, coupled with a savage editorial reply—Gould being termed "the skunk of Wall Street."

Mr. Reick's Connection With the Herald

The late Mr. William Charles Reick, destined to figure very prominently in Herald history, according to his own statement was born in Philadelphia, on September 29, 1863.

He received a collegiate education and entered journalism at the age of nineteen. For a short period he was a reporter in Newark, and was one of the large number of local correspondents that the Herald maintained in the territory surrounding New York City.

His work attracted the city editor's attention for its accuracy, conciseness and prompt dispatch, rendering it fresh, "live" news, and in this way the ambitious young reporter scored several "beats." The result was that when the schedule for resort news was arranged in the summer of 1883, Mr. Reick was called from Newark and sent to Long Branch, where Lily Langtry and her friend, Freddie Geghard, were then staying, part of the time living in Freddie's private car, switched on a sidetrack. It was the talk of the town. The Sun and the Star printed lively stories about the situation, and Reick in his correspondence gave the actual facts, which duly appeared, resulting in Mrs. Langtry sending a complaint to the office. Mr. Reick was recalled, verified every statement he had made, and the fair Lily got no retraction.

Mr. Reick at the end of the season returned to New York, and was assigned to general reportorial duties. His work was at all times satisfactory, with the result that Mr. Chambers, then in the editorial chair, took a great liking to him and finally made him his private secretary.

He continued at this post of duty for a time, but was frequently sent out on various assignments.

On December 2, 1885, a mad dog bit four little boys, sons of poor people residing in Newark, and Mr. Reick was sent to report the occurrence. Naturally fond of dogs, he investigated the case from every angle, and his long stories in the Herald, supplemented by those of the papers of Newark and the New York Sun, roused the public of that city, as well of New York. A prominent physician, Dr. O'Gorman, took hold of the case, sterilized the children's wounds and appealed to the citizents for funds to send the boys to Paris, where, a short time before, Pasteur had discovered his serum, that was a preventive to hydrophobia.

A cablegram was sent to Pasteur as follows:

"Four children have been bitten here by a supposed mad dog. Dog killed. Will send children if you will take charge of them."

Pasteur's reply by cable was: "Send the children at once."

By this time a fund of more than $1,000 had been raised, Mayor Hewitt, of New York, being a contributor, and on Dec. 9, the children, under the immediate care of a Mrs. Ryan, a Canadian by birth, and who spoke French, sailed for France on the S. S. "Canada," the party being under the personal charge of Dr. Frank Billings, of Newark.

Mr. Reick's stories largely aided the humanitarian effort, and no doubt attracted the attention of Mr. Bennett, then in Paris.

The party was domiciled in a hotel near Pasteur's laboratory, where the boys underwent treatment. On Jan. 1, 1886, the children received their last inoculation, and M. Pasteur, as he made them farewell, sa

"Vous etes contents, N'est ce pas."

The boys re-embarked on the S. S. "Canada," and arrived in N York on Jan. 14, in good health and spirits, and were welcomed ho to Newark. An unusual incident occurred on the return voyage, M Ryan giving birth to a baby boy, three days after the ship left Havre.

Mr. Reick continued on duty in the Herald office, until early 1888, Mr. Bennett cabled to Mr. Chambers to send over immediatel good reporter for the *Paris Herald*. Mr. Chambers promptly selec young Reick, and the night of the very same day, he went on board ship with his baggage and sailed next morning. This was the turn point in his career.

His work on the Paris Herald; his personal demeanor and mark ability made a deep impression on Mr. Bennett, so that when he decid to publish a paper in London, Reick and the late Mr. Alexander Kene were placed in charge of the undertaking—Reick as reporter and outs man; Kenealy as editor.

The first number of the *London Herald* (European Edition) a peared on Feb. 3, 1889, and was an attractive paper, full of live ne with special cables from New York, and reflected great credit on staff.

Mr. Chambers having resigned as editor of the Herald on Nov. 1888, Mr. Bennett felt the need of a reliable representative in the N York Office, and selected Mr. Reick as his city editor and who was vested with extended powers. This was in 1889, Mr. Reick succeedi "Doc." Cohen, who had been appointed city editor, after Meighan H retired, and before Chambers resigned the news editorship.

It was in November, 1888, that Mr. Meighan severed his connect with the paper, after twenty-one years of active service. Later he beca the associate editor of a new magazine, owned by Mr. Lorillard Spenc while Maurice M. Minton was its editor-in-chief. Subsequently he came the manager of the New York City division of the old United Pre continuing with it for over three years. During this period he also wr many special feature articles for the World, Herald and other papers

(To Be Continued Next Week)

POSTAL NOTICES ISSUED

Local Postmasters Sending Out Announcements of Rate Changes

Local postmasters are now sending out notices of the change in second-class postal rates, which becomes effective April 15.

Particular attention is given the fact that the transient second-class rate of 2 cents for each 2 ounces or fraction, for 8 ounces or less, and the fourth-class rates for more than 8 ounces, will apply to copies of publications sent by publishers when the copies are not entitled to be mailed as subscribers' copies or as sample copies. On all such copies weighing over 8 ounces the service charge of 2 cents must also be paid in addition to the postage at the fourth-class rate.

Second-class publications mailed by publishers are subject to the postage rates fixed by law. All copies of such publications sent by the publishers thereof or by registered news agents, should therefore be mailed at the Weighing Departments where publishers' second-class pound rate mailings are accepted.

No copies should be mailed, with postage stamps affixed, or otherwise, without ascertaining from the Weighing Departments or from the Classification Section, General Post Office, the postage to which they will be subject.

Undeliverable copies which are returned to publishers in accordance with a request and guarantee of return postage on the wrappers, will be subject to postage for such return at the rate of 2 cents for each 2 ounces or fraction thereof, for copies weighing 8 ounces or less and to the fourth-class rates (and 2 cents service charge) for copies weighing over 8 ounces. If the return of undeliverable copies at such rates is not desired, no quest for such return and no pledge s as "Return Postage Guaranteed' sho appear on the wrappers.

Undeliverable copies returned to p lishers because the sending of such co has continued after notice of change address or non-delivery has been s will be subject to postage at the rate 1½ cents for each 2 ounces or fract thereof.

Publishers are advised to take prom action on all notices received regard changes of addresses or undelivera copies.

Buys Interest in Salem Daily

Fred J. Tooze, of Oregon City, st senator from Clackamas county bought the stock in the *Salem* (Or *Statesman*, formerly owned by John Brady. He will edit that paper. To formerly conducted the *Oregon City Banner-Courier*. Mr. Brady was ed of the Statesman.

A.N.P.A. Board Meets

Members of the board of directors the American Newspaper Publishers sociation held a meeting in Boston, Ma 30 and 31. Only routine matters w discussed according to an announcem by Charles H. Taylor, of the *Bos Globe*, member of the board.

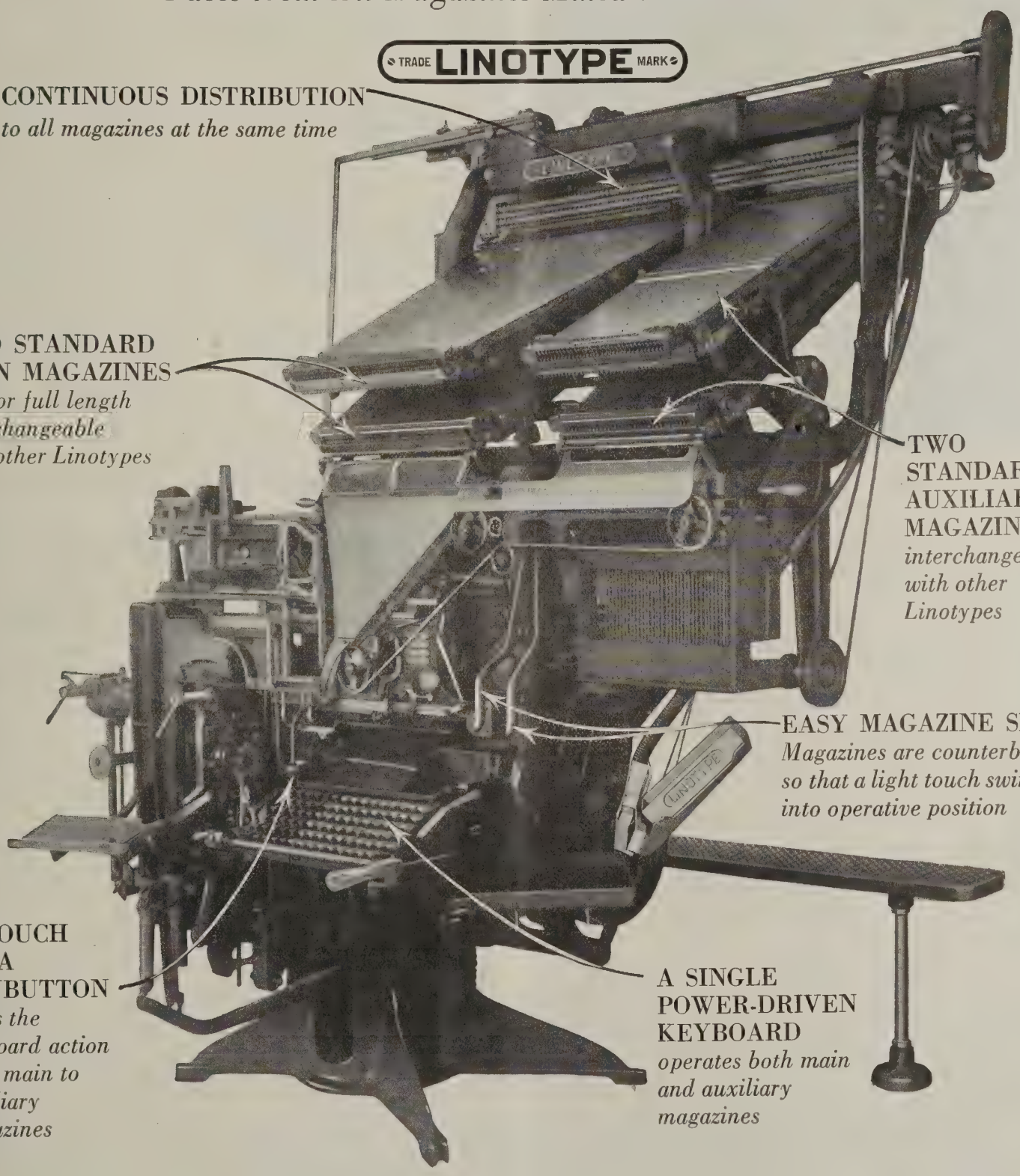
Hearst Executives to Meet

The annual conference of Hearst bu ness executives will be held in Chic April 16-18, it was announced in N York this week. Business, advertisi and circulation managers of the ne papers owned by William Rando Hearst will attend.

FASTER COMPOSITION

of Newspaper Headings, Classified and Display Advertising

Faces from All Magazines Mixed in the Same Line



Ask the nearest agency to send you the folder "Suggested Headletter Layouts for the Model 26 Linotype" and full information about this machine

LINOTYPE **MERGENTHALER LINOTYPE COMPANY** LINOTYPE

SAN FRANCISCO CHICAGO NEW ORLEANS *Brooklyn, New York* CANADIAN LINOTYPE LIMITED TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

[COMPOSED ENTIRELY ON THE LINOTYPE IN BODONI AND BODONI BOOK]

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NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Get Names, Names, Names!"—W. A. Bailey

MAKING possible a newspaper in his city within five days was the feat accomplished by W. A. Bailey, general manager of the *Kansas City* (Kan.) *Kansan,* who, with the aid of Senator Arthur Capper, four years ago organized the daily he now directs.

Mr. Bailey was president of the Kansas City Chamber of Commerce, when certain leaders of that city decided they wanted their own newspaper. They were then being served by dailies in the neighbor city in Missouri.

"If the people show me they want to read their own paper and the merchants show me they are willing to support it, I'll help you", said Senator Capper, when sought for aid.

"Get 15,000 subscribers and $200,000 in advertising contracts from your merchants."

On a Monday morning Mr. Bailey from his desk in the Chamber of Commerce set campaign machinery in motion. On Friday he was able to show the publisher-Senator 15,500 subscribers and $210,000 in advertising contracts.

Thus the new newspaper started Jan. 31, 1921.

"In our first issue and since we have run two slogans, around which we have built our newspaper," Mr. Bailey said. "They are: 'This is Our Newspaper' and 'For You and Your Town.'

"We try to make an independent and strong local newspaper. Local news is given the right of way always. We believe that the success of newspapers in cities the size of ours must be built upon the foundation of efficient local coverage.

"In consequence we aim to keep syndicated matter to the minimum, to rely chiefly on our local editorial staff.

"Names, names, names! we tell our reporters and editors. Get local names from every section of Kansas City into the news columns!

"We have a former local boy athlete as sporting editor, and we try to play up local sports on that page. We make a special point to have the school children well represented in the paper, and devote a full page every Sunday to the schools.

"The proportion we aim at for the editorial page is two or three strong local editorials daily, one on a national or foreign subject, and clippings from State newspapers.

"Every Sunday we carry a column contributed by organized labor in Kansas City. Frequently opinions expressed in this column differ from our paper's policy. But the unions are part of the town and are entitled to a voice in their own newspaper. We run their column exactly as written.

"And," added Mr. Bailey, "the people seem satisfied with their 'own newspaper.'"

GLENN HEADS FLORIDA PRESS

Dean Walter Williams of U. of Missouri Speaker at 42nd Annual Meet

Three addresses by Dean Walter Williams of the University of Missouri School of Journalism and a talk by F. H. Jeter, agricultural editor of the North Carolina State College of Agriculture, were features of the forty-second annual session of the Florida Press Association at the University of Florida, Gainesville, March 26-28.

Officers elected for the ensuing year were: William M. Glenn, of the *Orlando Sentinel,* president; George E. Hosmer, of the *Fort Meyers Press,* first vice-president; R. J. Holly, of Sanford, re-elected secretary; and Mrs. George Keller, *Mount Dora Topic,* treasurer.

Dean Williams, in his first address, pointed out seven obligations of journalism.

The foundation of journalism today is truth, according to Dean Williams, and on this foundation must be built a journalism of righteousness, interest, sympathy, leadership, power and sacrifice. A passion for accuracy, ability to write cleanly, clearly and rapidly; ability to see straight; ability to observe; sympathy and friendliness; a belief in his own job, alertness; a power of imagination, poise and self control; a knowledge of news; individuality of expression; a belief in journalism as a profession of public service, and a belief in, and a practice of, democracy, were the traits of an educated journalist stressed by the eminent Missourian in later talks before the association.

Distribution of the special issue of the *Gainesville Daily Sun* by classes in journalism at the University of Florida was a feature of the closing.

Journalism School Issues Deskbook

The School of Journalism of the University of Missouri has issued a revised deskbook, after a period of four years since its last edition. It contains detailed instructions on editing of copy, writing and other points of accepted newspaper style.

Large Linotype Orders Placed

Large linotype orders recently received by the Mergenthaler Linotype Company include 22 for the *Philadelphia Inquirer,* 21 for the *Chicago Daily News,* 21 for the *Boston Herald,* 16 for the *Cleveland News-Leader* and 14 for the *Providence News.*

TITUS JOINS BROOKLYN EAGLE

Hearst Man Named Advertising Director—Cleary Local Manager

The *Brooklyn Eagle* announces the appointment of Robert V. Titus as advertising director and the advancement of John A. Cleary to local advertising manager. Mr. Cleary, who has been given charge of the Brooklyn advertising, has been with the Eagle for 14 years.

Mr. Titus has resigned his position as manager of the Harlem and Bronx section of the *New York American* and will join the Eagle April 6.

After leaving college Mr. Titus received his early business training with Marshall Field & Co. of Chicago. Returning from France he joined the advertising staff of the *Los Angeles Examiner,* serving there two years as local advertising manager. He was brought East by the Hearst organization and made Advertising director of the newly-launched *Rochester Journal-American* and two years ago came to Manhattan to work on the New York American.

Heaton on N. Y. Herald Tribune

L. L. Heaton, formerly classified manager of the *Philadelphia Bulletin,* was announced this week as the new classified manager of the *New York Herald Tribune.* He had spent more than two years with the Bulletin. Prior to that he was connected with the *New York Globe.* He started newspaper work with the *Brooklyn Eagle,* having spent 10 years with that newspaper. Since the merger of the Herald and Tribune, there has been no classified manager for the combined daily.

MOST of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Assn.

Executive Offices, Evening Star Building, Washington, D. C.

When Murat Halstead was writing Editorials Cincinnati *Was* a "Morning Newspaper Town"

When the G. A. R. was about as old as the American Legion is now,—when railroad trains were even less common in the Ohio Valley than aeroplanes are today,—when Bakers' four-horse omnibus was the only means of transportation between the post office and Walnut Hills,—Cincinnati *was* a morning newspaper town. But that was way back in the nineteenth century.

With the dawn of the twentieth century the supremacy of the morning newspaper in Cincinnati was wrested from them. For the past seventeen years the evening Times-Star, both editorially and as an advertising medium, has been the dominant newspaper of this field.

Never once in all these years has any other Cincinnati newspaper carried an equal amount of display advertising. Never once has the leadership of the Times-Star in display advertising, local or national, been threatened.

Today this leadership is more pronounced than ever before. Local advertisers, regardless of classifications, are not only placing more display lineage in the Times-Star but they are placing a larger percentage of their total lineage in this medium.

National advertisers are more and more coming to accept the Times-Star as the only newspaper necessary to tie-up their national campaigns with the local Cincinnati public. Two years ago 147 national advertisers used the Times-Star exclusively in this field. Today the number has increased to nearly 200.

In making up your newspaper schedule remember that the Cincinnati of 1925 is very different from the Cincinnati of 1875.

For detailed information address the merchandising department of Cincinnati's leading newspaper.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

While In New York

be sure to see the latest advances in newspaper presses. Our representatives will be pleased to show you in operation the following

Latest SCOTT Achievements

64 Page Folders

Steel folding cylinders, no ribbons.

Heavy-duty High Speed Printing Units

Solid forged steel cylinders, roller bearings, steel and fabroil gears, greatest accessibility, least space, strongest frames.

New Ink Distribution

Greatest distributing effect with fewest composition rollers.

Automatic Web Tension

Saves web breaks, quick roll changes, absolutely automatic.

New Color Press

Solid forged steel printing cylinders, better distribution, greater accessibility, higher speed.

You are also cordially invited to visit our plant at Plainfield, N. J., where we have been building America's finest presses for over 50 years.

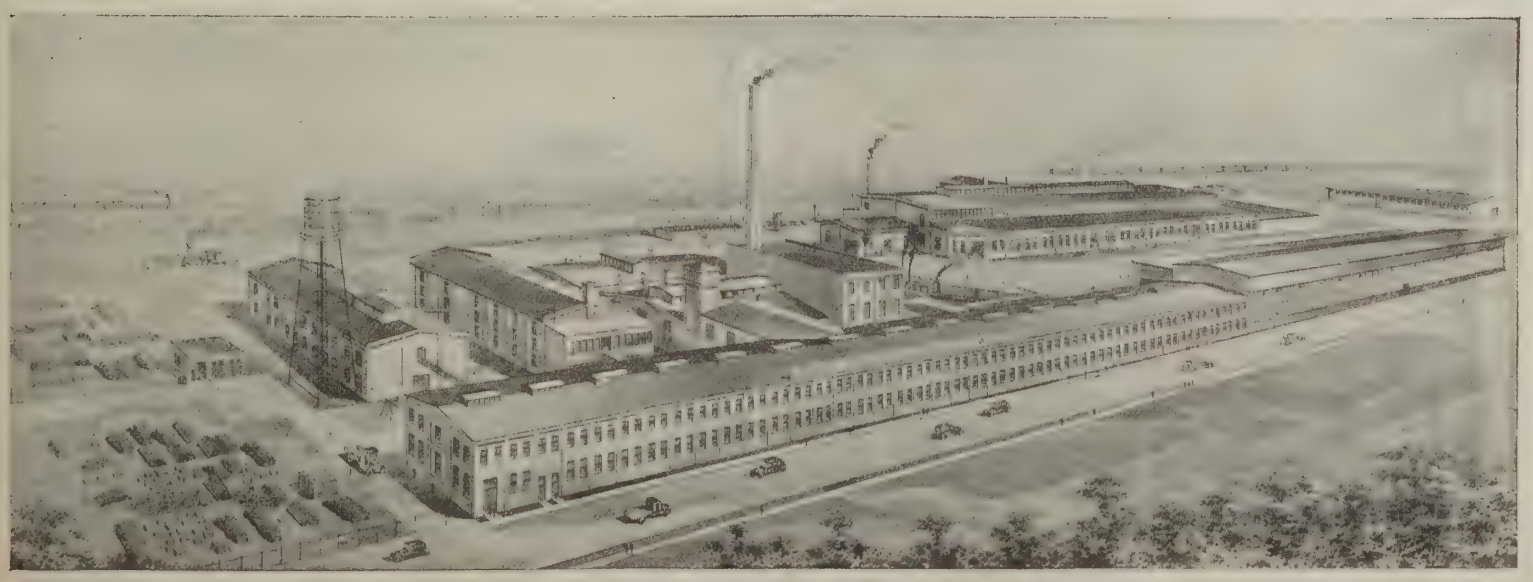
Watch for our special announcement in the April 18th issue of this publication."

WALTER SCOTT & COMPANY

Main Office and Factory—Plainfield, New Jersey, U. S. A.

NEW YORK OFFICE, Brokaw Bldg.
1457 Broadway, at 42nd Street

Chicago Office
Monadnock Block



WIRE TRANSMISSION OF PICTURES PLACED ON COMMERCIAL BASIS

A. T. & T. Opens New York, Chicago, San Francisco Circuit April 4—Other Cities to Be Added as Business Grows

THE American Telephone & Telegraph Company this week announced that on Saturday, April 4, it would undertake the commercial transmission of photographs by wire.

The announcement was hailed by newspaper editors and picture service managers as a step which will revolutionize news picture transmission, and a journalistic development almost on a par with the introduction of the telephone and telegraph.

At the outset but three cities will be linked in the picture circuit, New York, Chicago and San Francisco. As the service grows other cities at important geographical centers will be added until wire pictures will be available to newspapers in virtually all sections of the country. The company expects to be serving 15 cities in two years.

The following charges for transmission of a single picture, 5 by 7 inches, have been established by the A. T. & T.:

1. New York to Chicago, $50.
2. New York to San Francisco, and Chicago to San Francisco, $100.
3. New York to both Chicago and San Francisco, $150.

Simultaneously with the A. T. & T.'s announcement that sending of pictures by wire was now commercially feasible, H. B. Baker, general manager of Pacific & Atlantic Photos, stated that 10 daily newspapers were now receiving daily wire picture service by Telepix, a method developed by his company, and that six other newspapers which have contracted for the service will be added to the circuit as soon as machines are available.

"Telephotograph Transmission is the name the A. T. & T. has applied to their picture service. In New York pictures will be received for transmission in the lobby of the A. T. & T. building, 195 Broadway, in Chicago at 305 West Washington street, and in San Francisco at 333 Grant avenue.

At 9 o'clock Saturday morning the A. T. & T. will receive pictures for wire transmission, the actual sending to take place between the hours of 4 p. m. and 11 p. m. A seven-day service will be maintained. On Sunday pictures will be received between 5 a. m. and 11:30 p. m. Either undeveloped films or photographs will be accepted, according to E. L. Behr, who will act as receiver in New York and pass upon the suitability of the pictures submitted for wire transmission. In case prints are submitted they will be photographed and brought down to 5 by 7 inches, the ideal sending size.

Pictures will be sent during the evening hours since regular long distance telephone wires will be used and at this time the cross-country circuits are less crowded, according to Behr. Each machine can both send and receive.

Although A. T. & T. officials admitted that they expected the bulk of their wire picture business would come from newspapers and picture services at the outset, they pointed out that the service has many other commercial uses, a few of which are the transmission of finger prints for the identification of criminals; transmission of advertising copy, fashion designs, line drawings, graphs of business conditions, important stenographic notes, cartoons, lace and textile designs, pictures of broken machinery.

Asked to comment upon the A. T. & T. development, B. A. Caparell, manager of United News Pictures, said:

"The step will revolutionize news picture transmission and bring pictures to the same proportion of value as news today. It means that we will now be able to do with pictures what is done with news, record an event in all parts of the country on the same day it occurs.

"Only those newspapers in the vicinity of the three transmitting and receiving points will be affected at this time, however, the bulk of the newspapers will continue to be served as heretofore."

Mr. Caparell said the high cost of sending would probably keep the A. T. & T. service from being widely used at this time. He pointed out that to send but one picture a day from San Francisco to Chicago, to New York, or vice versa, at present charges would cost a picture service or a newspaper $1,050 a week. He also pointed out that the bulk of pictures used by newspapers are of the feature rather than the news type. Spot news pictures with an appeal to all sections of the country are rare and connected usually only with extraordinary events, he said.

"However, when the service is brought down to a more reasonable level where all services and newspapers can participate, it will be a great thing for the picture business and newspapers generally," he declared.

R. E. Boyd, manager of the photograph department of the International Newsreel Corporation, said:

"Since the invention of the telegraph and telephone, no other invention is of such value to the busy newspaper editor as the transmission of news photographs by telephone.

"It brings cities closer together. People are enabled to see almost immediately actual photographs in their home papers of events that are transpiring thousands of miles away. It will practically mean the doing away of long and costly airplane flights.

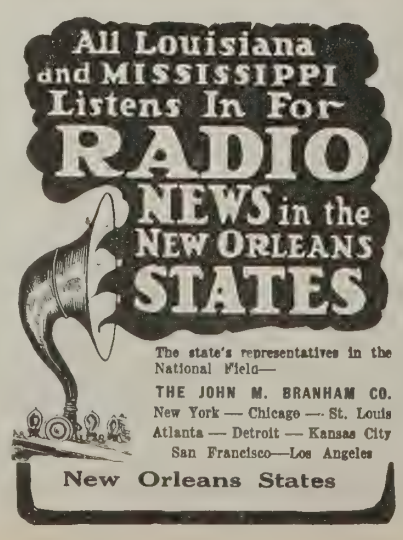
"It is a great thing to know that a big news story can break in San Francisco and that a few hours after photographs of the event can be published in New York. Photographically speaking, it brings San Francisco within commuting distance of New York.

"We have made successful use of the transmission of photographs over the A. T. & T. wire and certainly intend in the future to take advantage of this new invention."

Telepix, the wire picture service of P. & A. Photos has developed rapidly in the past few months, according to H. B. Baker, general manager. The 10 newspapers now receiving pictures daily by this method are: *Boston Post, New York Daily News, Philadelphia Public Ledger, Pittsburgh Post, Detroit Free Press, Chicago Tribune, St. Louis Globe-Democrat, Birmingham News, Atlanta Constitution, Los Angeles Times.*

The following papers have contracted for the service and will be added to the circuit as soon as machines are available. *San Francisco Bulletin, Portland* (Ore.) *Journal, Seattle Times, Denver Post, Oklahoma City Times* and *Dallas News.*

The Telepix method employs Western Union leased wires, according to Mr. Baker.



PRICE RISE RESULTS PLEASE N. Y. WORLD

Newspaper Increased Subscription Rate from 2 to 3 Cents in January with Moderate Circulation Decrease —Income Advanced

Satisfaction over results following three months test of the *New York World's* increase in subscription price was expressed this week by J. F. Bresnahan, business manager.

On Jan. 5, the World increased its price from two to three cents a copy in Greater New York.

The seven-day April Post Office statement filed this week gives the World's average circulation as 381,536. A year ago the average was 391,421. Last October it was 404,377.

"After three months' experience with the increased price we have no regrets", Mr. Bresnahan said: "We are only sorry we did not raise the price a year earlier.

"The World, as we announced last January, believes that it is unsound for any independent, aggressive, uncontrolled newspaper to have to rely to so great an extent on support other than that which comes from its own readers.

"Under the new price our income is increased 70 cents on every hundred copies sold."

This increase would figure at approximately $2,000 a day.

"We showed declining circulation for about 10 weeks", Mr. Bresnahan continued, "and then struck static conditions. We look for the come-back in the fall."

He pointed out that in New York there was frequently a circulation decrease between the October and April statements due to the stormy season, and the fact there are two holidays in February.

"The news dealers welcomed the change in price," Mr. Bresnahan said. "It gave them the margin of profit they thought they were entitled to."

There was no change made in the commission to wholesaler. The jobber formerly paid 90 cents for a 100 copies and the retailer $1.40. Now the jobber pays $1.60 for 100 copies, and the retailer $2.10.

Mr. Bresnahan described how the increase in price was put into operation.

"We granted newsdealers full return privilege for two weeks. Then for one week we allowed five per cent return. The third week we were back on a non-returnable basis," he said.

Golf News Association

The Golf-News Association, formed for the purpose of furnishing accurate and technically correct news matter to members exclusively, has opened offices at 154 Nassau Street, New York. P. C. Pulver, dean of golf writers who has covered golf tournaments for twenty years for *New York Evening Post, New York Sun* and a number of other well known dailies, is in charge of the news department. The special features are edited by Wm. Henry Beers, editor of *Golf Illustrated.* The Association reports that the chief service to members will be a weekly column of live golf news of a general character to be released for Saturday evening and Sunday morning papers.

Norwegian Paper Mills Agency

(INCORPORATED)

33 West 42nd Street
NEW YORK CITY

Telephone: PENNsylvania 7443

SELLING AGENT IN THE U. S. FOR

NEWS PRINT PAPER

Representing Seven Largest Norwegian News Print Mills with an Annual Capacity of 200,000 Tons.

SOLE SELLING AGENT IN U. S. FOR

Ankers Traesliperi & Papirfabrik A/S
Bohnsdalen Mills, Ltd.
A/S Randsfjo d Traemasse & Papirfabrik
A/S Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

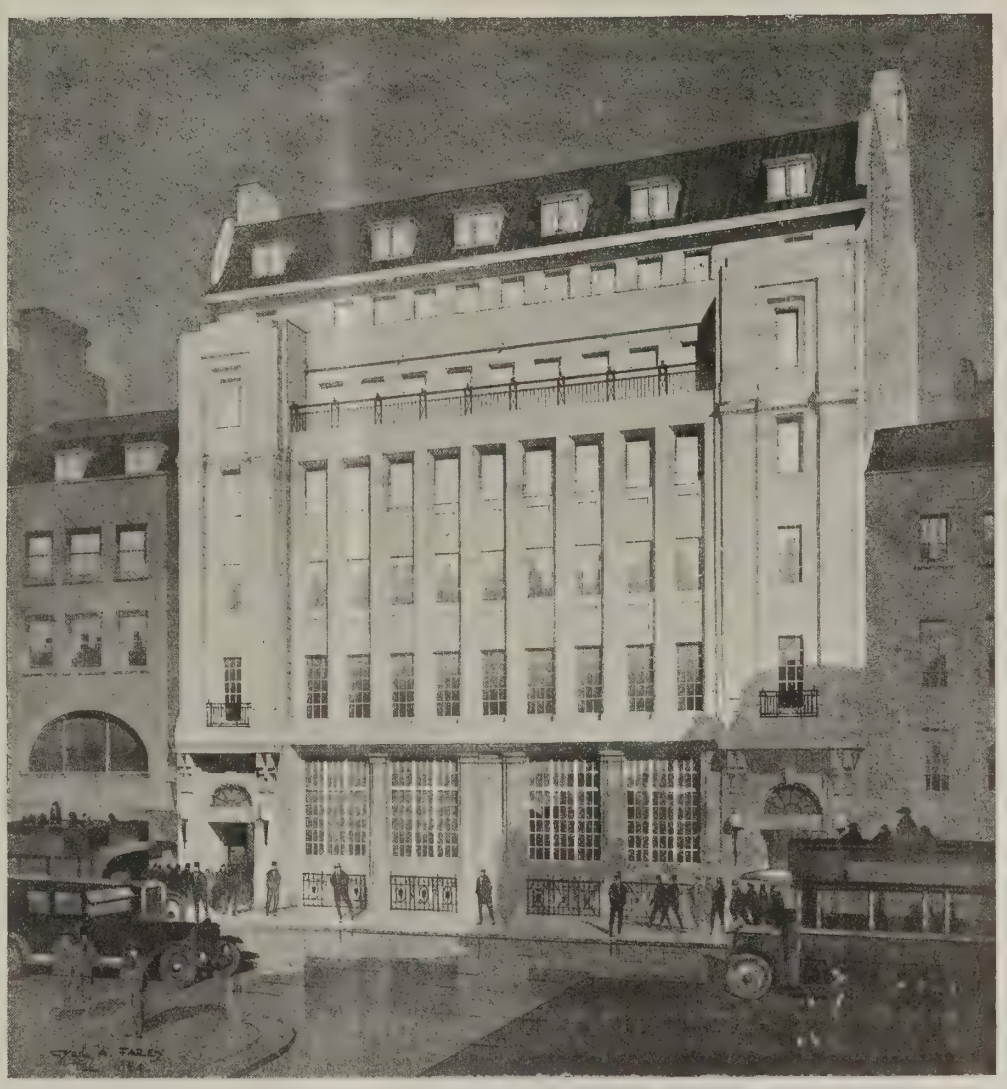
Agent for FOLLUM TRAESLIPERI

Prompt Shipments . . Inquiries Solicited

BOUVERIE HOUSE FLEET ST. LONDON

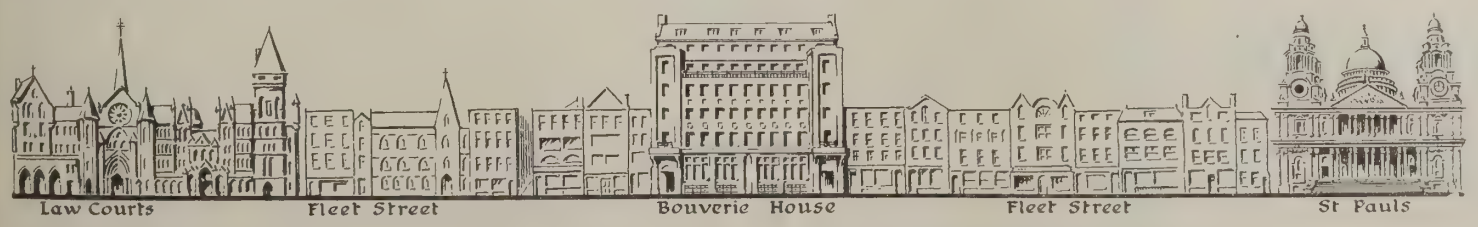
The Finest Address
IN EUROPE

In
The Very Centre
of London's
NEWSPAPER
AREA



London Office Accommodation
AVAILABLE FOR YOU

Bouverie House is London's most recent land-mark situated in Fleet Street in the very centre of London's newspaper area. In construction, general planning, lighting, ventilation, lift accommodation and sanitation, Bouverie House represents the latest practice, and the form of flooring used does away with the necessity for expenditure on the part of the tenant on linoleum or other floor covering. The latest type of central heating is installed. The façade of Portland stone with its fine proportions suggests that energy and dignity which characterise business enterprise in the City of London. The environs of Bouverie House are rich in literary associations. Charles Dickens was intimately associated with the area. Samuel Johnson also lived close to the site, and Oliver Goldsmith earned a precarious living in Wine Office Court. To this day at the "Cheshire Cheese," a few doors away, the favourite seats of Johnson and Goldsmith are still pointed out. A limited amount of accommodation will be available in this magnificent office building now being erected. Application for further particulars should be made to Benn Brothers, Limited, 8 Bouverie Street, London.



FINDS EUROPEAN DAILIES ON SOUNDER BUSINESS BASIS THAN AMERICAN

Profit from Circulation, and Rates on Advertising, Rather Than Lineage, the Rule Abroad—Great Plant Economy Noted As Result of Limit On Pages

By S. P. WESTON

Editor's Note.—Mr. Weston, who recently returned from Europe, has been associated in the design of several model American newspaper plants and is a recognized authority on newspaper production. His impressions set forth below are in response to a suggestion by EDITOR & PUBLISHER *that a comparison of American with European methods from a quasi-engineering viewpoint would be of interest to executives on both sides of the Atlantic.*

ANY comparison between American and European newspapers must obviously take into consideration the difference in the forms of government, the fields and the newspaper readers. To attempt to analyze and contrast the newspaper methods of the United States and Europe on this basis is obviously a very large subject. A comparison of the mechanical operation methods and the difference in administration is more nearly possible. My recent trip to France, Germany and England was for the purpose of investigating certain mechanical printing processes. This took me into the mechanical departments of several of the leading European daily newspapers and also brought me in touch with the administrative heads of papers in Paris, in Germany and in England.

The outstanding difference between the American and European daily newspaper theory is that quantity production is practiced by American newspapers, while minimum size and maximum rates seem to be the rule with European publishers. I think it is generally recognized that the American theory is for bulk circulation and bulk advertising. The Continental, and especially the English, theory seems to be to obtain a profit on circulation first; next to get rates on advertising rather than an amount of space.

Possibly this might be illustrated by the *London Times* or the *London Mail*. The Mail for instance, is ordinarily a 16-page paper, selling at two pence or four cents a copy. At the time I was in oLndon, the net daily circulation was 1,853,000 copies. Any American publisher can approximate what the circulation net should be per day on a 16-page paper, with paper costing approximately the same as in the United States. The advertising rate for the Mail is a minimum of £6 per inch per insertion. The position charges added bring the page rate up to the maximum of £1,750 or approximately $7,500 an issue. No discounts are given for quantity or continued insertions. Obviously this rate would not encourage the use of daily page and two-page advertisements by department stores, yet the results from smaller space seem to be surprisingly good.

In looking over the London papers I noted that the largest department store, one which is said to be the largest in the world, was using a 10-inch double column space, or 280 lines. In this limited space, were several brief announcements of special values in various departments. One in particular occupied a space of about 14 lines. I took the trouble that day to go to this store and get in touch with the head salesman of this department. It was evident that they were quite busy and in answer to my inquiry as to whether he found that the advertisement brought results, he said:

"Certainly, any time I have space in our advertisements I always put on extra sales people."

The advertisement in question was one of a number on a solid page of advertisements. Harrods, one of the largest English department stores, I am told, spends approximately $3,000,000 a year in newspaper advertising, and while undoubtedly they use page space from time to time, their advertisements that I saw in the London papers were less than a quarter of a page.

One of the questions that I was most frequently asked by European publishers was how it is possible for the American publishers to print such large newspapers and at the same time have such low rates for bulk advertising contracts. It appeared to be exactly the opposite of the European publishers' theory of a sound business basis.

Methods of handling advertising are also quite different from the American system, the orders usually going through agents, rather than direct to the paper. From an American standpoint advertising in the Continental newspapers is not very highly developed. In Germany and France, especially, the main thought with the advertiser seems to be to affix attention to trade marks and names, rather than to create a buying interest on the part of the reader.

The enormous circulations of the English and French papers is a surprise when a comparison is made between what American papers and European papers offer the readers, on the quantity basis. This, of course, in a large part is explained by the difference in the interest of the readers in the United States and in Europe. I am not dogmatic enough to say which method of news presentation is the best, but with the *Daily Mail* proving nearly 2,000,000 paid circulation and the *Petit Parisien* 2,000,000 circulation and a number of other papers with more than a million circulation and with selling prices averaging nearly double American newspaper circulation rates, it would seem a fair assumption that the English and Continental newspapers are meeting the desires of the readers very satisfactorily.

In the mechanical operations of the paper both in England, France and Germany more consideration is given to careful production in contrast to the speed production methods of American papers. In many particulars, their methods are as fast as, and faster than American methods. But as a whole, economy in operation is the first consideration and the speed element secondary.

An interesting circulation angle, especially in London, was the high point which circulation appeared to reach during June, July and August, the months when American newspaper circulation is usually at its lowest. An outstanding fact which might indicate that the European papers are on a sounder operation theory is that there does not appear to be as wide a fluctuation in the gross volume of business and the net returns from year to year as that of American papers. Newspaper property values abroad seem to be very much more stable and I am inclined to think they make a larger profit on the volume of business handled. I base this operation on examination of the operations of two papers over a period of several years.

English circulation methods are certainly aggressive and thorough. The leading English papers as well as the leading continental papers have a very wide distribution, not only in their immediate territory but throughout the continent. The English papers offer a continued and varied list of prizes running into very substantial sums for contests, etc.

The cross-word puzzle was at its height in London and Paris. In London the papers were offering very liberal prizes for solutions, amounting, in some instances, to several thousand pounds. I was told that this form of circulation development was very satisfactory.

In a talk with one of the leading English publishers he expressed the thought that the English and European papers consider the subscriber more on an individual basis rather than from the standpoint of bulk circulation. As nearly as I can remember his statements were as follows:

"It is my opinion that the fundamental basis of a successful newspaper lies in the confidence of the subscriber in the newspaper. We never adopt a new policy with regard to features or news without thoroughly considering it from the reader's standpoint. We try to determine whether it will be interesting and valuable to the reader. It is our theory that the news which is interesting to a man in London should be interesting to a reader outside of London. Our papers are not as local as the American papers, our theory being to print news that is of interest and value to the Englishman wherever he may be located."

Briefly, as I said at the start, I think the outstanding difference between the the European and the American newspapers is that we, in this country, work on a theory of quantity production and wholesale rates while the European papers work on the theory of minimum size and maximum rates. In the plants that I visited I found that the mechanical equipment in the main fully equal to a of American newspaper offices. Ther a marked difference, however, in the of the mechanical departments. Som the papers with the largest circulat are produced from plants half the siz the average American newspaper plan

first! in OHIO

3,108,287 LINES

JANUARY 1st to FEBRUARY 28th, 1925

The Dispatch published during the first two months approximately 53% of all Columbus newspaper advertising and 447,195 lines more than all other Columbus newspapers combined.

In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION

City	52,891
Suburban	23,639
Country	21,928
GRAND TOTAL	98,458

LARGEST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

DAILY ROTO SECTIO IN NEW YORK

Evening Post Starts Publication of F Page Rotogravure Pictures Wit Each Issue—Ad Rates Announced

Publication of a daily rotogravure tion by the *New York Evening Post* gan, according to schedule, April 1.

Distribution of the daily, with its a four-page picture section, proceeded v out any difficulty, according to J. Annenberg, circulation manager.

The Evening Post claims to be the newspaper in the country to print a r lar daily rotogravure section. The Sa day 8-page Graphic issued by the s newspaper, continues unaffected by innovation.

Thomas McVeigh, remains as edito the Saturday Graphic, while John Th formerly assistant make-up editor, been transferred to take charge of daily rotogravure. Several photograp have been added to the staff.

The daily roto section is folded the main news sheets, hiding the f page headlines. It is well printed in of greenish tint.

C. C. Lane, business manager, whe first announced the plan for the jour istic innovation, called attention to fact the Evening Post was the first n paper to print a Saturday Graphic, it was therefore "entirely appro that it should take the first step to publication."

Advertising rates were announced week as 10 cents above the adverti black and white contract.

A Publisher Writes—

THE CLEVELAND TIMES
And COMMERCIAL
CLEVELAND

February 18, 1925.

Mr. Geo. A. Kubler, Pres.,
Certified Dry Mat Corporation,
342 Madison Ave.,
New York City.

Dear Mr. Kubler:

As you know, we have started a Sunday tabloid newspaper which is a splendid success. We are printing a large number of pictures and we have been making many experiments to determine how to get the best results.

We have been using your certified dry mats for work on our daily and also on the Sunday, including the picture pages. To ascertain if we could do better work with other mats we have experimented with every foreign mat made, with domestic dry mats and with wet mats, but we have found nothing that is better than your certified.

In view of the promises you made to me about the quality of your mat I am sure you will be interested in our experiments.

Very truly yours,
O K Shumway
President.

CKS/FH

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York, N. Y.
"Made in America"

(OMEDY AND PATHOS IN QUESTIONS ASKED NEWSPAPER LIBRARIANS

"When Does a Woman Become an Old Maid" Is One Poser Asked Milwaukee Journal—50,000 Questions Received by Paper Last Year

he following account of the questions ich newspaper librarians are asked to nswer was run as a feature recently in Milwaukee Journal.

'HAT becomes of the fire when it goes out? Why is ice cold? Why it the snow blue or pink or green? Vy don't the stars shine in the day ie? What makes roses red? How es that great big fellow, Santa Claus, down such a small chimney with that pack on his back?

lave you been amused, and perhaps tnped, by some 4-year-old's incessant of questions, as the budding mind tted to explore this puzzling universe? Ctainly. And perhaps you have glowed wh a slightly superior feeling at your lligence and cleverness in side-tracking the questions which you really couldn't nwer.

Tayhap, too, you have breathed a oyer of thanksgiving that you have ched that adult stage where reason has aen the place of frank questioning and ld credulity. But is that adult stage to ch you have attained, through no parilar effort on your part, so very different from childhood?

it in for a few hours at the telephone a metropolitan newspaper library, test r own fund of knowledge, and then nwer that question.

)ne of more than 50,000 queries which e hurled at the *Milwaukee Journal* arians last year came from a mother t8:30 one morning. It was this:

How can I get my daughter out of ?"

A youth, who confessed to 29 years, ephoned to get aid in curing himself of embarrassing habit of blushing in the sence of young women.

What shall we name our twins?" inred a flustered father of the comely ng miss who answered his call in the ilary. "You see," he went on to exln, "we had decided beforehand to call baby Launcelot, but we hadn't counted a girl baby, too. Is there anything t'll fit with Launcelot for a girl, or st we rename the boy and save Launcot for another occasion?"

t 10:30 one Saturday night an excited th called to inquire if it would be sible for him to get married that night Waukegan if he and his girl hurried on the next train and if the marige would be legal if it happened to be formed after midnight.

n contrast to this query are any numof questions from both men and nen seeking information as to how to t proceedings for a divorce.

What pants shall I wear?" a male ce shouted into the phone at the young ar who received the call.

I beg your pardon?" the librarian ied.

What I mean to say is: I've only got minutes to catch a train. I've got to tnd a social function tonight and I nt to know should I wear the pants h the narrow stripes or the ones with wide stripes."

Is it formal or informal?"

Don't know."

Then you'd better take both with you, find out before you dress for the ay."

Thanks. Goodby."

nother youth called to inquire if he uld "feel all right" wearing oxfords the Marquette prom.

When does a woman become an old d?" a feminine voice inquired on anther occasion.

When she feels like one," was the nver.

Oh, thank you so much!" came the rtfelt response.

xtreme tact must be exercised by he who answer questions for fear of fending racial, religious, political or rstitious prejudices. A very small proportion of the questions asked are funny, or ridiculous.

Some contain the element of tragedy. Not long ago a woman called, a very definite note of supersitious terror in her voice, and told of a white dove (perhaps a pigeon) which had come to her home recently and refused to leave. She was certain that it was an omen of death and sought information as to how she could chase the unwelcome bird away.

"How shall we decorate the house for a funeral?" is another question which has been asked more than once.

Sometimes the inquiriers come in person to the library instead of using the telephone. A woman recently came seeking information regarding her husband, from whom she had been divorced for several years. She had heard that he was in the state penitentiary for a long term for a revolting crime. The clippings were laid before her and she read tearfully, finally bursting into a veritable typhoon of grief which attracted persons in other rooms.

"Oh, if I had only stayed by him and been good to him, he would never have done this," she wailed, as she took upon herself the blame for the terrible crime.

A story with a real heart throb in it was brought into The Journal library one afternoon by a young man scarcely 20. He was one of five children. The father and an uncle, who had supported the family, were killed in an accident when the children were young. The mother soon died of grief over the future.

"We just grew up," the youth explained. "We took care of each other and have made our own way ever since. We're making pretty good money now and we got to thinking it over the other night and decided we'd like to put a memorial notice for them in the paper."

After a painstaking scrutiny, the files of the paper finally gave up the record of the deaths of the father and uncle and the date of the mother's death was established.

It is no uncommon experience for the young women of The Journal library to be asked: "How can I get home?" Women particularly, and sometimes men, drive out into the country or the suburbs to get some fresh air and see the scenery and suddenly realize that they are lost. Their first thought, apparently, is to call Grand 6000, give their home address, tell where they are and ask what route to take to get to their homes.

"I just got a new peach colored evening gown," one woman exulted over the phone one day. "What kind of a scarf should I get to wear with it?"

"I am 18 years old," a girl said over the phone, again. "Do I have to give all my pay to my parents?"

Who was the hero of the Newhall house fire? Where can I rent chairs? How do you spell "succinct"? What does "vicariously" mean and how do you spell it? What day of the week was Dec. 12, 1895? Who is the justice of the peace at Bessemer, Mich.? What is the clavilux? What's the name of a newspaper in Moosehaven, Fla.? When was Hiram Bingham elected senator? Can you give me the weather report of October, 1923?

What's the difference between a torte and a tart? How do you pronounce "Worcester"? What should I do to remove ink stains? What's the difference between Buddhism and Mohammedanism? Is it Broadway "street" or "avenue"? What is the population of Wisconsin? What is the acreage of Washington park? Has Wisconsin a motto and what is it? Is there a home for a male deer?

How does one go about getting a Carnegie medal? When was the grain elevator fire in Bay View? What is the highest point in Milwaukee? How much older is Chicago than Milwaukee? What do I bid if I have the ace, queen, ten of hearts, jack, 10?—bridge questions that the experts never thought of.

387,934

THE net paid circulation of The New York Times, average daily and Sunday for the six months ended March 31, 1925, as reported to the Post Office Department, is 387,934. This represents actual sales; The Times accepts no returns. The circulation for the corresponding period of 1924 was 378,174.

Never before has a newspaper which makes its appeal to thoughtful, intelligent people attained this volume of circulation.

Without comics, without puzzles, without any other matter extraneous to the news, The New York Times is strictly a newspaper.

Its news service is unequaled in quality, accuracy and completeness. Its advertising columns are informative, clean and trustworthy.

The circulation record for twenty-nine years shows a steady increase:

1896	21,516
1900	82,206
1905	120,710
1910	191,981
1915	*298,248
1920	*351,939
1924	*378,174
1925	*387,934

**Average net paid daily and Sunday circulation reported to the Post Office Department for the six months ended March 31, in accordance with act of Congress, August 24, 1912.*

The New York Times

Read The New York Times—it's a liberal education

Supremacy i

The Pittsburgh Press long has been the strongly dominant pape
in the great Pittsburgh market—one of the outstanding and leadin
papers in America.

And Pittsburgh Press circulation figures continue to CLIMB!

April 1, 1925 sworn net paid figures, Government Statement
(and A. B. C.) are

Daily - - - 172,102
Sunday - - 235,934

This is an increase, daily, of

9,115

—and an increase, Sunday, of

13,504

—over the preceding six month period.

THE PITTS

A SCRIPPS-
MEM

Represented in the National Ad

New York **Chicago** **Cleveland**

Pittsburgh!

Press Circulation for MARCH
(A. B. C. basis)

Daily - - - 179,164
Sunday - - 246,164

During March, The Pittsburgh Press led the next two Pittsburgh papers COMBINED by more than 287,000 lines of advertising. And during March, The Press carried 18,586 more classified ads than ALL OTHER Pittsburgh papers COMBINED.

Few papers show so overwhelming a leadership in both circulation and advertising volume as does this "giant of the newspaper world." Only two evening and Sunday newspapers, besides The Press—in the entire United States—carried 23,000,000 lines or more of advertising during 1924.

The Press is first in everything in Pittsburgh—total circulation—city circulation—total advertising—local display advertising—classified advertising—national advertising; and The Press has no near competitor.

URGH PRESS

RD NEWSPAPER
IE A. B. C.

g Field by Allied Newspapers, Inc.

San Francisco **Los Angeles** **Cincinnati**

SUPREME IN

The circulation of the Cleveland Press, sworn statement to the Government for the six months ending March 31, 1925, is:

201,364

This is a circulation increase over the preceding six months' period of

6,549

The Press is absolutely supreme in Cleveland —FIRST in total circulation; FIRST in city circulation; FIRST in Cleveland advertising.

THE CLEVE

A SCRIPPS-HO

Member

The Cleveland Press is represen

Allied Ne

NEW YORK: 52 Vanderbilt Avenue

CLEVELAND SAN FRANCIS

CLEVELAND

The Press, as compared with the second paper,
has a circulation lead of

10,194

And Press circulation gains still continue!

Press net paid circulation for March, 1925
was

213,855

AND PRESS

NEWSPAPER
B. C.

national advertising field by

pers, Inc.

CHICAGO: Wrigley Building
ANGELES CINCINNATI

*Again and Always---*FIRST!

FIRST
IN CINCINNATI

The Cincinnati Post's net paid daily average circulation for MARCH was

174,838

The net paid circulation of The Post for the six months period ending March 31 (sworn Government statement) was

167,983

THE CINC

A SCRIPPS-HO

Member of the Audit Bureau of Circ

ALLIED

NEW YORK CHICAGO CLEVE

*Again and Always---*FIRST!

The Cincinnati Post

—has continuously held the largest circulation of any newspaper in Cincinnati, daily or Sunday, with more than fifteen consecutive years of leadership.

—at

One Cost

—you can thoroughly cover Cincinnati and blanket Southern Ohio, Northern Kentucky and parts of Indiana and West Virginia.

List the SUPREME paper—again and always FIRST in Cincinnati

NATI POST

NEWSPAPER

Represented in the National Advertising Field by

PERS, Inc.

SAN FRANCISCO LOS ANGELES CINCINNATI

AGENCIES SEEK CONTROL OF RADIOED NEWS

Twenty-Five European Services Combine In Movement and Ask That Berne Resolutions Be Made Agenda to Washington Conference—U. S. Wire Services Approve Action

SEEKING to make wider use of wireless for news dispatches possible, an international movement by press associations to adopt universal radio regulations is under way.

Illicit picking up of wirelessed news is the evil, authorities behind the move hope to kill.

Announcement to this affect was made this week in New York by F. Douglas Williams, American general manager for Reuters Limited.

Mr. Williams informed EDITOR & PUBLISHER he had been appointed by Sir Roderick Jones, managing director of Reuters, to take the matter up before the International Radio-Telegraph Convention to be held in Washington next fall.

At this convention the Associated Press, the United Press Associations, International News Service, and Universal Service will be represented.

Mr. Williams will submit a set of resolutions regarding the regulation of wireless telegraphy which was adopted last June by 25 European news agencies at a convention fathered by Reuters held at Berne, Switzerland.

These resolutions, Mr. Williams said, will shortly be presented to Secretary of State Kellogg with the suggestion that they be accepted as far as possible as part of the agenda to the Washington convention.

"This is a splendid move," Karl Bickel, president of the United Press Associations, declared. "We are entirely in accord with it. We have long been combating wireless news theft, especially in the Far East."

Measures proposed for press news protection by the Berne convention, signed by 25 news agencies headed by Reuters, make the following points:

1. Means of secret transmission for news.
2. Limiting receiving range of all private stations.
3. Adoption by all administrations and companies of a sure but rapid means of ciphering, including as far as possible, general adoption of ciphering machines.
4. Provision of penalties, including payment of damages, confiscation of apparatus and forfeiture of license for violation of secrecy of radio messages.
5. Provision for delivery to addresses only of press messages broadcast to collective or circular, but nevertheless definite, addresses.
6. Fixing of a word rate for press broadcasts, irrespective of number of addresses included in the collective artificial address.
7. Reduction of present telegraphic press rates.
8. Extension of press rates to all hours and not just to limited hours of transmission.

The conference adopted a resolution regarding radio telephony, based on the assertion that the radiotelephone is a menace to the news agencies by depriving them of their means of livlihood, and a menace to the public through the easy spreading of "uncontrolled" press news. The resolution requires the license to stipulate that the broadcaster will not spread "political, commercial, financial or other news" except when furnished by a "recognized" news agency.

A further resolution was passed regarding the copyright of press news. It proposes uniform legislation in this matter, and argues presenting to the public a news item constitutes a personnel organization, effort and labor which should be protected. The resolution proposes that the copyright on all news obtained by a paper or news agency will be considered the property of the paper or agency so long as the commercial value of the news lasts. It proposes, further, to include in the next Hague convention (based on the Washington-Paris Convention of 1883-1911 for the protection of industrial copyrights) among the unfair acts for which penalties are provided, the unauthorized reproduction and use, for gain, of news, especially political, commercial, economic and financial news.

From Washington EDITOR & PUBLISHE learned this week, that the United States Government would shortly issue invitations to some 50 governments to send delegates to the International Radio-Telegraph Convention at which this press wireless subject will be given consideration together with radio broadcasting, radio telephony and other developments of the radio science.

Washington officials believe sessions of the conference will last about three months before a convention supplanting that agreed upon at the London conference in 1912 is negotiated and signed.

Great developments have taken place since 1912 in radio communication, and it is necessary to consider the regulation of communications by radio between shore stations located in different countries and also to deal with the subject of radio broadcasting, radio telephony and other radio developments.

It is thought likely that the foreign governments who participate may send on an average three delegates each, accompanied by technical advisers.

The United States Congress at its last session appropriated $75,000 to meet the expenses of the conference and an additional $9,000 unexpended from the appropriations to meet the expenses of the American delegates at the Inter-American Committee on Electrical Communications held at Mexico City in 1924 will be devoted to the expenses of the conference, making a total of $84,000 available.

The text of the resolutions signed by the 25 European news agencies at the conference held in Berne June 6-11, 1924, follows in full:

FIRST RESOLUTION

To seek out and put into effect, all possible technical means or devices to prevent the unauthorized picking up of news, especially:

1. By the adoption by the agencies of such methods of emission as would prevent outsiders from receiving the agencies' wireless material.
2. By authorizing the installation or maintenance of private receiving sets only after having taken all necessary measures to limit receiving capacity of the sets.
3. (a) By the putting into use by the Administrations of simple, although reliable codes, thus permitting rapid decoding.

(b) Especially by the adoption as generally as possible, of standardized automatic coding and decoding machines, for which patents have already been taken out by certain commercial firms.

SECOND RESOLUTION

To put on the same footing as those crimes which are punishable by fine and a prison term, or both, and to specify clearly by legislative action, violations of secrecy of radio communication, and the illicit employ of radio, and to add to the above penalties the seizure of the set and the withdrawal of permit, as is now being done in a certain number of countries.

THIRD RESOLUTION

To adopt an international regulation governing radio message service in the case where a message with a common address is sent to receivers in different countries which as a rule do not deliver notice of the receipt of such messages. Such radio messages should be delivered only to the addresses, and should be received only by them.

FOURTH RESOLUTION

To have adopted and put into effect, by the Administration and wireless companies in the different countries, of the principle already adopted by some of them, of multiple or circular radio messages upon which an average tax per word is charged at the sending point, whatever may be the number of addresses.

FIFTH RESOLUTION

(a) To reduce the press rate actually in existence in international tariffs.

(b) To extend the press rate beyond the time limits now existing for press messages sent by way of telephone or telegraph radio.

To have discussed at the next international radio conference the foregoing resolutions in so far as there has not already been adopted or considered a program permitting the execution of such resolutions in the countries participating in the conference.

Signers of the resolutions are:

Continental Telegraphen Company, Germany; Amtliche Telegraphen Company, Austria; Agence Telegraphique Belge, Belgium; Bulgarska Telegrafna Agentzia, Bulgaria; Ritzaus Bureau, Denmark; Agencie Telegrafica Fabras, Spain; Eesti Telegraafi Agentuur, Esthonia; Suomen Tietotoimisto, Finland; Agence Havas, France; Reuters Limited, Great Britain; Agence d' Athenes, Greece; Magyar Tavirati Iroda, Hungary; Agenzia Stefani, Italy; Latiijas Telegrafa Agentura, Lativia; Lietivos Telegrafa Agentura, Lithuania; Norks Telegrambyran, Norway; Nederlandsch Telegraaf Agentschap, Holland; Polska Agencja Telegraficzna, Poland; Agence Havas Portland branch; Orient-Radio Radio Rumania; Agence Rosta, Russia; Tidningarnas Telegrambyra, Sweden; Agence Telegraphique Suisse, Switzerland; Ceskoslovenska Tiskova Kancelar, Czechoslovakia; Agence Avala, Jugoslavia.



You Can Produce a Better Newspaper

Without Increasing Your Costs

IF working conditions in your ad alleys have forced you to make expensive single-type replacements recently, —*Investigate the Ludlow!*

If you have been forced to use old, worn, battered or broken type along side of new type and thus lower the typographic quality of your paper, —*Investigate the Ludlow!*

If you would be rid of all single-type worries such as hunting sorts, picking from live ads and standing forms, —*Investigate the Ludlow!*

If you would save the time now used for distributing dead forms, —*Investigate the Ludlow!*

If you wish to print every issue of your paper from new, sharp display faces, and all without increasing printing costs, —*Investigate the Ludlow!*

With the Ludlow in your plant, you will banish these time-worn handicaps, and in their place have an all-slug composing room system that will supply you at will with an abundance of new, clear-cut printing faces in slug lines always instantly available as needed in any size up to 60 point, including bold and extended, and without machine changes of any kind.



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

San Francisco Boston Atlanta New York

Times-Press

Is Now Akron's DOMINANT NEWSPAPER!

There's a NEW story in Akron! The consolidation of two papers has changed the situation! The Times-Press is now Akron's DOMINANT newspaper!!

The Akron Press purchased the Akron Times, the consolidation being effective March 16, 1925.

Before the consolidation, the two separate papers had a combined circulation of 48,332 and a combined advertising rate amounting to 14c a line.

For the present, the new rate for the consolidated Times-Press, daily and Sunday, is only 8c a line

All the editorial features of both papers have been retained. The two staffs of local and suburban reporters have been combined. The famous editorials of W. Kee Maxwell, former editor of the Akron Times will be continued. No feature or news service of either paper has been omitted. The two papers were of similar editorial policy and the new Times-Press is meeting with a highly enthusiastic reception by former readers of both papers.

The Times-Press is giving Akron readers one of the finest newspapers ever published.

At the present rate of only 8c a line, The Times-Press, dominant in circulation, is a particularly attractive "buy" for advertisers.

THE AKRON TIMES-PRESS

A Scripps-Howard Newspaper

NEW YORK
CHICAGO
CLEVELAND

Represented in the National Advertising field by

ALLIED NEWSPAPERS, INC.

SAN FRANCISCO
LOS ANGELES
CINCINNATI

WHAT THEY ARE SAYING

ABSOLUTE TRUTH NECESSARY

"MODERN journalism is constantly striving toward a higher ethical standard. Absolute truth, concise and definite statement of fact and perfect integrity are the qualities desired and necessary for success in he newspaper field today."—Julian S. Mason, Managing Editor, *New York Herald Tribune.*

* * *

DEFINING THE EDITORIAL PAGE

"IN a spiritual sense the editorial page of a newspaper is its soul. In a material sense the editorial page is its backbone. Everything about a newspaper can be largely determined by an examination of the regular product appearing on its editorial page."—Frank O. Edgecombe, Editor, *Geneva* (Neb.) *Signal.*

* * *

WASTE IN ADVERTISING

"FROM the background of an experience of 18 years in observing and handling advertising, I am convinced that many and probably most of the charges of waste in advertising are unfounded at the present time. Unquestionably there is waste, just as there is some waste in every process of production or distribution. There is a good deal of apparent waste in the processes of nature. Our concern must be to reduce the proportion of waste to the minimum."—W. H. Hodge, President, Public Utilities Advertising Assn.

* * *

WHAT IS NEWS?

"THERE is no greater moral and ethical question before the newspaper makers today than the one, 'What is News?' * * * I cannot refrain here and now from saying that I hope we shall some time define news as 'information or opinions that have for their purpose the betterment of humanity and the mitigation of its ills.' To say it in another way, news should be that the publication of which would make men and the conditions under which they live better."—Joseph G. Alden, Editor, *York* (Neb.) *Republican.*

* * *

THE FLAW IN COPY WRITING

"ADVERTISING men differ in their powers as much as writers of any other kind; some men can write one thing, some another. It is one of the curses of the advertising business, however, to believe that a man who has shown a masterly of one kind of a public thus understands all kinds. * * * If there is any indictment that can be made in a general way of advertising, it is that it betrays in too many cases *a lack of comprehension of the consumer* it is endeavoring to influence.—E. St. Elmo Lewis, Vice-President, Campbell-Ewald Company, Detroit.

WEEK'S AD TIPS

Acorn Agency, Inc., 56 West 45th street, New York. Placing orders with some New York Newspapers for J. A. Finn Company, "Ming Soie" silk, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers generally for the Joint Coffee Trade Publicity Committee, New York.

Brennan-Eley Company, 922 Republic Building, Chicago. Placing orders with newspapers in various sections for J. L. Kraft & Bros. Company, Kraft Cheese, Chicago.

Chambers Agency, 614 Maison Blanche Building, New Orleans. Has secured the account of the Chamberlain Hunt Academy, Port Gibson.

Nelson Chesman & Company, 1127 Pine street, St. Louis. Has secured the account of the Val Blatz Brewing Company, Milwaukee.

Maxton R. Davies Company, Keith Building, Cleveland. Now handling account of the Star Rubber Company, Inc., Star tires, Akron.

John F. Delaney Company, 326 West Madison street, Chicago. The Conlon Corporation, Chicago, manufacturers of washing machines, advertising in a few towns where they can secure dealers and cooperation.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Has secured the account of the American Cigar Company, New York.

Federal Advertising Agency, 6 East 39th street, New York. Now handling account of Wm. M. Crane & Company, smooth top ranges, gas ranges, New York.

Paul Florian Company, 122 South Michigan avenue, Chicago. Newspapers in six metropolitan cities will receive copy on Clinton Carpet Company, Ozite Carpets, Chicago, Ill.

Richard A. Foley Advertising Agency, 219 North Broad street, Philadelphia. Placing orders with some Southern newspapers for Geo. D. Wetherill & Company, paints, Philadelphia.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Has secured the accounts of the Pickwick Candy Company and Tarrant's Seltzer Aperient.

F. H. Greene Agency, Parsons Building, Buffalo. Reported will shortly place orders for the Markeen Hotel, Buffalo.

Guenther-Bradford & Company, 7 South Dearborn street, Chicago. Reported to have secured account of A. J. Kasper Company, "Turkey" coffee, Chicago.

E. T. Howard Company, 33 West 42nd street, New York. Placing orders with some Eastern newspapers for Carbona Products Company, New York.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Canadian papers receiving schedules on the Wabash Railway, St. Louis, Mo. Papers in the southwest receiving orders on the Puritan Malt Extract Company, Chicago.

Klau-Van Pieterson-Dunlap-Youngreen, 417 Sycamore street, Milwaukee. Now handling account of the Western Metal Specialty Company, Milwaukee.

Lord & Thomas, 724 South Spring street, Los Angeles. Has been retained to conduct a special institutional advertising campaign for the Pacific Electric Railway.

C. P. McDonald Company, Fisk Building, New York. Placing orders with newspapers generally for the Cycle Trades of America, bicycles, New York.

Bruce Morgan Company, 30 North Michigan avenue, Chicago. Reported will place western advertising account of Hanan & Son, shoes, Chicgao.

Peck Advertising Agency, 6 East 39th street, New York. Has secured the following accounts: Cadet Knitting Company, hosiery, Philadelphia and the Art Metal Construction Company, Jamestown, N. Y.

William H. Rankin Company, 342 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for the Manhattan Rome Company, Long Island City.

Stack Advertising Agency, 29 East Madison street, Chicago. Copy being distributed to a general list of newspapers on the Sante Fe Railway, Chicago.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Reported to be placing orders with newspapers for the Stearns Electric Paste Company, Chicago.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. North Carolina papers receiving copy on the Richardson Roofing Company, Lockland, O.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Reported to have secured the accounts of Rumley-Robbins Company, threshers, Sycamore, Ill., and Russell Water Softener Company, Chicago.

Williams & Cunnvngham, 6 North Michigan avenue, Chicago. Florida newspapers receiving copy on the Phelps-Hendrickson Company. A small list of papers in the southwestern territory receiving contracts on the Sun Oil Company, Philadelphia, Pa.

SIX PRIZES FOR ADVERTISING TYPOGRAPHY

The Advertising Department of The New York Times offers six prizes for the best typography for an advertisement 100 agate lines deep by 3 columns wide.

First Prize	$100	Fourth Prize	$25
Second Prize	$50	Fifth Prize	$25
Third Prize	$25	Sixth Prize	$25

Entries in proof form must be received by Saturday, April 25, 1925, addressed

Typographical Contest
Advertising Department

The New York Times

TIMES SQUARE NEW YORK

Text of the advertisement:

Strictly a Newspaper—
For Intelligent, Thoughtful People

The New York Times

"All the News That's Fit to Print"

Without Comics Without Puzzles
Without Equal in Completeness and Quality of News

Daily, Over 350,000
Sunday, Over 600,000

Its Advertising Columns are Informative—Clean—Trustworthy

The New York Times accepts no returns
Newsdealers can supply only the regular demand.
Order in advance.

The Best Is Not Too Good for You
Read The New York Times—
It's a Liberal Education

Youngstown Telegram
FIRST
again, again and—again!

The growth of the Youngstown Telegram continues—the supremacy of the Youngstown Telegram continues!

Sworn statements of net paid circulation to the Government follow:

April 1, 1925 31,311
October 1, 1924 30,029
April 1, 1924 28,285

The Telegram carries more Youngstown advertising than any other Youngstown daily. Dominant in circulation and advertising!

The Telegram offers the best home contact with metropolitan Youngstown which includes Niles, Warren, Poland, Girard, Mineral Ridge, Hubbard, East Youngstown, Struthers, Lowelville, Newton Falls with a combined population exceeding 200,000.

The Youngstown Telegram

A Scripps-Howard Newspaper

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO
LOS ANGELES CINCINNATI

EDITORIAL

BRITISH ADVERTISING RATES

WHEN the talk is of British newspaper methods, as compared with those in general American application, the premise upon which all usually agree is that the British publishers levy a far higher tariff on their advertisers than do the metropolitan dailies of the United States. The English newspaper man accepts the situation complacently; the American sighs for a similar formula. Never, to our knowledge, has anyone attempted to reduce the apparently contrasting systems to a comparable basis.

British newspaper advertising space is ordinarily sold by the inch, occasionally by the page, and in a few cases by the "square"—the vertical dimension of which equals the column width. Its price is, of course, quoted in pounds, shillings and pence. The flat rate basis prevails to a greater extent on the larger dailies of Great Britain than in the United States, where complicated schedules are still the rule for local retail advertising. The London publisher concerns himself little with the elaborate distinctions between local and general advertising that American publishers have found necessary. All of these conditions tend to minimize the overhead carried by the British publisher as compared with that of his American colleague, and therefore to increase his net return.

But, passing that, and reducing the British rate cards to dollars and cents and their inch rates to an agate line basis, it appears that the British advertiser pays little more, if any, than does the American, for the privilege of reaching so many thousand or million readers. Taken at random from the latest statistics available and translated into American units, here are some interesting statistics on the London dailies:

Newspaper	Circulation	Agate Line Rate	Rate Per Line Per Million Circulation
Daily Mail	1,745,853	*$2.40	$1.37
Evening News	761,311	1.37	1.79
Daily Chronicle	980,508	1.54	1.57
Daily Express	850,000	1.11	1.31
Daily Mirror (tabloid)	1,000,000	1.55	1.55
Daily News	615,755	.77	1.25
Weekly Dispatch	728,460	1.20	1.64
News of the World	3,500,000	4.28	1.22

Here are some corresponding figures from dailies of American cities:

Newspaper	Circulation	Agate Line Rate	Rate Per Line Per Million Circulation
New York Herald-Tribune	270,159	$0.516	$1.91
Sunday edition	316,585	.559	1.77
New York Evening Journal	666,686	1.25	1.87
New York Daily News	786,398	1.10	1.40
New York Sunday News	807,279	1.00	1.24
New York Times	352,100	.66	1.87
New York Sunday Times	569,623	.792	1.39
New York World	378,912	.44	1.16
New York Sunday World	559,875	.44	.95
New York American	297,420	.60	2.02
New York Sunday American	1,054,933	1.75	1.42
Chicago Daily News	392,731	.65	1.66
Chicago Herald-Examiner	348,005	.55	1.58
Chicago Sunday Herald-Examiner	1,018,917	1.10	1.08
Chicago Tribune	608,130	.90	1.48
Chicago Sunday Tribune	920,638	1.25	1.36
Philadelphia Bulletin	516,609	.60	1.16

The comparison is evident. The British rates per inch or line are high only because their circulations are much larger than is possible in America today. London's dailies have at their doorstep an area the size of New York State, all of it within a day's ride, and living within it, 45,000,000 people. Their tariffs are not exorbitant by American standards; they are not even high, and with the movement toward certified circulations gaining adherents, it is not unreasonable to expect that rates will be higher. And speaking of circulations, it should be mentioned here that this comparison brought to light a typographical error in the listing of British newspapers in the 1925 International Year Book. *The Evening Standard,* which is one of several London dailies that do not state their circulation figures, is listed as having a daily average sale of 1,500,000 copies. No official of the Evening Standard has ever made any such claim and Editor & Publisher regrets this error in an otherwise correct presentation of important facts.

British circulations are large by our standards and they are expected to bring a profit to the newspaper, irrespective of the volume of advertising that comes in their wake. Cost of white paper, ink, and circulation promotion, it may be assumed, are covered and a handsome margin left over when the newsdealers make their returns to the publisher.



BRANCHES OF PALM TREES

ST. JOHN, XII—12 to 14

ON the next day much people that were come to the feast, when they heard that Jesus was coming to Jerusalem,

Took branches of palm trees, and went forth to meet Him, and cried, Hosanna: Blessed is the King of Israel that cometh in the name of the Lord.

DECLARE THE PUBLIC IN

ST. PAUL DISPATCH is running a sensible local feature on its first page, which deserves imitation. The city is planning a new city hall. Each day the Dispatch asks citizens where the city hall should be located, with amplified reasons.

The people of a city often need to be reminded that public affairs are their business. The newspaper is the mouthpiece of the citizenship.

Pure cynicism underlies the common notion that the public is not interested in the affairs of city, state and nation, as may be demonstrated by any enterprising editor who proceeds to "declare the public in," by the simple process of interviewing and the publication of letters on public questions.

The cross-word puzzle is now flourishing in England, Japan and Germany, but France remains calm and disinterested.

WRONG PRINCIPLE

IF a newspaper is not to function in such matters as giving to its readers the news of the actions of the community's law-making bodies, its mission is small indeed. The Michigan proposal that the proceedings of village councils be published in local weekly newspapers as legal advertising, is a wholly unjustified imposition upon taxpayers, completely out of tune with the enduring principles of journalism. No institution has a greater sympathy with the struggles of the country press to gain material success than has Editor & Publisher, no one could have higher appreciation of the sacrifices made by weekly editors in the name of good journalism than this paper, but the way out is not to restrict such natural news as the proceedings of a village council by making it an advertising form.

April 4, 1925 Volume 57, No. 45

EDITOR & PUBLISHER
Published Weekly by
The Editor & Publisher Co.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London: The Advertising World represents Editor & Publisher *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 34 rue Thiers, Boulogne-sur-Seine (Seine).
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy;* $4 *a year; foreign* $5; *Canadian* $4.50.

THE PINCH HITTER

THERE is nothing in commercial life comp to the newspaper in opportunity to ser classes at all times, in fair weather and f season and out of season, up and down the gra fluctuating prosperity. In times of healthy re ment, following abnormal bursts of trade, the paper serves its finest business cause. It fac the action of the positive spirits in business wh most aggressively when the sledge is moving When commerce is driving the daily press' bu columns are first to respond. Sometimes we w if all business men really understand and app the 365-day per year flexibility of the daily pre its power to pinch hit when the game requires th ball shall be lifted to safe quarters. We kn numerous national advertising accounts that sho running this Spring in newspapers, rather th media where sales processes are necessarily slo

---

Senator Jim Reed, of Missouri, last w declared that ninety per cent of the newspap of the land are run by morons, for reve only, thereby reserving for himself a ten cent hole to crawl through in case of emerge

---

ANOTHER FALSE IMAGE

THE picture that some of the correspond attendance upon the trial of the criminal man have drawn of that man have justifi common criticism that in its treatment of crim the so-called sensational newspaper glorifies de characters and makes infamy attractive.

Chapman is called "arch criminal" and descri of superior intellect, magnificent courage, ma ability and a true genius in evading the conse of evil toward his fellow man. F. P. A. in his ning Tower" described a court scene as depic the press accounts and declared: "Anybod doesn't envy Chapman the feeling that must hav his at that moment isn't human." And that's th

An editorial writer for the Hearst newspa New York took the romance out of the tel accounts of the Chapman murder trial by com the criminal to a rat that has slipped out of only to be caught again, and showing that this c is really a weak, miserable, hunted wretch wh is a complete failure. This was the true pict course, and was sorely needed to offset a false of heroism.

D. P. R. Paid.—No. 57894631. Hon. Reed, Kansas City, Mo. Please wire P. Collect names and addresses ten per American editors and publishers who are commercial morons. Thanx. A. Moron.

SCHOOL NEWS

TWENTY to thirty per cent of the popula the normal American city is composed of children. On every side we see editors c to this important class of readers. Children entertainment in newspapers and get it in full m but a newspaper's function does not end th any means. News of school affairs is not or to children but to their parents, and it sells papers and makes valuable friends.

We have been noticing interesting work alo line by the *Lowell* (Mass.) *Evening Ledg* weekly page of news from the public sch written by selected scholars from each school city. The page is smartly edited by E. A. of the Ledger staff, who organized the depa The feature has added circulation and has to the paper many evidences of appreciatio children, their parents' and school authoritie have co-operated in the enterprise and have ac edged the educational advantage in having youngsters doing practical newspaper writing. is keen competition among the children honored post of class correspondent.

It is suggested that in cities where th flourishing organizations of boy and girl weekly news pages can also be operated with of success. When you forget to serve child forget a quarter of your people.

PERSONALS

NELIUS VANDERBILT, JR., been made an honorary member International Printing Pressmen sistants Union of North America.

rt P. Scripps of the Scripps- newspapers was entertained in April 1, as guest of honor of the American Press Association. Fol- the luncheon Mr. Scripps made a dress upon American interpreta- European news and outlined the policies of the Scripps-Howard bers in connection with the amount play of European news.

lr Lew B. Brown, editor and or of the *St. Petersburg* (Fla.) *Independent,* the famous "Sun- aper" of St. Petersburg, and Mrs. have made reservations to sail ew York on the Mauretania, May spend three or four months in

A. Park, publisher of the *Raleigh Times,* W. C. Dowd, Sr., pub- f the *Charlotte* (N. C.) *News,* s. Dowd, and P. H. Batte, pub- the *Wilmington* (N. C.) *Morn- r,* recently returned from a ten to Bermuda.

K. Grondahl, publisher and edi- the *Red Wing* (Minn.) *Daily an,* is taking his vacation in

s P. Merrill, vice-president and manager of the Ludlow Typo- ompany, Chicago, has returned rs. Merrill from an extended he Pacific coast.

Miller, editor, *South Bend* returned recently from a trip rnia.

rd E. Carpenter, of Carpenter & ional advertising representatives, been in ill health for three years, unced his intention of remaining da for the spring months where owly regaining his strength.

THE BUSINESS OFFICE

LEVY has resigned as circula- manager of the *New York Bulletin.*

G. Barrett, advertising man- the *Raleigh* (W. Va.) *Register,* Barrett are parents of twins, a girl, born March 23.

nd Mrs. Frank Dancy Caruthers York will sail April 7 for rance, via Cherbourg, for a va- n the Continent. Mr. Caruthers mber of the *New York World* staff.

Grabhorn, formerly with the *geles Evening Herald* has suc- E. A. Barrymore on the *Los Daily News* advertising staff.

H. Comer, formerly with the ublishing Company succeeds M. e.

H. West, formerly with the Cusack Company, outdoor ad- , has been appointed Philadel- resentative of the *Camden* (N. *-Telegram.*

E. Anderson, for the last sev- s manager of national advertis- the *Lincoln* (Neb.) *Star,* has e advertising department of the *Farmer,* Lincoln.

Margaret J. Sines, of the *Tren- s* business office, is convalescing a serious operation performed at n hospital.

THE EDITORIAL ROOMS

DB HOLLAND has been pro- ted from day editor, *Miami Herald,* to editorial writer. He place of Dr. J. Delman Kuy- who has for three years written for the Herald and also served r of the Union Congrega- rch of Coconut Grove, a Miami

. Murphy, editor of the *Marsh- e.) Southwestern Oregon Daily* s resigned to become secretary of the Marshfield Chamber of Commerce.

B. S. Griffith, state editor of the *Charlotte* (N. C.) *News* has been made managing editor succeeding J. A. Daly who takes the post of city editor. A. D. Jones, reporter becomes state editor.

Miss Sara Ross, for the past year telegraph editor of the *St. Petersburg* (Fla.) *Independent,* has left for New York where she will sail for abroad to be married in Antwerp to Harry L. Porter, Jr., a mining engineer.

Mrs. Louis Love, who has been broadcasting through a Philadelphia station for the last two years, has joined the staff of special writers of the *Philadelphia Record.*

Clarence S. Martin, telegraph editor of the *Oswego* (N. Y.) *Palladium,* has resigned to join the New York state comtroller's office at Albany.

John G. Dickson has resigned as news editor of the *Greensboro* (N. C.) *Daily News* to do feature writing and special correspondence.

H. F. C. Duberg, for several years editor of the *Bridgeport* (Conn.) *Telegram* has resigned. Jack Gardiner, recently with Montreal newspapers has undertaken editorial direction of the *Bridgeport Post, Telegram* and *Sunday Post.* Howard I. Comstock, has been named city editor of the Telegram and Harry F. Smith and Elliott W. Platt assistants.

Richard L. Young resigned April 1, from the city staff of the *Charlotte* (N. C.) *News.*

Lewis Yeager, for 15 years court house reporter of the Spokane (Wash.) *Spokesman-Review* has resigned to enter the technical end of the moving picture industry in Los Angeles.

Mason Hood, *Charlotte* (N. C.) *News* reporter and L. J. Hampton of the staff of the *Winston-Salem* (N. C.) *Journal,* returned recently from a 10-day trip to Bermuda.

Frank Smith, formerly of the *Butler* (Okla.) *Herald,* and recently of the *Lawton* (Okla.) *Bee* staff, will succeed the late J. L. Lawton as editor of the *Arapaho* (Okla.) *Bee.*

J. Clarke Waldron, formerly with the *Chicago Tribune, St. Louis Star* and *St. Louis Times* is enrolled as a student in the School of Journalism of the University of Missouri.

W. R. Beaumeir has resigned from the *San Antonio Express* reportorial staff.

Claude Carmichael, graduate of the School of Journalism, University of Missouri, has been appointed editor and manager of the *Okeman* (Okla.) *Okfuskee County News.*

Harry Ferguson, formerly on the staff of the *Chicago Herald-Examiner,* is now in the School of Journalism of the University of Missouri.

Willard Williams, reporter for the *Westport* (Conn.) *Standard* is recovering from a recent severe illness.

Ray Humphreys of the *Denver Post* reportorial staff has been ordered to San Antonio, Tex., for two weeks training in the Officers Reserve Corps.

W. B Gatewood, formerly with Universal Service at Fort Worth, is now on the staff of the *San Antonio Light.*

H. G. Head has returned to the *San Antonio Evening News* copy desk from the Kansas City bureau of the International News Service.

Cliff Wesselmann, formerly cartoonist on the *Lexington* (Ky.) *Herald,* is drawing a weekly feature for *The Billboard* entitled "Celebrities in Caricature."

Thomas J. Cullen and George Reinhardt, have joined the *Bridgeport* (Conn.) *Post* staff.

Ted Brewer has resigned from the *San Antonio Evening News* reportorial staff.

Miss Laura Schmitz, former city editor of the *Chillicothe* (Mo.) *Tribune,* has been appointed a member of the Board of Regents of the Northwest Missouri State Teachers College at Maryville, Mo., the first woman to be so honored.

Paul Dollman, formerly of Philadelphia, Milwaukee and Albany newspapers, has joined the copy desk staff of the *New York American.*

FOLKS WORTH KNOWING

JOHN H. CASEY, assistant professor in the School of Journalism, University of Missouri, was raised on printer's ink in the plant of the *Knoxville* (Ia.) *Express* which his father, W. J. Casey has been publishing for the past 40 years.



JOHN H. CASEY

Upon being graduated from the school in which he now teaches in 1920, Mr. Casey became editor of the farm and market pages of the *Nashville* (Tenn.) *Tennessean,* under the well known Col. Luke Lea. Before the year was up, he went to the Orient to join the B. W. Fleisher publications of Tokio, Japan, where he was on the staff of the *Japan Advertiser* and later was advertising manager and assistant editor of the *Trans-Pacific Magazine.* He remained in Tokio two years.

After returning by way of China, the Suez Canal and Europe, Mr. Casey covered the state capitol for the *Des Moines* (Ia.) *Register* during the summer of 1923. In the fall, he was appointed assistant professor in his Alma Mater where he is in charge of courses in The Country Newspaper, Trade and Technical Journalism, The Agricultural Press, Typography, Newspaper Office Management and Country Newspaper Production.

Mr. Casey's 12 students in Country Newspaper Production publish an eight page typical country weekly for Boone County, Mo., the *Herald-Statesman,* the first attempt of its kind by any School of Journalism. This paper was started this year in addition to the Columbia Evening Missourian, the daily newspaper published by all the students in the School.

Frank Mallon has been promoted to editor of the lobster trick of the *New York Evening Graphic.*

Leonard Smith, Albany correspondent of the *New York Evening Post,* is spending a week's vacation at his home, Montclair, N. J.

Gene Flack, feature writer for several years for the *Chicago Herald and Examiner,* recently left that newspaper to enter the advertising field.

Miss Betty Martin Snyder, former police court reporter on the *Hagerstown* (Md.) *Daily Mail,* has resigned because of ill health.

HOLDING NEW POSTS

EINAR HANSON from editor and manager *Madelia* (Minn.) *Rural News* to advertising manager, *Chippewa Falls* (Wis.) *Herald.*

Harry Tarvin, from *Denver Rocky Mountain News* to reportorial force, *Denver Post.*

H. Conrad Harvey, from classified advertising department, *Cedar Rapids* (Ia.) *Evening Gazette,* to advertising staff, *St. Joseph* (Mo.) *Gazette.*

P. B. Willett, from *Los Angeles Times,* to art department, *San Antonio Express* and *Evening News.*

John P. Ferguson, from telegraph editor, *Buffalo Times,* to copy desk, *New York World.*

PRESS ASSOCIATION NOTES

KENT COOPER, assistant general manager of the Associated Press, left this week on a week's business trip through the Southern states.

William Turner, far eastern manager for Reuters, Limited, in Shanghai, China, is on his way to England on vacation. He will be in New York next week, sailing for England, April 13.

C. N. Griffis, correspondent of the United Press at Lima, arrived Thursday aboard the Aconcagua for a brief vacation. Griffis, in addition to representing the United Press, is editor and principal owner of the *Lima West Coast Leader,* an English language weekly, and recently founded a new weekly in English at Panama.

Floyd Williamson, former night city editor of the Associated Press New York office, more recently correspondent in Pittsburgh, Pa., has been appointed correspondent in Boston, Mass. He is succeeded by P. P. Cronin, Jr.

WITH THE SPECIALS

MERWIN R. CRAWFORD, for the past ten years with national advertising mediums in the New York and Chicago territories, has joined the New York office of Wm. J. Morton Company, publishers' representatives.

John Budd Company's Pacific Coast offices are now located in the Sharon Building, 55 New Montgomery street, San Francisco. Walter L. Doty is in charge. Associated with him is C. Gabriel Payne.

John M. Branhan Company, publishers' representative, after April 10, will occupy new and larger offices in the London Guarantee & Accident Building, 360 North Michigan Boulevard, Chicago.

MARRIED

JAMES R. AARON, formerly connected with the *Trenton Times* advertising department, to Miss Helen Keephart of the Times business office.

SPECIAL EDITIONS

ST. PETERSBURG (Fla.) TIMES, 172-page Festival of State edition, March 22.

Mexico City Excelsior, 8th anniversary edition, March 18.

London (O.) *Madison Press,* 32-page Spring edition.

WITH THE ADVERTISERS

L. T. SWALLOW has resigned as advertising manager of the Wayne Tank and Pump Company, of Fort Wayne, Ind. Mr. Swallow has been associated with the Wayne company for the past year.

NEW PLANTS AND EQUIPMENT

BRECKENRIDGE (MINN.) GAZETTE TELEGRAM has installed a Chandler & Price jobber, with a latest series Kluge automatic feeder and a Cheshire & Greenfield trimmer.

Edgerton (Minn.) *Enterprise* has put in a Johnsonized Gordon press, 11x17.

Kenyon (Minn.) *Leader* has purchased a Johnsonized 26-inch Oswego Lever cutter.

Tracy (Minn.) *Headlight-Herald,* has installed an Addressograph machine and plates for mailing list.

Marshall (Minn.) *News-Messinger,* has a new 34-inch Diamond power cutter.

LeRoy (N. Y.) *Gazette-News,* has purchased a site in Bank street of that village with a frontage of 122 feet on which a modern newspaper publishing plant will be erected.

CHANGES OF OWNERSHIP

STRUTHERS (O.) TRIBUNE, weekly, recently purchased the *Hubbard* (O.) *Enterprise* and will continue separate publication of the paper as the *Hubbard Enterprise-Tribune.* The Struthers Tribune Publishing Company also publishes the *East Youngstown Tribune,* weekly.

Sault St. Marie (Mich.) *Times,* issued Sundays, has been sold to local interests and will henceforth be known as the *Cloverland Telegram.* The former owners were Thomas J. Green, Lansing; Merlin Wiley, Detroit; and Edward Thompson and Samuel C. Taylor, of Sault St. Marie. The names of the new owners have not been made public,

but L. F. Van Allen is to be editor.

Harry E. Young, formerly of the advertising department of the *Toledo News-Bee,* has purchased the *Genoa* (O.) *Gazette* from William Schooler.

R. Honey, former Kansas newspaper publisher, now a resident of Yorba Linda, Cal., has taken over the newly organized *Olive* (Cal.) *Sentinel,* which has been publishing for three weeks.

Robert H. Thomas and Douglas F. Hardesty have purchased from I. E. Aucker, the *Rimersburg* (Pa.) *Record.* Mr. Thomas who is the new editor, was formerly employed by the *Hagerstown* (Md.) *Morning Herald,* and has also worked on newspapers in Baltimore, Washington and New York. J. Reed Aucker, son of the former owner will continue with the Record.

ASSOCIATIONS

INNER CIRCLE, New York organization of political writers past and present, held its annual dinner and revue March 28, at the Hotel Astor, New York. The revue this year was entitled "Cross Words" and as usual poked fun at city and state politicians. More than 1,000 attended. Charles S. Hand, of the *New York American,* and president of the Inner Circle, presided.

Pacific Northwest Newspaper Association will hold its spring meeting in Vancouver, B. C., April 11. The invitation was extended by R. J. Cromie, publisher, *Vancouver Sun.* The sessions will be held in the new Province building. J. F. Young, manager of the *Spokesman-Review,* of Spokane, is president of the association. Harvey J. Kelly of Spokane is secretary.

Oklahoma Press Association will hold its annual spring convention at Sulphur, May 8 and 9. Entertainment features will include a gridiron banquet, editorial ball, golf tournament, trips through Platt National Park and an outdoor supper at Turner Falls, scenic vacation center in the Arbuckle mountains.

Greater Buffalo Advertising club will conduct a cruise to Montreal this year. A four day itinerary is planned. C. V. Merlau is chairman of the cruise committee.

Advertising Club of Dubuque, Ia., has become affiliated with the Associated Advertising Clubs of the World. John Rider Wallis is president, and Alina M. Reiner, secretary.

SCHOOLS

A FOUR-PAGE comic supplement in colors has been added as a regular feature of the *Columbia* (Mo.) *Herald-Statesman,* laboratory product of the class in the country newspaper making at the School of Journalism of the University of Missouri. The paper is a typical eight page country weekly which circulates in Boone County. It is published under the supervision of Prof. John H. Casey.

Edwin Denby, of Detroit, former secretary of the navy, will be the principal speaker at the annual Gridiron Banquet at the University of Michigan, Ann Arbor, April 7th, under the auspices of Sigma Delta Chi, national professional journalistic fraternity.

Rollo Ogden, editor of the *New York Times,* and Edward S. Beck, editor of the *Chicago Tribune,* are expected to attend, and Irvin S. Cobb and Henry L. Mencken have signified their intention of being present.

"Lou Holland Chapter," of Alpha Delta Sigma, national advertising fraternity, was installed in the University of Kansas at Lawrence, Kan., last week by E. K. Johnston, professor of advertising in the School of Journalism of the University of Missouri.

The department of journalism of Tulane University, New Orleans, is providing regular work in laboratory methods in connection with the *New Orleans Times-Picayune.* Students in advance reporting are turned over by Dr. H. M. Blain, head of the department, to the city editor who sends them out on regular assignments.

Marc N. Goodnow, head of the University of Southern California journalism department, recently made a trip to San Pedro with his class, where they took complete charge of the editorial work on the *San Pedro Pilot* for one day.

Obituary

EDMUND A. FLETCHER, 75, who, when he retired in 1915, had been 38 years on the staff of the *New York Tribune,* died in New Jersey State Hospital, Trenton, March 28. At the time of his retirement, he was the Tribune's night editor.

MRS. GRACE VAN BRAAM GRAY, wife of Reynolds C. Moorhead, city editor of the *Philadelphia Inquirer,* died Saturday, March 28, from the effects of an operation. Mrs. Moorhead began her newspaper career on the now defunct *Philadelphia Press* about 20 years ago, later going to the Munsey paper, the *Evening Times,* where she held the posts of dramatic editor and later woman's page editor. After the Times was discontinued she served in various capacities on the *North American,* the *Inquirer,* and the *Public Ledger.*

FERDINAND BLECH, one of the pioneer printers of Los Angeles, one time business manager of the *San Francisco Evening Post,* and father-in-law of S. Fred Hogue, chief editorial writer of the *Los Angeles Times,* died recently at the home of his son Charles F. Blech in Los Angeles.

ALEXANDER HAMILTON SEATS, former city editor of the *Columbia* (S. C.) *State* and the *Columbia Record,* died March 26, in a hospital at Jacksonville, Fla.

GEORGE H. FITCH, 72, retired newspaper man, dropped dead recently at Arcadia, Cal. Fitch was for many years an editorial writer for the *San Francisco Chronicle.*

EDWARD G. INGALLS, 64, for more than 40 years employed as stereotyper on Boston and New York papers, died March 26 at his summer home at Salisbury Beach, Mass. He was employed on the *New York Journal* for many years as foreman of the stereotypers, and on the *Boston Post* and *Globe.* At one time he was head of the Boston Stereotypers' union.

ARCHIBALD MCNEE, 80, veteran Canadian newspaper man and at one time president of the Canadian Press Association, died at Windsor, Ont., March 26. In his earlier years he was a member of the Parliamentary Press Gallery at Ottawa and wrote political articles for many Canadian newspapers. He then became editor and part proprietor of the *Windsor* (Ont.) *Record,* holding this position until his retirement several years ago.

SIDNEY OSTRANDER, owner of the *San Francisco News Bureau,* a financial publication, was killed almost instantly March 24, near Santa Barbara, Cal., in an automobile accident.

LUTHER S. LAKE, 60, representative at Lyons, N. Y., of many newspapers, died at his home in that village. He had served some newspapers as their Lyons correspondent for 40 years.

JAMES E. DOYLE, publisher of the *Syracuse Catholic Sun* and formerly managing editor of the *Syracuse Herald,* was buried at Syracuse March 17, following his death from heart disease March 13.

J. A. TYLER, 57, owner and publisher of the *Miles* (Tex.) *Messenger,* died recently at Miles. He had long been in ill health.

PAUL WALLACE HANNA, well-known journalist and former Washington correspondent for the Federated Press died suddenly in New York last week. He worked at various times on the *Washington Herald, Oakland Tribune, San Francisco Call,* before going on the *New York Call,* which he later served at the Peace Conference at Versailles.

DRURY KINGSLEY UNDERWOOD, for 36 years a prominent figure in newspaper and theatrical circles of Chicago, died on March 29, at Alexian Brothers hospital, Chicago. In his earlier days, he was a co-worker of George Ade, Peter Finley Dunne, and Brand Whitlock. Underwood's last newspaper work was with the *Chicago Herald.*

DAVID M. KORNFIELD, father of Benjamin B. Kornfield of the *Wall Street Journal* and Louis D. Kornfield of the Bureau of the *New York Times* March 30 in Nyack, N. Y.

Railroad Bans News Vendor

Officials of the Norfolk & W Railway announced April 1 that after no news vendors would be a on the company's passenger trains convenience caused passengers outw service rendered, they said.

Rockford Daily Sued for $100,

Suit for $100,000 damages ha filed by Fred T. Peterson, labor date for Mayor, against the *Ro* (Ill.) *Republic* as the result of paign story, which Peterson cla "false in implication and libelous."

The patent office at Washington more than $3,000,000 in fees las Still, there is no substitute for w *Buffalo Evening Post.*

DURING 1924
The
Plain Deale
published
51%
of ALL the National lineage pearing in
ALL Cleveland Newspap
The Plain Deal
ONE Medium—ONE Cost ALONE W
J. B. Woodward 110 E. 42d St. New York
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CONCENTRATE
SELLING PRESSURE
93% of the circulation of the New York Evening Journal is concentrated right in New York City and its suburbs where advertisers look for the sales against which New York advertising appropriations are charged.
NEW YORK JOURNAL
Largest Evening Circulation in America

THE First thought those who advert to Texans is usua
The Dallas Morn News
—the pap
Prosperity

It covers an ideal test market used by
National Advertisers
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

Murad Cigarettes
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

San Francisc Chronicl
PAYING circulati determines the lo cal choice of an adve tising medium. In S Francisco and Nort ern California it is recognized fact th The Chronicle follo ing has the buyi power.
National Representatives
Williams, Lawrence & Cresm
360 N. Michigan Ave., Chica
225 Fifth Ave., New York

WHAT'S WHAT IN THE FEATURE FIELD

Edith O'Dell on Trip to London — Rupert Hughes Writes on Modern Femininity—Bernstein Returning in Ill Health

MISS EDITH O'DELL, editor-in-chief and vice-president of the McClure Newspaper Syndicate, New York, will leave next week on a trip to England, combining business and pleasure. She plans to be away about two months.



MISS EDITH O'DELL

While abroad she will make her headquarters at the syndicate's London office where she will arrange for new newspaper features by British authors, and discuss future contributions from writers already under contract, including Ruby M. Ayres, H. G. Wells, Sir Philip Gibbs, and Shaw Desmond.

Miss O'Dell has been editor-in-chief and vice-president since January, 1924, when a profit sharing system was inaugurated by the syndicate. Prior to that she was assistant treasurer of the same organization for seven years.

Rupert Hughes is writing a new weekly feature for Bell Syndicate, Inc., New York, treating on the woman question in general.

Herman Bernstein, editor and former war correspondent, who has been writing articles from Europe for the Federal Future Syndicate, New York, has been forced to cut his trip short due to ill health, and is returning to this country April 6, on the S. S. Cleveland. He has been abroad since last November, visiting England, France, Germany, Poland, Egypt and Palestine.

George Ade is writing an entirely new series of "Fables in Slang" for the Bell Syndicate, New York.

"Monguito," a comic strip in Spanish, by Abril Lamarque, has been added to the list of the United Features Syndicate, New York for Cuban, Mexican, and South American newspapers. Mr. Lamarque is on the staff of the *New York Telegram and Evening Mail.*

The Bell Syndicate, Inc., New York, this week announced a new weekly feature under the title T"rub's Diary," a series of dog stories by John Taintor Foote, dog expert. The story is told in the first person by the hero of the yarn, a hard-boiled bull pup.

The McClure Newspaper Syndicate has a new series weekly, illustrated, page stories to start May 3. They are stories of the American desert in the days of the prospectors written by H. C. Wire.

The Metropolitan Newspaper Service, New York, this week announced new illustrated short stories for April and May by Booth Tarkington, Arthur Somers Roche, P. G. Wodehouse, Henry C. Rowland, Sophie Kerr, Albert Payson Terhune, and E. Phillips Oppenheim.

Donald Lowrie, author of the "My Life in Prison," serial, is writing a new story, "Back in Prison—Why!" for syndication by King Features Syndicate, Inc., New York. Lowrie is dying of tuberculosis in the Arizona State Penitentiary, Florence, Arizona, after having pulled himself out of prison by sheer ability and grit twice. Fremont Older, editor of the *San Francisco Call*, visited Lowrie in prison and persuaded him to race with death and write his final story.

ADVERTISING AGENCY AFFAIRS

Rankin Agency Celebrates Ninth Year in New York—Creske-Everett, Inc., In New Offices—Prest-o-Lite Executive Joins Hammel Sutphen & Co.

WILLIAM H. RANKIN COMPANY celebrates its ninth year in New York, April 4, with a formal opening of the new New York office in the Canadian Pacific Building.

On April 15, the Chicago offices will be moved to new quarters in the Tribune Building.

I. A. Groth, head of the Chicago organization will celebrate the beginning of his 27th year with the one organization. He started his advertising career with the Mahin Advertising Company in 1899 and with the other present owners of the business changed its name nine years ago to the Wm. H. Rankin Company.

Robert W. Rinehart, vice-president, opened the New York office in April, 1916. Complete organizations are maintained in both Chicago and New York, with branches in Philadelphia and Akron, and affiliated companies in San Francisco and in Toronto, Canada.

Creske-Everett, Inc., moved their offices March 30, from 19-25 West 44th Street, New York to 300 Madison avenue, where they will occupy an entire floor.

Frank L. Parrill has joined the staff of Hammel Sutphen & Co., Inc., Los Angeles, Cal. Mr. Parrill was formerly sales promotion manager of the Prest-o-lite Company. He was also on the merchandising and advertising staff of the Chilton Company, Philadelphia, advertising manager of the Cole Motor Car Company, Indianapolis, and has served with the Homer McKee Advertising Company of the same city.

A. C. Barrell has joined the copy staff of Frank Seaman, Inc., New York agency.

Vaughn Weidel has been appointed promotion manager of the United Advertising Agency, Sioux City, Ia.

O. S. Tyson & Co., Inc., New York advertising agency, has moved to 16 E. 41st street.

George L. Sawyer, formerly New York manager of the Barber-Greene Company, has joined the David C. Thomas Company, Chicago, as vice-president.

The Crawford-Harris advertising agency, Vancouver, B. C., has been reorganized. Joseph Burgess, former manager of the firm's office in Edmonton, Alta., has been taken into the firm and the name changed to Crawford, Harris & Burgess Advertising Service. Enlarged quarters for the business have been taken in the Province Building, while the branch offices in Edmonton and Victoria will be retained.

Joseph N. Sandfield, advertising, 308 North Michigan avenue, Chicago, has filed a petition in bankruptcy in the United States district court at Chicago. Assets of $924.75 and liabilities of $10,130.85 are listed.

Howard V. Kennington, for the past 10 years associated with the *Chicago Herald-Examiner*, has left newspaper work to join the Chicago office of Albert Frank & Co.

Experience The Best Teacher

Has taught American exporters that the best advertising medium in Japan is

THE JIJI SHIMPO

時事新報

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

JAPAN ADVERTISER SUITE

342 Madison Avenue **New York City**

THE JIJI SHIMPO

Tokyo

"In Japan, the Buyers Read The Jiji"

CIRCULATION PROGRESS

Carrier Welfare Work One Way to Build Sales—Newell



FRANK S. NEWELL

FOR promoting and maintaining circulation, carrier welfare work rather than the use of premiums or contests, often proves most successful, in the opinion of Frank S. Newell, circulation director of the *Memphis* (Tenn.) *News Scimitar.*

Newell, although he cannot boast of having carried papers himself or sold them on the streets, keeps his own carrier force intact and hard working, by constantly watching out for their interest and benefit. He was one of the first circulation managers to see the possibilities behind such work, and has been continually active in its direction.

He started newspaper work in the circulation department of the *Milwaukee* (Wis.) *Sentinel* in 1913 as traveling representative. Later he became country circulator and in 1916 joined the *Cincinnati Post* as country circulation manager. Remaining with the Scripps-Howard newspapers, he was sent in 1919 by that organization to take charge of the circulation department of the *Houston Press.* Two years later he was moved to Norfolk to start the *Norfolk Post,* where he remained for three years as business manager. He came to his present position from the *Washington Daily News,* where he worked last year.

HOPE FOR DARLING'S RECOVERY

But Famous Cartoonist's Condition Still Critical, Doctors Report

The condition of Jay N. Darling, cartoonist for the New York Herald Tribune Syndicate and the *Des Moines Register* remained unchanged at the time EDITOR & PUBLISHER went to press this week. He has been critically ill in a Des Moines hospital since March 12.

Physicians reported Thursday morning that Mr. Darling had passed a restful night and his temperature had receded somewhat, but there is little change. Early this week an operation minor in nature was performed to drain the pleural cavity. This relieved the pain and caused a slight change for the better.

ANOTHER RAZOR CAMPAIGN

Gem Safety Razor Corporation Conducting National Bargain Drive

Another razor cut across the advertising horizon this week.

In addition to the Auto Strop Safety Razor Company's $100,000 test campaign in New York, promoting a bargain offer, first word came of a national drive being engineered by the Gem Safety Razor Corporation of Brooklyn. Both companies are featuring 49 cents as the bargain price for their razors. Both are relying largely on newspapers.

The Auto Strop account is being handled by Lord & Thomas, while the Federal Advertising Agency has charge for Gem.

FLASHES

Love may be blind, but it can see an expensive auto.—*Columbia Record.*

The cannibals are said to love their fellow men.—*Westport Standard.*

It is quite likely that a lot of parents had entertained higher hopes for their sons than balloon trousers.—*Detroit News.*

Doctors report finding a sewing needle in a girl's arm, but don't let them try to tell us of finding a sewing needle in a girl's hand.—*St. Louis Post-Dispatch.*

The world is improving. Years ago there was a dreary interval between sport seasons.—*Nashville Tennessean.*

Birds of a feather knock together.—*Columbia Record.*

The pioneer who blazed a trail through the wilderness to build a home had a grandson who is now looking for 150 vacant acres to set up a golf course.—*Detroit News.*

About all the use some men have for the Golden Rule is to measure the conduct of others.—*Bridgeport Post.*

However, cross-word puzzles don't call for as big a vocabulary as trying to raise a window on a railroad train.—*Cleveland Times.*

If you think business is poor, think of the hairpin maker.—*Westport Standard.*

Fools rush in where wise men fear to wed.—*Columbia Record.*

The Anti-Mosquito Association has held its annual meeting. May it succeed in pouring oil on stagnant waters!—*Boston Transcript.*

The prayer of the bigot is, O Lord, bless us and give our neighbors what is good for them.—*San Antonio News.*

Unless one wants to lose half a cent by the transaction he will be obliged to buy two of these new 1½-cent stamps. An Eastern editor protests against tying up all this capital.—*Detroit News.*

Tact is just the art of making the other fellow feel more important than yourself. —*Rochester Times Union.*

Wonder which muscles those electric hobby horses exercise that a flivver doesn't?—*Des Moines Tribune.*

Egotism is the anesthetic Nature gives to deaden the pain of being a fool.—*Altoona Mirror.*

"Don't worry" makes a better motto when you add "Others."—*Columbia Record.*

A village is a place where people sing "Sweet Adeline" without being drunk.—*Baltimore Sun.*

Although some manage to get by with an oily tongue, the surest dependence is elbow grease.—*Little Rock Arkansas Gazette.*

All wild flowers fade quickly, except the blooming idiots.—*Columbia Record.*

The last word has been said. An invincible navy, according to *The Fondu Lac Commonwealth,* is necessary because we import the raw materials for chewing gum.—*Louisville Times.*

For variety we should like to hear some good reporter write his memoirs by interviewing himself. — *Cleveland Times.*

The same son in the family who thinks it should own two automobiles is often pretty quiet when it comes to that many snow shovels.—*Detroit News.*

We don't know who lost the war, but Europe seems to be hunting for it.—*Columbia Record.*

Two things that are difficult to determine are when a pair of galoshes are a perfect fit and when a ukulele is tuned.—*Detroit News.*

Only way to prune the national budget is to pull off a few plums.—*Columbia Record.*

TOKIO DAILY APPOINTS TANAKA

Former Vice-Minister of Foreign Affairs Heads Japan Times

Tokichi Tanaka, former vice-minister of foreign affairs, has been appointed president of the *Tokio Japan Times.* He served in the cabinet of the late Admiral Kato and has spent his life as a government official and diplomat.

The Times also announced this week it has begun publishing actual circulation figures, giving percentages, classifying its subscribers as foreigners, Japanese, mercantile firms and students.

GOOD WILL WORTH 50 MILLIONS

Value Shown in Dodge Brothers Sale—Big Advertiser in Dailies

Value of good will, in the building of which advertising is an important instrument, was disclosed this week in the purchase of Dodge Brothers, Inc., automobile manufacturers, for slightly less than $175,000,000 in cash by a banking syndicate, headed by Dillon, Read & Co.

Of the total sum, it was said more than $50,000,000 was paid for good will.

According to figures made public recently by the Bureau of Advertising of the American Newspaper Publishers' Association, Dodge Brothers spent more than $1,200,000 in newspaper advertising during 1924.

J. J. SPURGEON QUIT WASHINGTON POST

Managing Editor Abruptly Severs Connection with E. B. McLean's Daily—Reasons for Resignation Withheld

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., April 1.—J. J. Spurgeon on Tuesday, March 31, abruptly terminated his connection as managing editor of the *Washington* (D. C.) *Post.*

Edward B. McLean, publisher, declined to issue a statement regarding Mr. Spurgeon's sudden resignation. Mr. Spurgeon said he had no immediate future plans.

Mr. Spurgeon has been with the Post since November, 1922. He started newspaper work in Philadelphia when 16 years old. Then he was heralded as the "boy reporter," on the *Philadelphia Press.*

After six years on the Press, he came to New York and joined the staff of the old *Mail and Express.* When he was 21 he became managing editor of the *Cleveland* (O.) *World.* He was appointed managing editor of the *New York World* in 1913, serving for two years. Prior to joining the Washington Post he was managing editor of the *Philadelphia Public Ledger from* 1915 *to* 1922.

Daily Did Not Sway Jury

The *Flushing* (N. Y.) *Evening Journal* was cleared of a charge of influencing by a printed story a jury in a damage case which resulted in an award of $27,500 to the plaintiff last week when the Supreme court ruled that the article in question had not affected the jury and that the verdict must stand. Lawyers for the defendant, the Interborough Rapid Transit Company asked that the verdict be set aside on the grounds that the story had influenced the jury's decision in the case.

Why should a publisher send out complete copies as "proof of insertion" when a tear-page showing the advertisement is all that is needed and which is much preferred by the great majority of Agencies and Advertisers?

We hold subscribers on "good service"— not contracts

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

CRANTON TIMES BEGINS CONSTRUCTION ON NEW FOUR-STORY HOME

Irst Section of New Plant Will Be Occupied in Fall, When Rest of Structure Will Rise on Site of Present Quarters —Floor Space of 72,000 Square Feet

HE *Scranton* (Pa.) *Times* this week started the partial razing of two buildings to clear the site for the erection of its new four-story and basement concrete and steel building, 80 feet wide and 5 feet deep, to be built at Penn avenue and Spruce street. The new home, an architect's perspective of which is shown at the right, will extend Spruce street back to Raymond court, including the site of the present quarters which will be demolished after temporary operation has been begun next fall in the first hundred feet of the new plant. Necessity for continuous operation forces construction of the building in two sections, the first extending from Penn avenue to the present building, affording temporary quarters approximately 80 x 5 feet and the second virtually coinciding with the present building.

Exterior trim will be terra cotta tile, with ornamental metal work in bronze and iron. Steel structure is so designed as to permit addition of four stories whenever they are needed.

Mechanical layout of the plant, which was designed with the advice of S. P. Preston of New York, provides for paper and ink storage, ink tanks reels, transformers and other electrical equipment in the basement, to be excavated beneath the sidewalks and affording about 2,000 square feet of floor space. The general business office on the Penn avenue side of the ground floor, will have about 500 square feet of lobby space, a counter 4 feet long, 3,000 square feet of clerical work space, and will be finished in tile and American Walnut. Behind the business office on the dead side of the building will be the mailing room and paralleling it on the Spruce street side, the press room with two Hoe octuple superspeed machines arranged in line, equipped with Stone magazine reels and Cutler-Hammer drive and conveyors. The presses will be visible from the street.

Two passenger elevators and a freight lift will serve the upper floors. The composing room with 22 type-setting machines and supplementary equipment will be on the second floor. Sufficient reserve space is allowed to more than double the mechanical equipment. The stereotype department at the rear of the building will adjoin the composing room, and will be equipped with casting machines dumping on a plate drop going to the center of the press line on the ground floor.

The third floor will house the executive offices, editorial, news and specialty departments, and the Times radio station, WQAN. A central copy desk on the editorial floor will serve news copy by gravity chute to the composing room, and copy will reach editorial and composing rooms from the ground floor by electric lifts, eliminating pneumatic tubes.

The fourth floor, not at present to be used for newspaper purposes, will provide expansion space temporarily to be rented as offices.



Magnificent plant in course of construction for Scranton Times

NEW HOME FOR LA RAZON

New Structure of Buenos Aires Daily Ready for Occupancy

BUENOS AIRES, April 2.—Final touches are being put on the new home of the *Buenos Aires La Razon,* preparatory to the official opening.

The building has been constructed especially to house the plant and offices of the newspaper, and contains all the modern conveniences that make towards more efficient publication of an afternoon paper. It is located on the Avenida de Mayo, the principal street of Buenos Aires, two blocks from the home of La Prensa. The composing room is placed in the top or fifth floor, together with the engraving plant. Editorial and executive offices occupy the other floors, while the basement contains foundations for the five big presses which turn out three editions daily.

La Razon is a seven column paper, printed in Spanish and frequently running 24 pages. It has three editions daily, beginning at noon. It prints foreign news from the United Press, the Associated Press, the Havas Agency and its own correspondents.

Dr. Angel Sojo is present director of La Razon.

N. E. A. TO TOUR VIRGINIA

Plans for Entertaining Delegates to Richmond Meet Announced

Plans for entertaining delegates to the National Editorial Association's convention in Virginia June 1 to 18 were announced this week by the Virginia State Chamber of Commerce, Richmond, Va.

The association has definitely announced that it will meet in Richmond, June 1, 2 and 3, following which it will tour Virginia for 15 days.

In Richmond the convention will be shown the place where Aaron Burr was tried for treason, the historic capitol building, plans for which were drawn by Thomas Jefferson, the statue of Washington by Houdon, and old St. John's Church, where Patrick Henry made his famous "Liberty or Death" speech.

The battlefields of Seven Pines, Drewry's Bluff, and a hundred other places, will all be visited, and a social excursion will be taken to Petersburg, where the delegates will visit the Battle of the Crater and the defenses of General Lee around the city.

Williamsburg, Jamestown and Yorktown, will be visited.

At Norfolk and Newport News the delegates will see the site of the battle between the Monitor and the Merrimac.

Monticello, home of Thomas Jefferson, and the birthplace of George Rogers Clark, Monroe's home at Charlottesville; Danville, last capital of the Confederacy, Lynchburg, Roanoke, "Black Horse Tavern," the Natural Bridge of Virginia, and Lexington, where General Robert E. Lee, and Stonewall Jackson, both lay buried, all are to be visited.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

DON'T FAIL TO BAG
"Big Game," by Louis Lacy Stevenson.
Service for Authors, 33 West 42d St., New York.

"S T O R I E S"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Fashions

WEEKLY STYLE PHOTO SERVICE.
20 latest fashions and captions weekly.
More than 100 papers use it. Write for low rate.
Styles Service Syndicate, 353 5th Ave., N. Y.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

WHAT IS THE MATTER WITH THE SCHOOLS?

Is there any subject under the sun in which your readers are more interested?

A series of
FIVE BIG INTERVIEWS
with FIVE of the GREATEST AMERICAN EDUCATORS
will answer these questions:

Are petting parties and pocket flasks degrading the students in our colleges?

Is religion being driven away from our youth?

Are the boys and girls of today worse than those of the last generation?

Are big endowments limiting the independence of our colleges?

Who is to blame for the shortcomings of the colleges?

And a score of equally important questions.

The interviews are with Pres. E. M. HOPKINS of Dartmouth, Pres. RAY LYMAN WILBUR of Leland Stanford, Pres. LIVINGSTON FARRAND of Cornell, Pres. WALTER DILL SCOTT of Northwestern and Supt. of Schools WILLIAM McANDREW of Chicago.

This is a sample of the interviews running in THE U.P.C. BIG INTERVIEW SERVICE.

They will be released weekly beginning April 11.

Wire your order to

U. P. C. NEWS SERVICE, Inc.

243 West 39th Street
New York City

FREE PUBLICITY IN DAILIES HURTS MORE THAN HELPS, AD MAN BELIEVES

Only Seven Advertised Products Out of 48 Are Benefitted by Editorial Notice, Pancoast's Survey of Large Daily Reveals

By CHALMERS L. PANCOAST

A NEWSPAPER is published primarily for the subscribers and it is unfair to them to fool them with news matter that is not news.

Paid for advertising has its place in a newspaper and readers find advertising they know as advertising beneficial. They appreciate the newspaper that carries a big volume of advertising—because this appreciation is expressed in large circulation.

An analysis of the various advertising classifications of the average large city newspaper on the basis of publicity support, proves a most interesting study. This newspaper is very strict in its classification of news and leans away from the advertisers rather than towards them.

Out of a total of 48 classifications only seven were directly benefitted by publicity or editorial departments. They were:

1. Amusements.
2. Automobiles.
3. Book Publishers.
4. Financial.
5. Motion Pictures.
6. Resorts.
7. Sporting Goods and Events.

Perhaps amusements received the greatest amount of free editorial support. This was not given to get advertising but because dramatic criticism, news of the theater, is news which the public enjoys, appreciates and demands.

The amount of advertising lineage received by this newspaper from amusements was small in comparison to the lineage from other classifications which received no publicity or editorial support.

The editorial space for amusements was not purchased with liberal advertising. It was devoted to amusements because the readers demanded amustment news. Of course, some newspapers are more liberal in amusement space than others, but if it resolves down to the question "Is it news?" then a newspaper cannot be accused of giving free space for advertising.

In relation to automobiles it was found that the newspaper was giving space to legitimate news of the motor world, instruction on engines, advice and information of a technical nature, road maps, routes of travel and news of various sorts.

It is very easy for a newspaper to step over the line in automobile news, and resort to personal puffs, free write-ups of certain cars and a lot of publicity junk in which the reader is not interested. It is known that some newspapers get automobile advertising on the basis of a generous use of space in free publicity. The only people who read this sort of junk is the poor duped advertiser who thinks he is getting something for nothing. He is really getting nothing for something.

Books was a classification which received the direct benefit of good book reviews, news of the best sellers in bookstores. Book news written for the reader is always beneficial and eagerly read, but reviews written to boost some unworthy book or boost some author who should not be boosted, soon disgusts the reader, and the newspaper loses the confidence of its readers and it enjoys a small circulation.

It is quality of book reviews rather than quantity that makes a valuable book medium. The publisher who is induced to advertise in some medium through a generous offer of free space gets just what he buys. If the medium was worth anything or had the confidence of its readers it would not have to resort to free donations of editorial space in order to get a few advertisements.

Banks and financial advertisers are naturally benefitted by financial and market news, stock transactions, authentic information to investors, etc. This comes under the head of essential news.

Resorts, hotels, railroads are benefitted by society news, summer and winter resort notes and special articles on travel. Such news is seldom used to influence advertising, or at least it should not be. However there is a danger of newspapers falling for news articles which bring in advertising. But articles or stories written for the purpose of advertising something do not ring true and although they may fill space and help land an advertising contract the average reader soon loses confidence in the newspaper that has so little real vital news to put into its columns.

A further analysis shows that about five classifications receive some benefits from the editorial departments:

1. Art and Art Materials—receive benefit from art criticisms, art club news and the activities of art societies, exhibitions, etc.

2. Clothing and Department Stores—benefitted by news of styles and fashions, patterns, style-show exhibits, etc.

3. Furniture—news of decorations, household hints, new ideas in home planning.

4. Churches—report of sermons—religious propaganda, news reform movements and religious world.

5. Real estate—news of real estate transactions, building, etc.

The remaining thirty-one classifications received no benefit directly or indirectly from editorial departments of features.

Classifications such as:

1 Building Materials
2 Cleaners and Polishers
3 Coal
4 Confectionery
5 Dental
6 Disinfectants
7 Educational
8 Food products
9 Florists
10 Foreign Goods
11 Gas and Electrical Fixtures
12 Hardware
13 Heating Apparatus
14 Laundries
15 Magazines and Newspapers
16 Medical
17 Musical Instruments
18 Office Equipment
19 Opticians
20 Paint and Wallpaper
21 Pens
22 Physical Culture
23 Pountry and Live Stock
24 Printing and Stationery
25 Public Utilities
26 Song Publishers
27 Sporting Goods
28 Toilet Goods
29 Trunks—Bags
30 Undertakers
31 Warehouse—Moving

Some newspapers have special departments to encourage advertising, such as:

1 Pure Food Section
2 Radio Pages
3 Garden and Florists Pages
4 Electrical Department

It is a question how much the average subscriber cares about these forced departments written and arranged to obtain the support of advertisers. They are simply a throw-back to a trade-paper age, and have no really important place in a live, wide-awake newspaper whose only interest is giving its subscribers the kind of news that is real news.

The newspaper that finds it necessary to resort to the editorial pages to help get advertising or to support its advertising is only cheapening itself in the eyes of the advertisers.

He buys its advertising space not because it is worth the rate charged, but because he is getting something thrown in for nothing.

The advertiser who does pay the regular rate without the editorial graft is getting cheated. Every advertiser is entitled to the same rates and the same Santa Claus treatment.

Daily Issues Home Building Weekly

The *Lowell* (Mass.) *Evening Leader* has started publication of a Saturday tabloid supplement, devoted to home building.

Freak Newspaper Bill Killed

The Ohio senate has defeated a bill which would compel every newspaper writer covering the legislature to commit to memory the Ten Commandments. The proposal was tacked on to a bill providing for the reading of the Bible in the public schools.

Installs Printer Service

The *Stevens Point* (Wis.) *Daily Journal* is now receiving the full leased wire service of the United Press by printer telegraph. The Journal's plant was recently completely remodeled and enlarged and considerable new equipment installed including a new Model 14 linotype.

Asbury Recovering from Illness

Herbert Asbury, widely known newspaper man on the staff of the *New York Herald Tribune*, is recovering from a recent illness at his sister's home in Farmington, Mo.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42d Street New York

Peoria
The
Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Beaumont and
20-mile area
Population over 150,000

Ranks in importance to the other four large Texas markets. Sales managers cannot cover Texas with only four papers.

The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL

cover the Fifth Market in Texas and the Third Market in Louisiana.

"Ask Beckwith—He Knows"

Over 50,000 workers are employed in Akron's 25 Rubber factories; not to mention the thousands employed in other industries.

These employes are well paid. They are able to buy luxuries as well as the necessities of life. Their wants are largely supplied through the columns of

AKRON
THE EVENING TIMES

Charles H. Eddy Co.
Boston New York Chicago

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

Norristown
Times Herald

Delivered and READ in the HOMES on R. F. D. routes and small towns in

Montgomery County
Pennsylvania

the same day it is printed

)W INTELLIGENT PUBLICITY SAVED THE MILLINERY INDUSTRY

egic Style Propaganda Warded Off Disastrous Shift to Felt Hats—Artists and Style Authorities Aided Campaign

By JUSTINE MANSFIELD

way of a maid with a hat is vious.
act, it was so devious this season breath-taking annihilation of al- the entire millinery trades was ent. Milady was preferring felt imply trimmed or trimmed not at The makers of ribbons, flowers, straws, etc., were compelled to upon the whole feminine world g something on their bobbed heads asn't made by millinery manufac- at all! For the first time in any- remembrance a whole industry was d by the fickle Janes, almost with- rning. It is a fact that one milli- an, unable to stand the strain, was one morning, hanging to a rope, in his show-roms, resplendent with thers and flowers nobody was buy-

iously some strong medicine was , and at once. The methods of advertising were scarcely possible an emergency, which had already ld to the stage of established style. was only one emergency tool which do the job—the indirect tool of ity, validly based on news-creation. ety women and artists could initi- counter-current of style, then all not be lost. Certainly mere trade had been unvailing. Style is like a idal wave; dykes can't hold it, but werful pull of the gravitational which induces it to flow west can ake it flow east.

big task was undertaken, beginning he semi-anual Style Show in New in February. For the first time in tory of millinery in America, con- effort was applied to stem the tide trend and redirect it. The method familiar in Paris, but America has rather supinely accepted whatever along. This time the thing was han a shift from one color or one to another; it was a wholesale mi- from one industry to another. It not be endured.

basic idea applied as a remedy was rest key leaders of art and society tude in higher millinery standards of . Two groups were used for the e (1) artists, who definitely gave llinery displayed artistic standing,) society women, representative of arers of the millinery, who spon- the "artistic movement" back the standard millinery materials. hough the cooperation of these two , the beautiful and chic millinery ed at the show, procured from the h Avenue and Fifty-Seventh street irs, received a decided impulse of city in its association with these . At the same time the millinery es a whole realized the importance ring up in the public mind with au- of style, authority of beauty and ty of leadership of those who wear . It was a subtly built plan, and it kl.

eworth Campbell, art director of the publications, headed this committee ists of national repute, including l Alva Parsons, who has always dor the advancement of art in in- dustry, and who is head of one of the most important applied art academies in this country, Charles Dana Gibson, Leo Lentelli, well known sculptor, Henri Creange, winner of the Art in Industry Medal, Gifford Beals, president of the Art Students' League, and others. The functions of the committee were two-fold in connection with this Style Show. The first function of the committee was to select the beautiful live models who wore the hats, on the basis of carriage, pose, grace and entire form as well as facial beauty. Their second function on the night of the event, was to judge one of each class of hats represented, on the basis of the beauty of the mode, her hat and her entire ensemble costume.

The stylistic authority of the model hats to be displayed was to be vouched for by a committee on arrangements headed by Mme. Volka, well-known fashion authority. The Duchess de Richelieu and Carmel White, fashion editor of *Vogue,* headed the group of important society women, sponsoring this new movement to inject higher artistic standards into millinery.

The artist committee judged, according to points, one model from each class in the millinery groups: Ribbons, fabrics, straw braids, ornaments, fancy shapes, flowers, ostrich feathers, lace, etc. After one model in each group had been judged, photographs of all of the winning models were taken by a leading New York photographer. Public approval was then bid for through these photographs, which were used in traveling exhibits to retail establishments as well as by their publication throughout the country. Hundreds of pictures appeared in rotogravure and otherwise, and the counter-current began to work.

The authority given to each one of these models, first from the standpoint of style, by having been selected for the show; and second from the standpoint of beauty by having been selected by a committee of artists, could not be ignored in the merchandising efforts of retailers. They began to shape their millinery purchases, window displays and publicity along the new lines. The exclusion, so noticeable before, of the millinery of standard types, was broken down.

No advertising man need be told all the details of such a campaign, for he can visualize them readily: the news reports of the style show, with photos of the models selected, the articles, the interviews, the special illustrated stories obtained in all parts of the country—merited by the creation of authentic news.

Then the work upon merchandise managers and millinery stores, coordinating with the salesman of the millinery houses so that the goods was available in the stores. And next the store advertising which featured and listed millinery not only of felt, but the newly authenticated styles.

In 30 days' time the millinery trades were humming again with activity, even though the felt hat is by no means yet driven off the millinery preserves! The millinery trades feel that a serious casualty has been averted by the skillful application of the publicity idea, worked out by Edward L. Bernays.

American apparel groups are becoming more and more bold in their endeavors to shape their own style destinies rather than permit a semi-mythical Parisian style leadership to do it for them. As against the use of demi-mondes, horse shows and gambling centers abroad as fashion-makers, there is a tendency to apply direct artistic analysis and leadership. The movement developed a short time ago by the makers and sellers of feminine apparel, headed by Franklin Simon, for self-conscious American style and artistry in textiles, is a movement which is now rightly sponsored and certain to grow in power each year. There is not only the interest of national pride at work, but also the typically American antipathy to waste in industry and merchandising.

Minnesota Merger Announced

Announcement was made March 30, of the consolidation of the *Rochester* (Minn.) *Post and Record* and the *Rochester Daily Bulletin* to the *Rochester Post-Bulletin,* which will be published every evening except Sunday. C. J. Anderson Special Agency, Chicago, and Ralph R. Mulligan, New York, represent the combined daily in the national field.

Percy Hammond on Trip Abroad

Percy Hammond, dramatic critic of the *New York Herald Tribune,* and Mrs. Hammond sailed from New York April 1 on a six weeks' trip to Europe. During his absence, Mr. Hammond's work will be handled by Charles Belmont Davis, dramatic editor of the Herald Tribune.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

THE
PASSAIC
DAILY NEWS
Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(*New Jersey Newspapers Exclusively*)
York Chicago Philadelphia Newark

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1924, *124,468 total net paid.
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 129,834
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

The most successful of all newspaper consolidations.
THE NEW YORK HERALD
New York Tribune

QUICK STICK
PASTE POWDER
MIXES QUICK
STICKS
DRIES

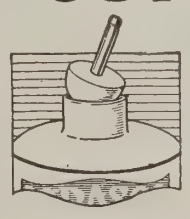


A Superior Paste for the Newspaper
Quick Stick is the stickiest all around newspaper paste on the market. Can be used efficiently in every department of a newspaper organization. Mixes in a minute—just add cold water—dries instantly and sticks like glue. Bundles will never pull open and webs once spliced will hold for good. A little Quick Stick goes a long way—see for yourself—mail the coupon.



705 for the Mailing Machine
No. 705 is made expressly to meet the need for an easy flowing paste—it speeds up labeling. It is positively free from lumps—will not clog—gum or harden in the fountain—will not sour or mould—and works perfectly in any standard make of mailing machine. Use 705 in your mailing machine—labels go on in rapid succession—and stay stuck.

COPASCO



for the boys at the desks
When once the men on the desks use Copasco they will demand it. Never needs water—contains just enough moisture—will not soak through, wrinkle or curl the thinnest paper or card. The self-closing stopper on the handy desk container was made purposely for the newspaper office—keeps in the moisture—keeps out the dust and dirt—economical as well as efficient. May we send you a trial order?—use the attached coupon.

THE COMMERCIAL PASTE CO.
Makers of the Largest Line of Adhesives
DEPT. 51 COLUMBUS, OHIO
CLIP COUPON AND MAIL
The Commercial Paste Company,
Dept. 51, Columbus, Ohio.
Gentlemen:
Please send me a trial order of ☐ Quick Stick ☐ No. 705 ☐ Copasco.
NAME .....
ADDRESS .....
TOWN ..... STATE .....
NEWSPAPER .....

PERFORMS STATE SERVICE

Milwaukee Journal's Bureau Issues 31,711 State Automobile Licenses

Permits for automobile licenses to the number of 31,711 were issued by the Tour Bureau of the *Milwaukee Journal* between Dec. 1 and March 13, inclusive. The total fees collected amounted to $447,706.75.

The Tour Bureau opened its license division Dec. 1, in co-operation with the Secretary of State, who assigned a representative of his department to the bureau as part of the campaign to get autoists to take out their licenses early in the year. In previous years all licenses have been issued directly from the office of the Secretary of State at Madison.

The Journal handled approximately one-third of all the license applications originating in Milwaukee county.

Start Work on Press Club Home

The first step toward the erection of the new $25,000 home of the Denver Press Club was taken this week with the razing of the building which has housed the organization for several years. The new structure will be a two-story fireproof affair, in the heart of Denver's business area. A celebration marked the removal from the old building to the Navarre Hotel, which will be used temporarily by the club.

$2,000 Damage Verdict Affirmed

The supreme court of Nebraska has entered an order affirming the judgment for $2,000 obtained by Thomas B. Murray, former city prosecutor of Omaha, Neb., against the *Omaha World-Herald* for portraying him as having attempted to frighten voters from the polls at an Omaha city election. The court merely entered an order of affirmation and gave no written opinion on the case. The principal argument was over the question of whether the truth alone is a sufficient defense for a published statement or whether it must also be shown that it was published for justifiable ends and with good motives.

A. E. Dale Takes State Job

Albert E. Dale, city editor of the *Albany Evening News,* has been appointed by Governor Smith a member of the commission of the port of Albany, which will have charge of the work of organizing terminal facilities in preparation of the Deeper Hudson project. The salary is $5,000 a year. Mr. Dale began his newspaper work on the *Albany Knickerbocker Press* of which he became city editor and later was manager of the Albany bureau of the *New York Sun* and on the staff of the Associated Press.

Harwood on A. N. A. Committee

Frank Harwood, advertising manager of the American Tobacco Company, Inc., New York, is now chairman of the Committee of Newspaper Relations of the Association of National Advertisers, Robert K. Leavitt, secretary, announced this week. Mr. Harwood succeeds S. E. Conybear, of the Armstrong Cork Company, resigned.

Agence Havas Profits Increase

From 8,898,000 francs in 1922, the profits of the Agence Havas have risen to 9,806,000 francs in 1923, and the balance sheet for 1924 when issued is expected to show a corresponding increase. Its capital has been increased from 37,000,000 to 50,000,000 francs. While the Agence Havas is best known throughout the world as a news agency it is to its advertising branch that the greater part of its prosperity is due.

Sir Charles Returns to London

Sir Charles Higham, British advertising agent, completed his trip to this country in the interest of the India Tea Growers Association's advertising campaign and returned to London, April 4 on the Homeric.

Do You Understand the Relation of Chemistry to Your Business?

This Book Will Inform You—

"Chemistry in Industry" Price $1.00

Distributed at Cost by

The Chemical Foundation, Inc.

To "advance chemical and allied science and industry in the United States," we are publishing the last word from acknowledged national authorities in the following industries:

Abrasives, Alcohol, Coal and Coke, Cotton, Electricity, Fertilizers, Gas, Glass, Iron and Steel, Leather, Non-Ferrous Metallurgy, Packing House, Paper and Pulp, Perfumes and Flavors, Petroleum, Photography, Resin, Rubber and Textiles.

21 chapters donated by these authorities, written in concise, every-day language every individual can easily understand.

The edition is large, the publishing cost small and *The Chemical Foundation can seek no profit.*

This 372 page illustrated book on Chemistry—its vital relation to the industries of the world, is making a tremendous appeal to executives, industrialists, financiers, factory owners, managers, superintendents, buyers, foremen, workers, chemists, students and teachers.

Send $1.00 (*check, money order or currency*) **to Dept. 42**

The Chemical Foundation, Inc.
85 Beaver St., New York

EVERY READER A PROSPECT

IOWA—1st IN LITERACY

No sane advertiser would advertise to a people incapable of reading. Such money expended would be a total loss. In this case, therefore, an area possessing the greatest number of readers would be most receptive to advertising. Iowa is an ideal try-out territory because it is just such an area.

There are 600,000 persons at school in Iowa, or one-fourth of the total population. The public school system is highly advanced in method and provides for the people of all classes. Approximately 76 per cent of the total population have completed the course in the grammar schools and 14 per cent have gone through high schools.

IOWA SPENDS $14.05 Per Capita ANNUALLY FOR EDUCATIONAL PURPOSES

A people is judged by its attitude toward education—and its newspapers.

Iowa Excels in Both

	Circulation	Rate for 5,000 line
*Burlington Gazette .....(E)	10,164	.045
*Cedar Rapids Gazette .....(E)	21,481	.07
*Davenport Democrat & Leader....(E)	14,564	.06
*Davenport Democrat & Leader ....(S)	17,895	.06
†Davenport Times .....(E)	24,676	.07
*Iowa City Press-Citizen .....(E)	6,387	.035
*Mason City Globe Gazette .....(E)	12,622	.04
*Muscatine Journal .....(E)	7,762	.035
*Ottumwa Courier .....(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

WHAT OUR READERS SAY

dYou Cash in On "Cross Words"?

rEditor & Publisher: I noticed in a re- tsue of Editor & Publisher that the Edi- ia Department of the New York State Pub- ge Association went on record that cross rouzzles have been of no particular service b ding circulation, although cross word puz- s iemselves had been of splendid service to ading public.

Th brought to my mind a very interesting son—

Wit, if any, coordination or cooperation ex- :tween the news department and circula- :epartment to insure immediate circulation yu in matters of interest to the public?

Yc years I have watched newspapers compla- t introduce features into their columns b t previous promotion, although merchants b hout the country have found it highly aageous to herald the opening of a new er a new department by consistent and per- e advertising, entertainingly and attrac- l presented.

ld no brief for the cross word puzzle. I eiever worked one. But I have seen my e mother, sister and the boys at home, to thing of our office associates, chasing an ri eft to newt, and then to salamander, ien back to eft again with all the zeal ithusiasm of early crusaders.

ve observed, gratifyingly I might say, that ys have increased their vocabulary, ex- d. their knowledge of literature, history, 'e Bible, and facts worth knowing in a hich his been nothing short of amazing.

T convinced me that the intriguing feature t by the newspapers primarily as an en- ament has a decided educational value.

T province of a newspaper is usually briefly lined; to enlighten, to instruct and to en- a. I do not recall a feature which in the t uarter of a century has so universally g the consciousness of the country as cross ouzzles.

nhe circumstances it has been a source of sty, or at least failure to understand, why c and circulation managers have not com- eto cash in on something of such universal ert.

t s true that many newspapers have put vious kinds of not too carefully thought oss word puzzle contests. Since the word nst" is taboo in many newspaper offices, t call them campaigns.

t also true that circulation has been jumped vious parts of the country from 5,000 to)t in a single week. But generally at the f a month the hysterical effort which s this splurge sagged and circulation drop- ick nearly to normal.

In observation it would seem that a number nspapers have done a lot of work, made a motions, received a lot of letters and n in the final analysis (if they made one, d I seriously doubt) that the outcome in t tion growth was practically nil.

T point I bring out is—"Why?" Surely, tense interest brought about by the cross puzzle is cashable from a circulation stand- n.

My editors—the smart ones, at least—now upon the circulation department as their rganization. Quite a number of men who newspapers have come to realize that they n be considered great editors unless the t they produce is readily sold. There has yvisely grown up in the past few years a ution and understanding among editors and tion managers which have been very bene- l) the newspapers, especially when coordina- f effort in these two important branches wspaper development has reached the ht point of perfection.

t would seem, therefore, that the present sword puzzle craze and its relation to cir- an building could be utilized to advantage ciferences between the editorial and circu- o departments, as to how to coordinate the rl of their departments and reader interest th new feature and turn all of this into an niate cashable asset.

now of several instances where this has mone. The returns have been most grati- not only to the heads of the department but to the management of the newspapers as well. The editor convinced the circulation manager of the tremendous interest in this feature. The circulation manager in turn visualized this to carriers and agents and vitalized their minds by pointing out ways and means for them to utilize this interest in increasing sales and therefore in increasing profits.

Never in previous years have so many dictionaries been sold. Now since the public has been buying dictionaries by the hundreds of thousands because of its interest in solving puzzles it naturally follows that the editors who have given some thought to presenting their puzzles in the most fascinating way and circulation managers who have cooperated with the news and editorial departments have cashed in on this interest by greatly increasing sales and subscriptions.

If you can get a reader to take a newspaper for 63 days it becomes a habit.

There will follow in the wake of the present cross word puzzles others of an educational nature. In fact several universities are even now at work on this problem. Therefore, there is still opportunity for team work between the editor and the circulation manager which will make for increased reader interest and added circulation growth.

Very sincerely yours,
W. G. Bryan.

Higher Copy Prices

To Editor & Publisher: I have read with interest your editorial in issue of the 21st inst. prefaced by the statement that "We know of no instance where a newspaper of established quality has raised its retail copy price and suffered a severe circulation reversal." Your editorial was evidently based on the experiences of the largest papers, but the statement is just as true regarding the smaller publications.

When the drastic regulations of the War Board were promulgated in 1918 the *Eagle-Star* immediately advanced its single copy price to 5 cents, cleaned up its circulation list and adopted the pay-in-advance policy for mail subscribers and advanced its carrier price to 20 cents per week. Since then no papers have been mailed to subscribers unless paid for in advance, and the advanced carrier price has been maintained ever since.

We believe the *Eagle-Star* is the only daily newspaper in Wisconsin that gets more than fifteen cents per week for carrier delivery. How it affects our circulation may be known from the fact that in a city of 14,000 people our carrier boys are taking out each day only a few less than 2,800 copies, exclusive of street or transient sales. That is certainly pretty full coverage for the size of the city. I believe the *Sterling* (Ill.) *Gazette* can report equally as good results in its field. There have been years since this advanced price went into effect when the newspaper would have reported no profit but for the increased receipts due to the difference between 15 and 20 cents per week.

Newspapers generally are sold too cheap. I believe if the most of the better class of newspapers, both in the smaller and in the larger cities, were to increase delivery prices to 20 cents per week for six issues, there would be little decrease in circulation to start with, and none after the people became accustomed to the price.

Frank E. Noyes,
Manager *Marinette* (Wis.) *Eagle-Star.*

To Editor & Publisher: Noticing the recent correction in your magazine headed "Dr. Hornaday's Mistake," and referring to the fact that Dr. Hornaday had mentioned only two newspapers in America who were printing weekly a special page devoted to game, fish and forests, I cannot allow the occasion to go by without reminding you that the *St. Paul Sunday Pioneer Press* has published such a page for the past several years, and during the outing season of the summer we publish a page at least twice a week aside from the Sunday pub-

R. J. Dunlap.
Assistant Managing Editor.

SENATOR COUZENS ADAMANT

Still Refuses to Allow Tax Hearings to Be Reported

Washington, D. C., April 2.—Stubborn refusal by United States Senator James Couzens to permit newspaper men access to the hearings being conducted by the special senate committee investigating tax and prohibition conditions, of which he is chairman, is costing both news services and newspapers real money.

In order to obtain a transcript of the testimony given each day behind the locked doors of the committee room newspaper correspondents whose papers care to pay the bill have been compelled to pay as high as $29 per copy.

In other words, it has been costing both news services and newspapers $29 a day to obtain legitimate news which could be gathered for nothing if newspaper men were not barred from the committee room while the hearings are in progress.

It is understood the Associated Press has been compelled, as well as the "specials," to hire stenographers, in order to furnish clients with a story of each day's hearings. The transcript is seldom available until long after the committee recesses late each afternoon, so afternoon newspapers are not only denied any news of the hearings at all except what they may pick up from their morning competitors, but the morning newspapers are late in getting each day's story, for it is nightfall before correspondent buying the transcript are able to begin work on it.

Senator Couzens was appealed to Thursday by a group of indignant correspondents to lighten their duties, which his secrecy has rendered increasingly difficult and irksome, but he remained adamant against what he termed "bothersome" newspaper reporting.

He told the correspondents he not only did not want them around while the hearings were in progress, and proposed to continue to bar them from the committee room, but he did not believe the presence of newspaper reporters at a hearing helped a committee to examine witnesses. He also thought some senators were apt to act differently if newspaper reporters were listening to them.

Los Angeles Evening Herald

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

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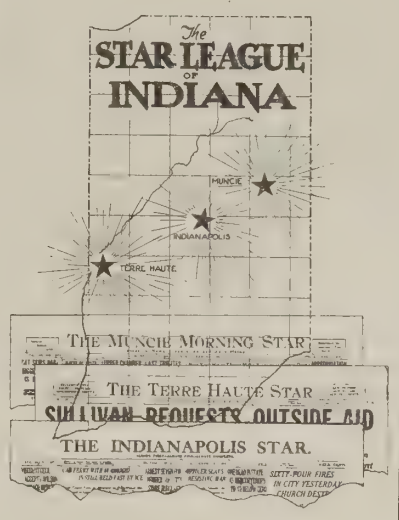
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Imperial Selected by



IN the past year you have seen pictured in this column advertisement, many of the leading newspapers of the country who depend on the Imperial Plus Plan. You have read about cities in which every newspaper has selected Imperial as its type metal mainstay. And now comes a group of newspapers, all members of which rely on the Plus Plan.

The Star League of Indiana comprises three splendid papers, the Indianapolis Star, the Terre Haute Star and the Minneapolis Star, which serve over 150,000 readers in 25,000 square miles of the Hoosier Corn Belt. The publishers of these three scintillating Stars recognized the necessity of keeping type metal up to its highest efficiency and thereby adding many years of life to their metal. That's why they chose the Imperial Plus Plan.

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Our Own World of Letters

By JAMES MELVIN LEE

A BOOK about a newspaper man, written by a newspaper man, and principally for newspaper people—such is "Eugene Field's Creative Years" (Doubleday, Page & Co.) by Charles H. Dennis. The volume stresses Field, not so much as a man of letters as a daily worker in a newspaper office. Its author is the managing editor of the *Chicago Daily News* and incidentally, the man who edited Field's copy. Newspaper friends have been urging Mr. Dennis for years to prepare such a volume.

The chief charm will be found in the intimate and sympathetic glimpses of Field. For example, Mr. Dennis says that Field would arrive at the office about eleven each day, remove his coat, get out a rusty pair of shears and an old cigar box, and then go to the room of the exchange editor where he would scan his favorite newspapers. Field would then gouge the pages with his scissors to clip out bits of articles, headlines, printed names, or any fragment that would suggest a paragraph for his column. With his box full of such clippings he would then go to his own room. He would seldom settle down to work, however, until he had lunched with some member of the staff.

Field usually wrote in his shirt sleeves, but not until he had removed his shoes and put on a pair of disreputable slippers which dangled from his toes when he elevated his feet, as was his custom, to the top of the desk. He would not use his desk, but rather a piece of stiff cardboard on which he placed a sheet of paper with ruled black lines and a blank sheet of paper over that. He always kept on hand a collection of colored inks and generally began his copy by drawing an elaborate initial letter—strikingly illuminated. Only one who knew Field extremely well could go into such details as Mr. Dennis gives in this volume.

To a young man who wrote to find out how he might become a reporter Field replied in a letter from which the following is taken:

> To be a good reporter these qualifications are necessary: Health, the news instinct, a sense of humour, the ability to write a simple style in a legible hand, eternal vigilance, temperance, amiability, patience, determination and ambition. Then, furthermore, it behooves the reporter to be a constant student and reader, informing himself fully upon every variety of subject that interests mankind.

Of Field's big following in newspaper circles no better expression can be found than the parody "An Editorial Lullaby", which originally appeared in the *Philadelphia Times*. It begins as follows:

Wynken, Blynken and Nod one night
Sat in a room sky-high,
Sat in a blaze of electric light
Rubbing each weary eye.
"Where shall I put them and what do you choose?"
The office boy asked the three.
"Pick us out the *Chicago News*
If that it has come, perdie;
Tired of other exchanges are we,"
Said Wynken,
Blynken,
And Nod.

Ray Stannard Baker covered Field's death for the *Chicago Record*. It is a wonderful "obit", as the reprinted parts given toward the close of the volume show.

Field showed his remarkable newspaper instinct when he wrote his story about the Custer massacre on the Little Big Horn from extremely meager information. This story was originally printed in the *St. Joseph* (Mo.) *Gazette* in the early summer of 1876 and gave the world the first news of that terrible disaster to Custer (see page 24).

Of the strong professional interest that Field took at all times in the work of making a newspaper the following quotation, which appeared in his column little more than a year before his death, and at the time of the strike of railroad workers in Chicago, is given by Mr. Dennis:

> The Chicago press is covering the strike admirably. It is a business involving labor, danger, patience, discretion, discrimination, ingenuity, skill and expeditiousness. The qualities answering these demands are being exhibited to a degree by the Chicago newspaper reporters at this time; the excellence of their work has been sustained through a period of exceptional excitement and fatigue. Never before have reporters responded with such promptness to the demands of duty, and never before have such even and well-sustained results been wrought out amid confusion, tumult and danger. We have always been proud of our Chicago reporters; as a class they are a manly, dutiful, ambitious, courageous, keen lot of fellows. We are prouder of them now than ever before. We hope that no evil will befall them in these trying times and that there will soon come a suspension of this terrific strain upon their energies.

"Eugene Field's Creative Years," possesses a distinct literary charm and will enlarge that already wide circle of readers who find delight in the works of the author of "Little Boy Blue". But a formal review of the volume as a piece of literature belongs to some other periodical. I am giving the book a rather extended mention, not only because Field belongs to "Our Own World of Letters", but also because the author is one of the finest types of newspaper executives which American journalism affords.

* * *

IN the *London Spectator*, edited by J. St. Loe Strachey, an article recently appeared entitled "As I See the British Press". In an editorial note Mr. Strachey says that the author is the London correspondent of a famous American newspaper, but warns his readers that opinions expressed in the article are not necessarily those held by him.

London newspapers, according to the article, are either intentionally long-winded and dull or they are intentionally breathless and bright. By way of an illustration the *Times* is given for the former and the *Daily Express* for the latter. Amazement is expressed that no newspaper appears in the twilight zone between the dullness on one hand and the dazzle on the other.

Mention is made that the *Manchester Guardian*, though not a London newspaper, is the world's pre-eminent journal of opinion—though not strictly speaking, a newspaper. The Washington correspondent of the *London Times* is regarded as probably the ablest political foreign correspondent alive.

Of our own newspapers the article comments as follows:

> American newspapers try to be "bright" and "snappy" and to "get down to the level of their public," but they are as children in comparison with the London popular press.

Unfortunately, the writer in the *London Spectator* dismisses the subject with the passing mention just quoted and does not go into detail to prove his point.

* * *

WITH apologies to the old-fashioned country weekly a good time will be had by all who read the pamphlet containing the addresses on journalism delivered at the University of Nebraska when the State Press Association held its fifty-second annual convention at that institution. Copies may be obtained upon application to M. M. Fogg, Director, School of Journalism, University of Nebraska, Lincoln, Nebraska.

Joseph G. Alden, editor of the *York Republican* and president of the Nebraska Press Association opens the pamphlet with "A Profession of Power and Purpose". I like what he says about the opportunities in rural fields and smaller cities. The paper that I like to run in my pipe dream is not a metropolitan daily but a community weekly. I have good company in this respect, even in the Newspaper Club of New York City.

M. A. Brown, editor of the *Kearney Daily Hub*, is the author of "Newspapering in Nebraska, 1870-1925"—an interesting chat about numerous Nebraska papers with close-ups of several editors. This article is rich in historical data.

Real human interest will be found in the article "The 'Colyum'" by Ole Bu field manager of the Nebraska Press A sociation. He preaches a good sermon this paragraph:

> In the first place, a column must always clean. It is true that some folks appear to joy suggestive stuff. But my opinion is most people don't. Where you can make person smile with something suggestive, will disgust a dozen who don't like it. always regret it when I read so-called fu stuff that depends upon its dirt for the Writers should have higher ideals than I always go over my column carefully week before I send it to the printer, and out everything that appears to have a do meaning, or that has any tendency to sug tiveness.

J. P. O'Furey, editor of the *Ce County News*, contributes the article t ought to have the widest reading paper on scientific management for c munity weeklies. Mrs. Marie We editor the *Norfolk Press*, represents women and their opportunity in the c munity field with a very practical pa in which she outlines "A Woman's portunity for Service" in journalism.

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36 PLAN HAWAIIAN TRIP

...rs, Publishers and Correspondents to Make Navy Trip

Thirty-six editors, publishers and ...wspaper correspondents have accepted ...tions extended by the Navy de... ...ment to accompany the Pacific fleet ...s maneuvers in Hawaiian waters ... 15 to 27.

Following is the list of editors who ... signified their intention to make the ...

Frederick I. Thompson, Birmingham ...Herald; Chas. S. Osborn, Jr., Fresno (Cal.) Republican; Frank F. Barham, Los Angeles (Cal.) Herald; W. H. B. Fowler, San Francisco Chronicle; Frank S. Hoag, Pueblo (Col.) Star-Journal; Paul F. Mueller, Chicago Abendpost; J. M. Stephenson, South Bend (Ind.) News-Times; B. F. Forgey, Ashland (Ky.) Independent; Ernest L. Peterson, Dickinson (N. D.) Press; J. S. Leach, Bartlesville (Okla.) Enterprise.

J. T. Cushing, St. Albans (Vt.) Daily Messenger; J. E. Hanway, Casper (Wyo.) Casper Tribune; W. D. Adams, Charlotte (N. C.) Observer; S. G. Goldthwaite, Boone (Ia.) News-Republican; H. E. Montgomery, Junction City (Kan.) Union; F. K. Boal, Washington Correspondent, Pittsburgh Sun; T. R. Williams, Talladega (Ala.) Talladega Home; Karl Bickel, president, United Press Associations; J. E. Langdon, Sacramento (Cal.) Bee; V. Y. Dallman, Springfield (Ill.) State Register.

Verne E. Joy, Centralia (Ill.) Sentinel; D. W. Stevick, Champaign (Ill.) News-Gazette; R. C. Harbison, San Bernardino (Cal.) Daily Sun; R. G. Breckenridge, Pueblo (Col.) Star-Journal; R. F. R. Huntsman, Brooklyn Standard Union; M. M. Harris, San Antonio Express and News; W. F. Wiley, Cincinnati (O.) Enquirer; Hilton V. Brown, Indianapolis (Ind.) News.

J. Vance, New Britain (Conn.) Daily Herald; C. F. Renich, Woodstock (Ill.) Daily Sentinel; J. E. Brimblecom, National Editorial Association, St. Paul, Minn; J. E. Chamberlain, Boston Evening Transcript; F. P. Glass, Jr., St. Louis (Mo.) Star; Carter Field, Washington Correspondent, New York Herald Tribune; Robert G. Armstrong, Los Angeles Times.

Labor Paper Incorporated

The *Galesburg* (Ill.) *Labor News* has been incorporated with $1,000 capital.

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FOR NEWSPAPER MAKING

...ale.

...oss "Straightline" newspaper printing and ...ng press. Two-plate wide, 4 to 12 pages ...24 pages collected; eight columns 13 ems. ...s for either two or three folds. Samples ...duct furnished upon request, together with ...her information sought by any person in... ...d. This press is now taking care in ... of the Comic and Magazine Sections of ... Paul Sunday Pioneer Press, and can ...leased about July 1, 1925. Price and ... on application to Comptroller, Dispatch ...ng Co., St. Paul, Minn.

...rs' Outfitters

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...s quick; it gets your message ...ere in the shortest possible ...me.

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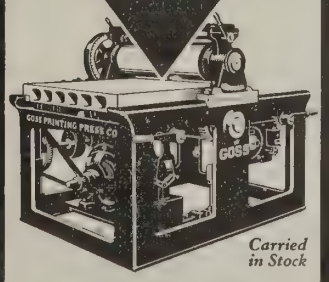
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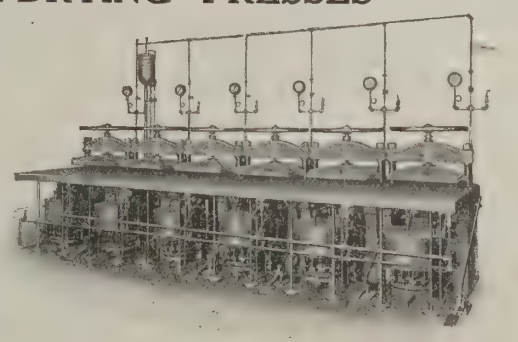
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experienced as manager, capable of rendering copy service to advertisers. Have worked in cities and small towns. Can furnish excellent references from advertiser as well as publisher. Address C-892, Editor & Publisher.

Classified Manager.
Thoroughly experienced with excellent record. Have outgrown present connections. For further details address Box C-887, Editor & Publisher.

Classified Manager Solicitor.
Young. Experienced in organization, selling, and writing copy. Good personality, initiative, reliable. Fine recommendations. Prefer live Real Estate town in Middle West. Record for new business. Adress Box C-859, Editor & Publisher.

Circulation Manager.
Now Circulation Manager in town of 200,000 wishes to make change. Has had experience on both morning and evening daily and Sunday. Can furnish the very best of reference. C-879, Editor & Publisher.

Circulation Manager.
Capable, aggressive, experienced. Unquestionable record as to ability and character and particularly strong in increase at minimum cost. Knows system. Also a thorough understanding in every department. For full particulars, write C-888, Editor & Publisher.

The Key to the Publisher's Office

YOU want to locate a good position. You have excellent qualifications. You want to let publishers know of your ability. You want to get your story through the door marked "Private".

A Situations Wanted advertisement will open that door. It is the key to the publisher's office.

Situations Wanted

Circulation Manager.
First class working circulation manager of proven ability wants job May first. Extra good street and suburban salesman. Good organizer. Well acquainted with other departments. Good paper in territory not less than 100,000. West or Mississippi Valley. Address C-865, Editor & Publisher.

Editor.
Capable of taking entire charge of news and editorial pages. Knows news and can write strong editorials; age 45; wide experience West, North and South; hard conscientious worker. Looking for opportunity to serve appreciative employer rather than fancy salary at the start. C-867, Editor & Publisher.

Editorial Man.
Rewrite man, news executive, editorial writer, desk man, thirty-one, capable, experienced on leading dailies. C-842, Editor & Publisher.

Editorial Writer.
Forceful writer, enthusiastic, tireless worker, thoroughly dependable, age 44; life-time of varied newspaper experience; 15 years New York City. Highest references and samples of work on request. Ready to go anywhere. C-866, Editor & Publisher.

General Manager-Publisher.
I know a newspaper doctor—a publisher of rare experience and proven successful record who has never become connected with a really successful newspaper and has never left an unsuccessful one. His experience has been East, West and South. He is neither too young nor too old. He knows newspaper organization and operation as a human should. He gets the maximum out of the force and tools at hand. His character is established and leaders in each city where he has been publisher or manager will testify to his ability and his personality making lasting, worth-while impression on those communities. He has been owner or part owner of several newspapers—Morning, Evening, Sunday—but it is not absolutely essential to let him have a stock interest to get his services as publisher or general manager, though, having sold for associated owner the property he last brought to success, he wishes a connection as publisher or general manager with a bonus arrangement and merely nominal salary. He is no glad hand artist, but a man of education and refinement capable of making and holding real friends. His thorough experience and his personal integrity mark him as a worthy associate by other publishers. He is a Christian and is married. If you know where such a man is needed let me put you in touch with this man. Box C-875, Editor & Publisher.

Mechanical Engineer for Publisher.
Will assume entire responsibility for mechanical operations, labor and production of large publishing organization. Young, practical, technical and all-around executive; member Typographical Union. Now with largest newspaper corporation in America, but desire connection where initiative, ability, reliabilty, energy, loyalty, honesty and Merits mean something to employer. C-886, care Editor & Publisher.

Newspaper Executive.
A thorough knowledge and experience in all phases of newspaper work. Can qualify from experience and ability as advertising manager, classified manager, auditor, or business manager. Fond of detail and could relieve publisher desiring to devote more time to other activities. Young, single, but not a floater. Best references as to character and ability. Prefer Central States or Pacific Coast. Address Box C-890, care Editor & Publisher.

Newspaperman.
Magazine, trade paper, daily experience, desk and street, seeks permanent place on New York City publication. Can handle reporting, rewrite, editorials, make-up, and do publicity. Married, college graduate. Now in New York. C-885, Editor & Publisher.

Publisher or General Manager.
I would like a connection in about sixty days as publisher or general manager of either morning, evening, or combination and Sunday newspaper, and would like to make appointmet for conference during A. N. P. A. meeting with owner who needs man of highest character, with proven successful career, who loves work and about whom, as an associate, he could feel absolutely satisfied in advance. Sale of my newspaper for profit causes me to seek a new location. I am willing to buy an interest or make a contract on salary and bonus basis. Address Box C-874, Editor & Publisher.

Publisher or Business Manager,
43. Capable of assuming entire responsibility of daily paper ten thousand or more circulation. Successful record but no capital. C-881, Editor & Publisher.

Situations Wanted

Reporter.
Young man, 30, desires position as reporter on daily paper in East. 9 years' experience on some leading dailies. Address C-893, Editor & Publisher.

Superintendent or Foreman.
Of newspaper composing room wishes permanent position with newspaper where efficiency and good work is required; have had practical and executive experience in large and small plants; in charge of one composing room over twelve years. Arthur Heath, 108 Malvern place, Cincinnati, Ohio.

Syndicate Executive
with a good sales record. Is well known to Managing Editors and Business Managers, having been connected with a nationally known newspaper syndicate. Has produced for years and directed campaigns that made some of the greatest of newspaper syndicate features. C-882, Editor & Publisher.

Young Man.
Experienced circulation work desires connection Eastern newspaper. Capable of organizing, operating Branch System. C-883, Editor & Publisher.

HELP WANTED

Advertising Solicitor Wanted.
By national weekly newspaper with third of a million circulation and very low milline rate. Must know agencies and large national advertisers. Give experience, age and salary expected. No triflers or flashes, please. C-856, Editor & Publisher.

Canvassing Crew Manager.
An experienced result-producing house-to-house canvassing crew manager; one who knows the block system of canvassing for daily and Sunday home delivered circulation in connection with travel and pedestrian accident insurance. To the man who can qualify and produce, the position would be permanent with worth while compensation with a well known daily and Sunday paper in a city of fine climate of population more than 250,000. State experience, give reference, and address C-870 c/o the Editor & Publisher.

First Class Manager
for Department of Advertising of Select Monthly Magazine. Must be well acquainted with national field. $50 to start, with healthy bonus on producing the goods. Excellent, permanent future for right man. Give references, religious and fraternal connections, and enclose recent photograph. Box C-876, Editor & Publisher.

Wanted.
High grade man to take charge of circulation and local advertising, Massachusetts daily. Town 18,000. A background of newspaper experience necessary. Position affords steady employment and excellent prospects. Webster Evening Times, Webster, Mass.

BUSINESS OPPORTUNITIES

Wanted.
A daily paper in a city of about 25,000. Prefer exclusive field. Can pay $100,000 as initial payment. C-889, Editor & Publisher.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

Johnston Returns from Cruise

William Johnston, suggestion editor of the *New York World*, returned this week from a 10 weeks' Mediterranean cruise on the liner Homeric. He sailed Jan. 24, and visited Tunis, Algiers, Cairo, Constantinople, and Monte Carlo.

Kobbe Agency Appoints Staff

Alfred Biggs, Walter P. Mount and C. Curtiss Main have joined the staff of Philip Kobbe Company, Inc., of New York, as account executives. L. Wester has been made assistant treasurer.

SALES—APPRAISA
Newspaper Properti

You have a newspaper prop which you wish to sell profitabl

Your newspaper property is making enough money?

You wish to make a sound inv ment in a newspaper property?

You wish to know the scien value of any newspaper property

WE HAVE BEEN SUCCESSFULLY GINEERING NEWSPAPER SALES APPRAISALS AND PURCHASES CONSOLIDATIONS FOR THE P THIRTY YEARS.

Palmer, DeWitt & Palm
350 MADISON AVENUE, NEW Y
Telephone: Murray Hill 8237

Successful Performanc

This firm has a record of alm 15 years of successful performance the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properti throughout the U. S.

HARWELL & CANNO
Times Bldg. New Yor

WE CONNECT THE WIRES

AGRICULTURAL WRITER AND EDITOR seeks position with newspaper, farm journal or house organ. Knows farming, livestock and poultry; well up in cooperative marketing; expert in organization and publicity. Possesses writing, executive and promotive ability, backed by Iowa college degree and a dozen years in two responsible positions. Would add the prestige of authority to your farm pages. Our No. 1039.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., · SPRINGFIELD, MASS

INTERNATIONAL PAPER COMPAN

New York, March 25, 1

The Board of Directors have declared a r quarterly dividend of one and one-half pe (1½%) on the preferred capital stock o company, payable April 15th, 1925, to pre stockholders of record at the close of bu April 7th, 1925. Checks will be mailed. fer books will not close.

OWEN SHEPHERD, Treas

CHANGES ON DAILY TAB

Eight New Men Join Staff of Va bilt's Miami Paper

Many changes have recently been in the staff of the *Miami Illustrated Tab*, the third tabloid paper to be st by Cornelius Vanderbilt, Jr.

Kent Watson, former "swing man the *Los Angeles Illustrated Daily N* has been transferred to Miami to be news and picture editor of the Lindsay McKenna, moving picture w has been made dramatic editor.

The following have joined the st the Tab: Vernon Arnold, formerly the *St. Louis Star*, copy desk; M Luther, formerly with the *Miami H* make-up editor; William Wolfe, for with *Atlanta Constitution*, slot Walter B. Ratliff, former city edit the *Fort Worth* (Tex.) *Press*, city Warren W. Wheaton, former Was ton press association correspondent, editor; Seth Clarkson, formerly wit *Florida Times-Union*, copy desk.

Sphinx Invite the Ladies

Sphinx Club, New York, will ho annual "Ladies' Night" at the Wa Astoria Hotel, New York, April

EGAL RATE BILL" NOW LAW

lication of State, County and Pol-ical Advertising Linked in Texas

(By *Telegraph to* EDITOR & PUBLISHER)

STIN, Tex., April 1.—Publication of ial state and county notices in Texas vspapers, and political advertising linked together in the same law Gov. Miriam A. Ferguson approved "legal publication rate" measure d by the thirty-ninth legislature. law is effective June 18.

is bill provides the rate for official es such as delinquent tax lists, shall e lowest classified advertising newspaper; and that the schedule of that the paper must be filed with fficial inserting the notices.

e same law provides that political tising shall not be charged more charged for classified advertising a like class of advertising matter." law provides official notices shall be d in newspapers unless the papers e to accept them, when they may be d in the old way by handbills or dars.

HAWAII TO RADIO U. S.

am Will Be Broadcast April 10 from Honolulu Advertiser

Honolulu Advertiser on April 10, broadcast Hawaii's first radio pro- to all America.

. Wallace R. Farrington, will ad- Governors of the various States. wave will be 270 meters, 500 watts.

FORESHADOWED EVENTS

April 11—Pacific Northwest Newspaper Assn., spring meeting, Vancouver, B. C.
April 13—Tax Publication Case, before Supreme Court, Washington, D. C.
April 15-27—Navy Department Trip for Newspaper men from San Francisco to Hawaii.
April 16—Sphinx Club, "Ladies' Night," Waldorf-Astoria Hotel, New York.
April 17-18—Pacific Slope Newspaper Conference, meeting, Portland, Ore.
April 20-21—Associated Press, annual meeting, Waldorf-Astoria Hotel, New York.
April 22-23—American Newspaper Publishers Assn., annual convention, Waldorf-Astoria Hotel, New York.
April 22—Bureau of Advertising A. N. P. A., annual dinner, Waldorf-Astoria Hotel, New York.

Printers Face Assessment Rise

Vote will be taken on May 25 by the International Typographical Union on a proposal to increase the per capita assessment to 40 cents a month permanently to complete and maintain the annex to the new home now being built at Colorado Springs, Col. The present assessment is 30 cents. Work on the annex, which is for tubercular patients and will cost $200,000, is now suspended, owing to lack of funds.

Moved to A. A. C. W. Headquarters

Arrangements have been made to answer from headquarters of the A. A. C. W. in New York City requests concerning church advertising copy which previously had been answered from the Witherspoon Building, Philadelphia.

For the past three years, Mr. Herbert H. Smith has volunteered his services to help papers obtain advertising material designed to assist churches to increase their attendance. Stenographic assistance for the Church Advertising Department has now been afforded in the Educational Department of the New York headquarters. Hereafter, inquiries regarding copy formerly furnished by Mr. Smith will now be directed to 383 Madison Ave., New York, N. Y.

Change Your Records

For church advertising copy and suggestions write Church Advertising Department, care Earle Pearson, Associated Advertising Clubs of the World, 383 Madison Avenue, New York, N. Y.

CHURCH ADVERTISING DEPARTMENT
A.A.C.W.
383 Madison Ave., New York, N. Y.
DR. C. F. REISNER, President

Here are presented facts and figures regarding Indiana which will be of real help to the general advertiser in planning an advertising campaign to cover this prosperous state.

—*There are nearly* 3,000,000 *men, women and children, which ranks Indiana eleventh in the United States.*

—*It has the highest percentage of native whites in the country with over* 92%.

—*The state is nearly divided in half between rural and urban population with* 49.4% *rural and* 50.6% *urban.*

—*Over* 47% *of the entire population is employed in gainful occupations.*

—*Indiana has over* 650,000 *automobiles.*

—*Indiana ranks sixth in coal productions. The state also ranks twelfth in production of petroleum.*

With needs to supply, money with which to pay for things needed, Indiana offers a market equal to any in the country.

The papers listed here are leaders. They serve an immense, intelligent, wealthy, family of buyers.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,106	.025
*Evansville Courier and Journal	(S)	32,840	.08
*Fort Wayne Journal-Gazette	(M)	31,502	.08
*Fort Wayne Journal-Gazette	(S)	34,520	.08
*Fort Wayne News-Sentinel	(E)	41,938	.09
*Gary Evening Post-Tribune	(E)	14,196	.055
Hammond Times	(E)	16,553	.06
*Huntington Press	(M&S)	3,797	.025
*Lafayette Journal & Courier	(M) 7,605 / (E) 12,900	20,505	.06
†††La Porte Herald-Argus	(E)	6,000	.025
*South Bend News-Times	(M) 10,138 / (E) 12,902	23,040	.06
*South Bend News-Times	(S)	21,298	.06
†South Bend Tribune	(S) 19,388 / (E)	20,627	.06
*Terre Haute Tribune	(E&S)	22,830	.06

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

A. N. P. A., annual convention at New York, April 20 to 25.

Associated Press, annual meeting, New York, April 20 and 21.

RUGS and carpets are taken up, stored and cleaned, during the spring, or early summer and companies who perform this service may be induced to call attention to it as spring advances.—C. M. L.

Business, professional and industrial offices in your city are always heavy buyers of equipment and supplies. Why not a couple of pages devoted to office devices, stationery, etc. Two jobbers might cooperate in a special campaign of this character, as will the dealers if you go after them in the right manner.—B. A. T.

The *Boston Advertiser* recently worked this idea in connection with attracting special attention to their advertising sections. Names were picked at random from the city directory and inserted among the advertisements, especially the want ads and a prize of two tickets to a local theater given to each person who called at the office proving that his or her name had been among the ones printed. This is a fine method to stimulate interest.—C. E. PELLISSIER, Boston, Mass.

A page of ads can be grouped under the heading, "Are you ready for April Showers?" Umbrellas, raincoats, slickers, and rubbers are among the possibilities of the ads. Weather reports indicating rain can be added to the heading.—THEODORE F. KOOP.

Greeting card dealers, stationers, and novelty merchants are particularly good prospects at this pre-Easter season.—C. M. L., Washington, D. C.

The *Richmond* (Va.) *Times-Dispatch* on every Kiwanis Club meeting day carries a page of Kiwanians' ads under the heading "The Richmond Kiwanian." Officers of the club are printed at the top of the page directly under the heading and the Kiwanis emblem is generously scattered throughout the layout. In the center of the ads appears weekly the picture of a member of the club with a brief sketch. Various club notices also appear.—George Lemon Sugg, *Jackson* (Miss.) *Daily News.*

In an effort to promote by publicity and education, the increased support of Sioux Falls industries, the *Argus-Leader* is now running each week a page devoted to products made in Sioux Falls, containing advertisements of various manufacturers and other industries, together with one article each week on one of the firms. There is also a feature article on the page concerning the relation of home industries to a city's growth, the title of this week's article being, "Where Mills and Factories Prosper, Stores and People Do Also."—L. J. Jellison, *Dubuque* (Ia.) *Times-Journal.*

The *Moline* (Ill.) *Daily Dispatch* recently used a page of its own paper to promote advertising, using an eight-column line "The Moline Daily Dispatch Progressive Advertisers' Page" citing in a series of four boxes arranged below numerous national advertised products that have established trade names through consistent and extensive advertising. The remaining three-quarters of the page was devoted to more than a score of brief sketches of businesses of its principal advertisers. It was an impressive ad and considered by the advertising department excellent "opener" for a campaign to bring in further accounts.—LOUIS SAVADGE.

A Massachusetts publication presents a novel idea for selling space to the individual advertiser. Under the caption, "What Store?" appears a cut of the interior of some merchant's establishment. The idea was for the public to discover which local merchant was advertising in that manner. The answer was sealed and locked in the City Hall safe by His Honor the Mayor, thus insuring absolute secrecy. This was a clever idea, not only to arouse local curiosity, but also to bring trade into the merchant's establishment.—George C. Marcley.

Doctors say that the best way to cure "Spring Fever" is by eating plenty of fresh vegetables and fresh fruit. Since this is the case it would be a good proposition for the paper to run a big story to this effect and to group around the story the ads of numerous local concerns handling fresh vegetables and fruits. It should be possible to get extra advertising by means of this stunt.—Frank H. Williams.

Put on a Ford spread in your paper. for a profitable run.

Have ads on the two pages of all the stores, dealers and repairmen who handle Ford products or who handle goods appealing to Ford owners. This would be something new in many cities and not very hard to get up.—Frank H. Williams, Santa Ana, Cal.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE Feribault (Minn.) Daily News recently ran an interesting feature hinging upon the election of "Ma" Ferguson as governor of Texas, entitled "If I Were Governor." Local club and business women contributed to the series which ran three times a week.—HARRIETT HILLIBOE.

The sports page of the *Cedar Rapids* (Ia.) *Republican* has been carrying a daily box feature headed, "Cedar Rapids Business Men Who Have Been College Athletes." Each day the past athletic achievements of one man, together with his cut, are printed. The cuts add materially to the paper's morgue.—THEODORE F. KOOP.

An interesting regular Sunday feature is the best short story written by local high school students the previous week. The *Miami* (Okla.) *News-Record* finds the high school English department glad to cooperate.—JOHN B. OWEN, *Miami News-Record.*

The *Des Moines* (Ia.) *Tribune-News* this spring invited its women readers to submit designs for spring hats holding an Easter hat design competition for which it engaged milliners to make up the chapeau. Designers were to submit descriptions and models for materials costing less than $5 and the contest closed a week ahead of Easter, so that the paper might have bonnet made up and ready for pre tion Easter time. Pictures of the ning design and hat and of other me ious designs were printed.—L. J. Sa

A good lead for a feature story work of the student R. O. T. C. branch of military work is an imp part of most of our college work. people have but a vague idea of what its work really is and just w accomplished. Look up your loca lege outfit and give it a write-up.—PELLISSIER, Boston, Mass.

Decoration Day is just aroun corner. Do you know who was th white man in your country and his grave was dug? We've "dug a crackin' good story about our white settler's grave, its location, dition of marker, etc. Mighty goo a pre-Decoration Day article.—D O. Ross.



GUS and GUSSI
By JACK LAIT
Great new daily comic strip w amuse millions. Don't watch grow—*grow with it!*
KING FEATURE SYNDICATE, Inc
241 W. 58th St. New York C

"If I Were A Woman
By
IRVIN COBB
For Release April 5
The First of the New Illustrated
Series of Our
PRE-EMINENT ARTICLE SERVICE
"A Lustrous Name - An Arresti Idea - Every Week"
Metropolitan Newspape Service
Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

Prunes and Prisms
By
Percival Prim,
The Perfect Speaker.
A Daily Lesson
in
GRAMMAR
Written in
Lilting Verse
for
Old and Young
Write for Option
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics
Magazine Feature Pages.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

A Rich Field for the Man Who Has Something to Sell

PENNSYLVANIA

Here are found nine million people—eight per cent of the population of the United States—80.8% native white and 18.8% foreign born.

There are sixty-seven cities in Pennsylvania with a population of over 10,000 each, and turning out 65% of the State's total industrial production.

Pennsylvania's wealth is more than $28,833,000,000, an increase of over 77% in the last ten years. This is a per capita wealth of $3,187, also an increase of 56%.

Each city has its own newspaper. No other paper will do and no other paper can sell your merchandise in these cities.

Co-operate with Pennsylvania merchants and increase your sales in one of the best territories in the country.

Pennsylvania newspapers listed here are the leading market finders for national advertisers. They have helped numerous manufacturers to win a place in Pennsylvania and hold it. They move merchandise from the dealer's shelf to the home.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	29,446	.10	.10
*Allentown Call .....(S)	19,425	.10	.10
†Beaver Falls Tribune .....(E)	5,725	.03	.03
†Bloomsburg Press .....(M)	7,189	.029	.029
*Chester Times .....(E)	15,507	.055	.055
†Coatesville Record .....(E)	6,529	.035	.03
*Connellsville Courier .....(E)	6,212	.02	.02
*Easton Express .....(E)	21,439	.07	.07
*Erie Times .....(E)	26,258	.08	.08
*Harrisburg Telegraph .....(E)	40,487	.095	.095
Hazleton Plain Speaker....(E) } Hazleton Standard-Sentinel.(M) }	19,510	.06	.06
*Mount Carmel Item .....(E)	4,409	.025	.021
*Oil City Derrick .....(M)	6,375	.035	.035
*Pottsville Republican and Morning Paper .....(E&M)	16,284	.08	.07
*Scranton Times .....(E)	41,414	.12	.11
*Sharon Herald .....(E)	6,568	.0285	.0285
†Stroudsburg Record (E) Press..(M)	8,078	.045	.045
*Sunbury Daily Item .....(E)	4,564	.025	.021
*Warren Times-Mirror .....(E&M)	7,579	.036	.036
†Washington Observer and Reporter .....(M&E)	17,358	.06	.06
†West Chester Local News.....(E)	10.883	.04	.04
*Wilkes-Barre Times-Leader....(E)	23,775	.08	.06
*Williamsport Sun .....(E)	19,766	.07	.07
†York Dispatch .....(E)	18,527	.05	.05
†York Gazette and Daily.....(M)	17,604	.05	.05

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

Selling Food

in

New York

IN Metropolitan New York, where the sales opportunities for food producers and distributors are larger than in any other market in the world, The Sun is recognized as the most forceful selling medium for food products of good quality.

Nearly all of the advertisers of food articles of merit in New York use The Sun and many of them place more advertising in The Sun than in any other New York newspaper.

During the last six months of 1924, The Sun published more Food Advertising than any other New York newspaper—seven-day morning as well as six-day evening.

The Sun's remarkable ability to create and increase consumer demand for food products is recognized by New York retailers and serves as an effective aid to national advertisers seeking retail distribution and dealer cooperation in this rich, responsive market.

The responsiveness of Sun readers is indicated not only by The Sun's strength in Food Advertising but also by the fact that The Sun publishes more National Advertising, more Manhattan Department Store Advertising, more Automobile, Radio and Financial Advertising than any other New York evening newspaper.

The following Food Advertisers used more space in The Sun during 1924 than in any other New York newspaper:

Mrs. Allen's Pies
Atwood Grapefruit
Bokar Coffee
Charles S. Cash
Certified Bread
Colman's Products
Crisco
Del Monte
Encore Olive Oil
Gristede Bros.
Gude's Butter
Happiness Candy Stores
Hecker's Flour
Hellmann's Mayonnaise
Kellogg's Products
Lester & Toner
Liebig Malt Extract
Loose-Wiles Biscuit Co.
Mah Jong Tea Co.
Henry Maillard
A. W. McCann
Newberry Bros.
Ocean Spray Cranberry Sauce
Page & Shaw
Pompeian Olive Oil
Postum Cereal Co.
H.-O. Cereal Co.
Ralston Cereal
Daniel Reeves
Ridgways Teas
A. I. Root Co.
Ruffner's Potato Waffles
Sanka Coffee
Sheffield Farms Co.
Thea-Nectar Teas
Westphalia Hams

In addition, the following Food Advertisers also used The Sun during 1924:

Walter Baker & Co., Ltd.
Bau Olive Oil
Beech-Nut Products
Best Foods, Inc.
Blue Label Products
Borden's Farm Products Co.
Certo Sure-Jell
Consumers Pies
Davis Baking Powder
Drake's Cake
Easton's Mayonnaise
Eatmor Cranberries
Ferris Hams
Gillies Coffee Co.
Great Atlantic & Pacific Tea Co.
Gulden's Mustard
Happiness Almond Bars
Heide's Candy
Heinz Products
Horlick's Malted Milk
Horton's Ice Cream
Hydrox Ice Cream
India Tea
Joint Coffee Trade Publicity Committee
J. L. Kraft Bros. Co.
Lea & Perrins
Lipton's Tea
Loft Candy
Long Island Ducks
Marshak's Maltmolak
Maxwell House Coffee
Mazola
Mission Garden Tea
Mueller's Products
National Biscuit Co.
Oh Henry!
Park & Tilford
Phenix Cheese
Premier Products
Pride of the Farm Catsup
Quaker Oats
Royal Products
Rumbel Health Food
Salada Tea
Schrafft's
Louis Sherry
Silz Chicken
Spanish Green Olives
Sunkist Fruit
Sun-Maid Raisins
Swift & Co.
Tao Tea Balls
Tetley's Tea
U. S. Coffee & Tea Co.
Ward's Baking Co.
White Rose Tea

The Sun

280 BROADWAY NEW YORK

JOURNALISM LIBRARY

THIS ISSUE: PRE-CONVENTIONS NUMBER—84 PAGES

JOURNALISM LIBRARY

EDITOR & PUBLISHER

1884 The Newspaper Advocate 1925

SUITE 1115 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1888; The Fourth Estate, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Issued Every Saturday.

Vol. 57. No. 47 NEW YORK, APRIL 18, 1925 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

When the People of Chicago Buy—

they logically look for their shop news and buying information in The Chicago Daily News, because they are accustomed to finding it there.

And it is there. Not the least of the journalistic services that The Daily News renders the buyers of Chicago is the extent, variety and comprehensiveness of its advertising. Every day this advertising is in effect a directory and guide to everything offered for sale in any part of Chicago. The reader doesn't have to "borrow another paper" to find what is wanted. It is all advertised here—display and classified.

The Daily News is called "the department store of newspapers" because of the comprehensiveness of its service to its readers—in news, editorial features and advertising.

Its scope and variety of reader interest are paralleled by the scope and variety of its advertising, and its readers are responsive to both.

THE CHICAGO DAILY NEWS

First in Chicago

NEA COMICS in COLOR ARE RINGING THE BELL



When a newspaper publisher increases his original order for NEA Color Comic Sections he must be getting results---Circulation must be gaining.

The following newspapers have recently increased their original order for NEA Color Comics---proof that these sections are circulation builders:

Kokomo (Ind.) Tribune
Greensboro (N. C.) Record
Fresno (Calif.) Bee
Mt. Vernon (Ill.) Register-News
Denver (Colo.) Express
Dubuque (Ia.) Times-Journal
Dodge City (Kas.) Globe
Bartlesville (Okla.) Examiner
Gastonia (N. C.) Gazette
El Dorado (Ark.) News

IS YOUR CIRCULATION GAINING?

The Characters in "$alesman $am," "Out Our Way," "Freckles" and "Our Boarding House" form the funniest Color Comic Section in America. *Samples and rates on request.*

NEA will have its usual exhibit during the A. N. P. A. Convention, April 20-24



NEA SERVICE, Inc.
1200 West Third Street,
Cleveland, Ohio
The World's Greatest Newspaper Feature Service

Better Than Statistics!

¶"Great figures, those," said one of our good advertisers in Baltimore when we showed him our latest circulation figures—"but I don't need them."

¶"Why?" we asked.

¶"Because I know where my results come from," was the answer.

¶The overwhelming local advertising patronage of the Sunpapers is the result of a day-to-day checking of definite results from definite items.

¶The wise national advertiser follows the local one as closely as the detective assigned to the President follows him.

¶It's a safe system.

¶The Sunpapers have plenty of impressive figures, but what pleases the advertiser most is the impressive results he gets from his Sunpaper advertising.

Average Net Paid Circulation for March, 1925

Daily (M. & E.) . . .	**248,663**
Sunday	**183,957**

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Some Day You'll Do It Why Not *Now?*

The good plan on the opposite page was proposed first in 1919 and its logic stands the test of time.

If advertising is good for you to *sell*, it is just as good for you to *buy*.

Won't you as a publisher introduce this plan or a similar one for discussion at the A. N. P. A. convention in New York?

Read it. Improve it. Then *act!*

Your trouble will be repaid a thousand fold.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago New York Atlanta
Kansas City San Francisco

TO THE A. N. P. A. CONVENTION, NEW YORK, APRIL, 1925

An Invitation to Newspaper Publishers and Representatives to Subscribe Money for a Campaign to Advertise the Advantages of Newspaper Advertising

To start the ball a-rolling the E. Katz Special Advertising Agency will contribute $1,000. The primary object is to increase national advertising in Newspapers.

The Plan

We propose that a campaign be laid out to nclude advertising trade papers, periodicals ppealing to the big executives (including ankers) not likely to be reached otherwise, ewspapers in advertising centers, trade apers for retailers and jobbers, and direct by ail advertising, all to co-ordinate with the ersonal work of the Bureau of Advertising f the A. N. P. A. To avoid irrelevant ontroversy it is best not to suggest names f periodicals at this time.

Newspapers to Subscribe $5 per Thousand Circulation

An appropriation of $100,000 is reason-ble but if only $25,000 can be collected ow, let's start with that.

We propose that Newspapers subscribe on ie basis of $5.00 per thousand circulation r fraction thereof, as of March 31st, 1925, months' daily average, paid, as per P. O. tatement. Thus if only 100 newspapers sub-cribe, ranging from 5,000 circulation to 00,000 and more giving a general average f 50,000, the fund will be $25,000. For istance, a paper with 10,000 circulation ould contribute $50.

Representatives to contribute any amount tey choose.

The handling of the funds, the prepara-on and execution of the campaign, to be nder the direction of the Bureau of Adver-ing co-operating with a committee of pub-lhers and representatives appointed by the Jureau. The final authority to be the Di-rctor of the Bureau. All mediums to be slected impartially on a business basis with-ct regard for personal friendship or contri-tions.

Development

The effective personal work of the Bureau d Advertising has proved its value. The Bureau today has a splendid working organ-ation with offices in New York, Chicago ad San Francisco. The pioneering for Newspapers deserves wholehearted support.

The Bureau has demonstrated that "the machine works." Further results will be in proportion to money contributed by pub-lhers. The next and logical step is to give th Bureau of Advertising the support of a properly balanced advertising campaign.

The situation is somewhat like that of a manufacturer with his good product already on the market, with his personal sales organization now functioning properly and with distribution expanding logically, and so his next step is an advertising campaign that will best co-ordinate with his sales organization.

The Bureau of Advertising through personal work can reach only a limited number of prospects and cover a comparatively limited territory.

An advertising campaign can multiply the Bureau's splendid work many fold. Advertising would reach countless executives, all of the principal trade centers, in fact it would be working everywhere, all the time.

For Example

Newspapers want to convince the financial men who know nothing or little about advertising. And pretty soon you will find that some bankers, some Boards of Directors, will no longer authorize money for advertising in territory where the Company has no distribution or where the Company cannot sell at a profit.

Newspapers want to convince the sales managers who understand zone merchandising and show them how best results can be obtained through zone advertising.

Newspapers want to convince the advertising manager who is buying color in magazines merely for color's sake. He should first outline the job he has to do and then buy the form of advertising which will best attain the object.

Newspapers want to convince the national advertiser who sends to his retailers and jobbers a list of five women's magazines he is using and makes this unqualified statement: "This advertisement goes into five out of every eight homes in every community in the United States, which includes practically all of the best homes in your town." (sic)

Newspapers want to give the retailers and wholesalers a better idea of what advertising *can* do and what it can *not,* and what form of advertising can best help *them.*

Why, the opportunity for the Newspapers is unlimited. What to say, how, where and to whom, are obvious to the man who knows what Newspaper advertising can do. This is not the place to point out the myriad advantages of Newspaper advertising—its timeliness, its complete coverage, its saturation, its adaptability, its quick action, its flexibility, its low cost, its big results, its dual consumer and trade effect—this is not the place to amplify those things. You Newspaper publishers know them. It is your daily business, your stock in trade.

Commercial Research Possibilities

And ultimately this little start will surely lead to the establishment of a Commercial Research Organization second only to departments of the United States Government. There is only one really great research department in advertising circles today, and, to his credit and profit, fostered by one publisher. Everyone knows that his organization can present to most manufacturers facts about markets and selling not only convincing, but nothing short of amazing.

Now if one lone publisher can do that, balance his opportunity and success against the combined resources of the Newspapers of America!

Advertising is not on trial here. What publisher will deny that the same selling force through advertising properly directed, can do at least as much for Newspapers as it can do for the advertisers in the publisher's own Newspaper?

Appeal for Action

The question is, what is an equitable subscription basis and who will put up the money?

Many will contribute and few will immediately benefit, and some will gain who give nothing. But if we are in a good business, let's show our faith in it.

There is not the slightest doubt in our mind that such a campaign to develop National Newspaper Advertising will be not only a paying investment in lineage, but also a definite factor in raising the standard and understanding of advertising practise.

Our check for $1,000 has been forwarded to Mr. William F. Rogers with the respectful suggestion that this plan be submitted at the April, 1925, session of the A. N. P. A. This contribution is contingent upon the collection of a minimum of $25,000 to be spent in various forms of *printed* advertising to start as soon as possible in 1925 and to cover not more than 12 months.

Therefore, we urge that the A. N. P. A. adopt in principle this or a similar plan, the details to be worked out by a committee duly appointed, and that an effort be made to start the subscriptions in open meeting at the present session.

E. Katz Special Advertising Agency

Established 1888

5[illegible] West 40th Street NEW YORK	Harris Trust Building CHICAGO	Waldheim Building KANSAS CITY	22 Marietta Street ATLANTA	Monadnock Building SAN FRANCISCO



The Big Market's Big Paper

THE paper which most people read is the paper in which the most people have confidence. The reader-confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is so much greater than that of any other Philadelphia paper.

The Bulletin goes into practically all of the 412,000 separate homes of the city and 100,000 more outside of the city limits.

"In Philadelphia nearly everybody reads The Bulletin"

Philadelphia is a huge market of nearly three million people—third largest in America—instantly **available through one newspaper, at one cost.**

With over half a million copies daily The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, APRIL 18, 1925 | No. 47

Associated Press and A.N.P.A. Meetings Call 600 Publishers to New York

Crowded Calendars Await Visitors—A. P. Business Includes Appointment of New General Manager —Newsprint Definition Big A. N. P. A. Topic—Social Program

WITH crowded calendars awaiting attention, the great convention week of the newspaper year opens April 20 at the Waldorf-Astoria Hotel, New York. It is the 25th anniversary meeting of the Associated Press, while members of the American Newspaper Publishers' Association gather for their 39th convention.

On April 20 a special session of the Associated Press will be held to consider problems of importance to members. The regular annual A. P. meeting falls on the following day, and then the hotel will be taken over by the A. N. P. A. for April 22, 23 and 24. A regional publishers' association conference, scheduled for Monday evening at a dinner in the Waldorf, is an added date for this year's convention week. It is being sponsored by the Inland Daily Press Association, and federalization of regional associations is the topic slated for discussion.

Important A. P. business awaiting consideration includes:

Appointment of a successor to Frederick Roy Martin, general manager and assistant secretary, who has resigned effective April 21.

Vote on applications for membership filed by the *New York Daily News* and *Sunday News, Jeffersonville* (Ind.) *Evening Bulletin,* and the *Norristown* (Pa.) *Times-Herald.*

Decision in the cases of newspapers, charged with violating association by-laws in broadcasting election returns.

Election of new members to the board of directors, to fill vacancies caused by terms expiring this year.

Discussion of news service problems by members with possible traffic changes.

Vice-President Charles G. Dawes will be guest of honor at the annual luncheon of the A. P., April 21.

Official announcement of Mr. Martin's successor is not scheduled until April 22, when the board of directors holds its regular meeting following the annual meeting of members. It is understood selection has already been made and the choice will be put before members in advance of official action by the directorate.

Applications for memberships by the three newspapers were filed by William H. Field, for the New York Daily News; Claude G. Brodhecker, for the Jeffersonville (Ind.) Evening Bulletin, and Ralph Beaver Strassburger, Norristown Times-Herald. Strong opposition is expected in the case of the New York tabloid. The tendency in New York has been to cut down A. P. membership, rather than expand it. During the past eight years three memberships have disappeared from the Manhattan field.

Eight Associated Press members await decision of the board of directors regarding citations charging them with violating by-laws in broadcasting election returns last November. At a meeting last January, the members presented evidence they had received election news for broadcasting from other sources than the A. P. Cited newspapers were the *Chicago Tribune, Boston Post, Buffalo Evening News, Chicago Herald & Examiner, New York American, New York Sun,* and *St. Louis Post-Dispatch.* The decision of the board is expected to be handed down April 20.

Terms of five A. P. directors expire in 1925 and successors are to be elected at the annual meeting. The five are: Clark Howell, *Atlanta Constitution,* Charles Hopkins Clark, *Hartford Courant;* Elbert H. Baker, *Cleveland Plain Dealer;* Stuart H. Perry, *Adrian* (Mich.) *Telegram;* J. R. Knowland, *Oakland* (Cal.) *Tribune.*

The nominating committee has named these five to succeed themselves and five other nominations as follows:

C. P. J. Mooney, *Memphis Commercial Appeal;* I. R. Kirkwood, *Kansas City* (Mo.) *Star;* William J. Pape, *Waterbury* (Conn.) *Republican;* J. L. Sturtevant, *Wausau* (Wis.) *Record-Herald;* Harry Chandler, *Los Angeles Times.*



HONORABLE CHARLES G. DAWES

The Vice-President of the United States, who will address members of the Associated Press at a luncheon at the Waldorf-Astoria on Tuesday.

New York hotel addresses of visiting delegates on pages 12, 13 and 14, this issue.

A map of convention floor at Waldorf-Astoria, locating all meeting places and exhibits, with personnel in charge of the latter, on page 16.

EDITOR & PUBLISHER headquarters, Room 116, Waldorf-Astoria, all welcome!

The present board of directors held its regular April meeting this week, April 16, 17 and 18. The board, with its newly elected members, will hold its first meeting April 22.

Call for the special A. P. meeting of members, which will start at 2:30 P. M. in the Astor Gallery of the Waldorf-Astoria, states that it is made necessary "in order that there may be more time for consideration of matters of general interest to the membership."

"In recent years a one-day session has not been adequate to include the election of directors, with the delay incident to the casting and counting of ballots and the interruption necessary because of the luncheon", it is explained.

It is understood members have objected they had no opportunity for discussion of possible wire service changes, and this meeting will satisfy this request. General consideration of radio broadcasting of news by A. P. members is also slated as a topic.

No official action can be taken on this day, however, and any resolutions passed or suggestions made will be subject to vote April 21.

A PLENITUDE of major problems confront American Newspaper Publishers' Association members for discussion and action during sessions scheduled for April 22, 23, and 24 at the Waldorf-Astoria Hotel, New York.

Prepared in order of probable importance these problems are:

1. Newsprint.
2. Canadian export tax on pulpwood.
3. Proposed change in the definition of standard newsprint by the Federal treasury department.
4. Labor.
5. Postal—including plans for new methods of distribution.
6. Traffic problems, with threatened raises in baggage and express rates to be met.
7. Forestry.
8. Printing Trade Schools.
9. Radio.

Although not officially listed for discussion on the convention floor, members will unquestionably give considerable attention to Audit Bureau of Circulations matters, in view of the recent settlement in New York in regard to interpretation of an A. B. C. by-law, providing written requests from bureau auditors for examination of records outside the regular circulation books, and related accounts.

The New York newspaper publishers' agreement with the bureau, which ended nearly a year of controversy follows:

"When an A. B. C. auditor states in writing to a publisher that real or seeming irregularities in the circulation accounts require the examination of records, ledgers, or payrolls outside the circulation records and related accounts, upon the presentation of such statement by the auditor, any record, specifically designated in writing by him as necessary for

his intelligent investigation of circulation, shall be provided."

EDITOR & PUBLISHER has been reliably informed that, based upon the New York controversy and its resulting agreement, an attempt will be made to interest A. N. P. A. members in the formation, within the association of a new circulation auditing organization.

Such a step was first discussed at an A. N. P. A. convention two years ago. Then a committee was formed to investigate and report on possibilities. Nothing definite, however, resulted.

The proposed export tax on Canadian pulpwood takes on additional importance as an A. N. P. A. topic this year, in view of the fact the question was roused from lethargy in Montreal, Jan. 31, when, for the first time in history, the Canadian Pulp & Paper Association put itself on record in favor of a tax. American publishers are, it is said, thus faced with the possible skyrocketing of paper prices through Canadian control.

Members will doubtless be called upon to approve the stand taken by A. N. P. A. officials at a recent hearing in Washington in connection with a proposed new definition of standard newsprint paper, and also to assist in formation of an association policy to be held at a future hearing before Judge McKenzie Moss, in charge of customs, in Washington May 5. This hearing was originally set for April 17, but it was set ahead to permit discussion at the A. N. P. A. convention.

Some two months ago A. N. P. A. officials were surprised to learn the United States Treasury Department had under consideration a proposed change in the definition of standard newsprint, which commodity is on the free list at the present time.

At a hearing before Judge Moss in Washington about three weeks ago the import committee of the American Paper Industry appeared as proponents for the new definition, which is approved by the Department of Commerce, Bureau of Standards.

A committee of the A. N. P. A. appeared in opposition to the proposed changes and were the sole opponents, other than a few importers.

The new definition, as recommended by the Department of Commerce, provides, among other things, that sheet news, used by thousands of daily and weekly newspapers, should not remain on the free list.

The A. N. P. A. committee, acting on behalf of the smaller newspapers, strongly protested against any such action and the proponents of the definition finally consented to drop it.

The definition also provides:

1. That newsprint to be used only for standard editions of newspapers, be allowed entrance to this country duty free.
2. That the diameter of rolls be limited to 28 inches.
3. That the spread of weight be reduced, the present minimum of 28.8 pounds being changed to a minimum of 30 pounds.
4. That the new definition exclude unbleached sulphite or ground wood now on the free list from use in newsprint.

The A. N. P. A. believes that in attacking such proposed changes in the definition of newsprint, it has particularly supported the cause of the smaller newspapers in this country.

Report of the A. N. P. A. radio committee of which W. A. Strong, busine manager of the *Chicago Daily News,* chairman, will undoubtedly contain ref ence to action taken by the committee fore the Third Annual Radio Conferen held in Washington, D. C. last Octob Then the committee went on record opposed to erection of super-power broa casting stations and advertising by rad

The former of the two problems appe now to be a dead issue, but the latter expected to give rise to considerable d cussion.

The A. N. P. A. committee express the belief before the Radio Conferen that listeners were opposed to any fo of direct advertising over the air.

Postal discussion at the convention w center around plans for new methods distribution other than the mails, in vi of the increase in second class rates n in effect.

A special committee has been creat by the association to study the newspa distribution system, and it has alrea made one report, published in EDITOR PUBLISHER Feb. 7. Headed by Geor M. Rogers of the *Cleveland Plain Deal* this committee has now prepared a s ond and more comprehensive report to submitted to the membership in the As Gallery of the Waldorf next Wednesd morning.

All committee reports are due for su mission to members on that day.

The various committees and their cha men are: Special Standing Committ H. N. Kellogg, chairman; Paper Co mittee, E. F. Adler, *Davenport* (Ia *Times,* chairman; Postal Committee, D. Barnum, *Syracuse* (N. Y.) *Po Standard,* chairman; Committee on Fe eral Laws, A. L. Miller, *Battle Cre Enquirer-News,* chairman; Committee Arbitration Contracts, Victor F. Lawso *Chicago Daily News,* chairman; Comm tee on Open Shop, D. D. Moore, *Fo Worth Record,* chairman; Committee National Forest Resources, E. H. Bak *Cleveland Plain Dealer,* chairman; Co mittee on Circulation Audits, Hilton Brown, *Indianapolis News,* chairma Committee on Traffic, E. M. Antri chairman; Committee on Radio, W. Strong, *Chicago Daily News,* chairma Budget Committee, Howard Davis, *N York Herald Tribune,* chairman.



New EDITOR & PUBLISHER photograph of general operating room of Associated Press, recently installed at 383 Madiso Avenue, New York

DAY BY DAY WITH THE PUBLISHERS

April 20—9:30 A.M. First Annual Golf Tournament of the American Newspaper Publishers' Association, Westchester-Biltmore Country Club.

April 20—2:30 P.M. Special meeting of Associated Press Members, Astor Gallery, Waldorf-Astoria.

April 20—Committee in Charge of the Bureau of Advertising, A.N.P.A., meeting, Bureau Headquarters, 270 Madison Avenue.

April 20—7:30 P.M. Regional Conference of Publishers' Associations, Waldorf-Astoria.

April 21—10 A.M. Annual Meeting of the Associated Press, Astor Gallery, Waldorf-Astoria.

April 21—1 P.M. Annual Luncheon of the Associated Press, Waldorf-Astoria.

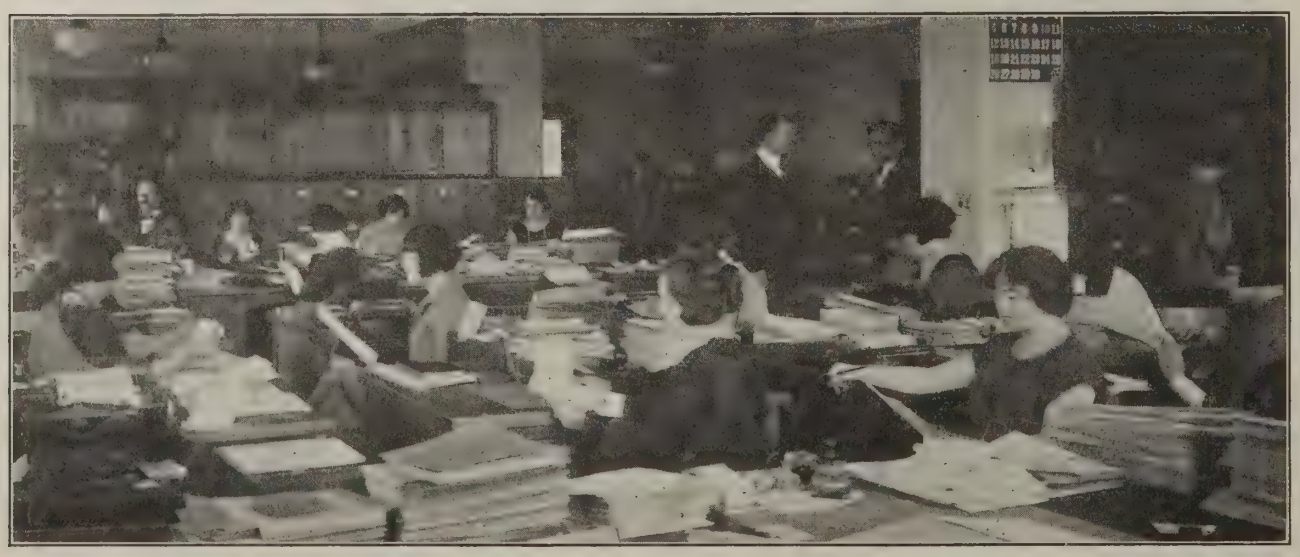
April 21—7:30 P.M. "Cabinet Lark," M. Koenigsberg, King Features Syndicate, Friars Club, New York.

April 22-23-24—10 A.M. and 2 P.M. Annual Convention of the American Newspaper Publishers' Association, Waldorf-Astoria.

April 22—7 P.M. Annual Banquet, Bureau of Advertising, A.N.P.A.

April 23—6:30 P.M. Annual dinner and meeting of Directors of the North American Newspaper Alliance.

April 24—10:30 A.M. Annual meeting of members of the North American Newspaper Alliance, Sun Parlor, Waldorf-Astoria.



A.N.P.A. general work-room at new "up-town" headquarters at 270 Madison Avenue, New York. (EDITOR & PUBLISHER photograph)

HEADLINING entertainment attra tions planned for delegates attendi the A. P. annual meeting and the A. P. A. convention are as usual the Asso ated Press luncheon, April 21, and t banquet given by the Bureau of Adve tising of the A. N. P. A., April 22, wi the added attraction this year of the pu lishers' association's first annual g

(*Continued on page* 18)

A. P. AND NOYES REACH JUBILEE TOGETHER

Washington Star Publisher, President Since 1900, and Victor F. Lawson, of Chicago Daily News, Only Surviving Founders to Witness Giant Success of Their Ideal of a Mutual News Association

FOR twenty-five consecutive years Frank Brett Noyes, publisher of the *Washington Evening Star*, has been president of the Associated Press. The event is being celebrated in A. P. circles, which is the whole round world.

Of the valiant little group of newspaper publishers who, more than a quarter of a century ago, led the fight for the truly mutual press association which the A. P. has become, but two remain in the land of the living, Mr. Noyes and Victor F. Lawson, publisher the *Chicago Daily News*. The latter, born in 1850, never misses a meeting of the board of directors, having been an officer or director of the organization from its inception. Mr. Noyes, born in 1863, devotes the major portion of his time and interest to his office and holds for A. P. a sense of reverence amounting to spiritual quality. The third venerable figure in the triumvirate which conceived and in large measure executed the formation and development of Associated Press is Melville E. Stone, born in 1848, for more than a quarter of a century the dynamic general manager of the most successful co-operative institution in any field of endeavor in this country, and perhaps the world. Mr. Stone is acting today as counselor.

Three men they were with but a single ideal of press service; three men they remain with that ideal merely intensified and glorified by the practical tests of time.

A few days ago this writer called upon Mr. Noyes at the new up-town headquarters of the A. P. at 383 Madison avenue, New York. The difficulty one experiences in attempting to interview Stone is that he insists upon talking about Noyes and Lawson. Lawson will glowingly tell you of the contributions to A. P. that Stone and Noyes have made, but it takes cross examination to get from him his own story. And in interviewing Noyes for EDITOR & PUBLISHER a third John Alden was found, eloquent when pleading the cause of his life-time associates and friends.

"Tell the high secret of success of this co-operative movement in journalism—what one thing has been the ruling factor?" Mr. Noyes was asked.

"Under it all," he promptly replied, "is the original ideal of a soundly dependable fact news report, essentially the product of the members' news staffs and exchanged on association wires, with truly democratic management and no incentive on the part of anyone to profit from this business, but very distinct incentive to create for the association the highest possible quality of service. The Associated Press is remarkable in the sense that it stands today squarely upon the foundations laid down in the year 1893. There has been no single departure from any fundamental principle of control or administration. There have been developments and amplifications in many directions, and the organization has grown tremendously in numbers and in service, but the fundamentals have been conserved without deviation."

Standard-Bearer For Quarter Century



It was interesting to have the figures on Associated Press development since the Illinois corporation was abandoned because the laws of that state did not provide for the type of mutual organization which the creators believed necessary as a foundation; the association was re-formed in 1900 under New York laws, which did provide a consistent legal form. Mr. Noyes, upon investigation, produced for EDITOR & PUBLISHER the following statement:

Year	*Income*	*Leased wire mileage*
1894	$992,348.42	20,226
1900	1,492,901.75	27,277
1924	7,043,777.72	98,221

"Those figures might be considered unusual even if they represented an ordinary commercial development," said Mr. Noyes, "but I think they are remarkably significant in the whole field of economics as being the measure of physical growth of a purely mutual association, serving a practical idealism. The Associated Press has been and is the rock upon which the great newspapers of its membership have been brought to success and high usefulness, but its relationship to the political life of our people, and to the peoples of the world, must be estimated as its larger function, in the sense that its cardinal principle of free, full and pure flow of public information works by day and by night to serve the expression, and subserve the formation of public opinion, root and essence of our free institutions and the guide of intelligent individual life and action.

"In the old Associated Press, incorporated in Illinois, some 300 newspaper publishers were loosely federated. Few in this generation appreciate how intolerable the situation had become for newspaper men, all over this country, who sensed public responsibility as vastly more important than private ambition. The story of the old United Press—A. P. battle is a twice-told tale, but in retrospect I should not fail to point out that the identical elements which brought the Associated Press to victory in that strenuous encounter remain as its bone and sinew to this day and shall remain imperishable while democracy continues to be the governmental ideal of the people.

"When we organized under New York state laws the membership had more than doubled and today it numbers 1,198, of which, it is interesting to note, 495 were charter members. There have been a great number of newspaper consolidations and mergers, in recent years, which have caused fluctuation in membership, but the increase has been consistent and regular throughout the years.

"Of the total number some 800 memberships represent full leased wire dailies with approximately 400 so-called 'pony' service members. The qualitative and quantitative advances that have been made during the quarter of a century in the news report are most amazing to me. I have seen droves of little struggling pony newspapers, starting service with a few hundred words in telegraphed skeleton, come up to telephone service of two or three columns of A. P. despatches and then leap in for full leased wire reports, occupying many printed pages daily. The capacity of the metropolitan newspaper press to consume the world's news has seemed fairly inexhaustible and today nearly the whole country is double tracked by A. P. leased lines and all modern communication means are employed as tributaries to the main currents of A. P. telegraph traffic.

"It has been wonderful to see how news processes have been refined as well as augmented. Take for instance, the A. P. situation in Ohio. Our membership there was not satisfied with a general leased wire report transmitted on three wires, being an assortment of world, domestic and state news, but so great was local interest that a fourth full leased line was put into operation to serve nothing to Ohio members but Ohio news. This wire operates both day and night, exclusively serving the local state interest.

"The idea which chiefly animated the founders of the Associated Press remains as its backbone today; I refer to the exchange of news on our wires collected by the staffs of members. It is an unbeatable system, both for achievement and for sound economy. Associated Press naturally becomes the first thought and consideration of the member who realizes that his spirit of giving to the whole is rewarded in manifold by general exercise of the same loyalty. This is co-operation in the full sense.

"It is conservatively estimated that 80,000 trained men are in the service of the Associated Press. There are between 1,700 and 1,800 direct employes. I do not have it in my power to express what I so deeply feel concerning the men who have served Associated Press, and its principles, through these years. It is something that cannot be put into words. Except in actual spiritual service I know of no human

(*Continued on page* 30)

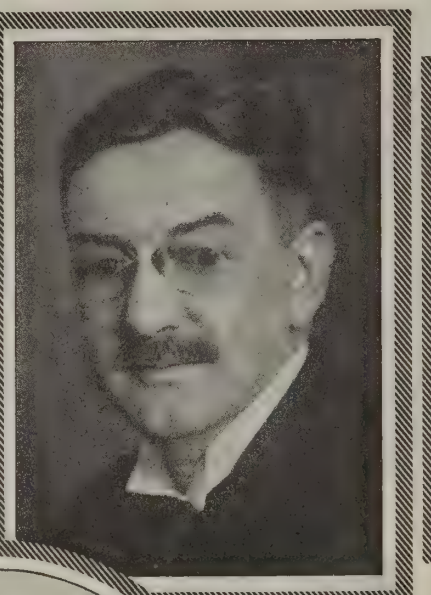
Associated Press Far-Flung Staff Chiefs



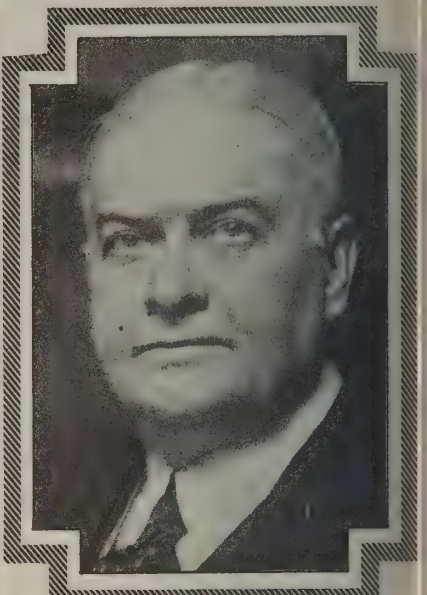
L. F. Curtis
Superintendent Markets & Elections



F. C. Scoville
Chief of Mexico City Division



Charles T. Thompson
Superintendent Foreign Service



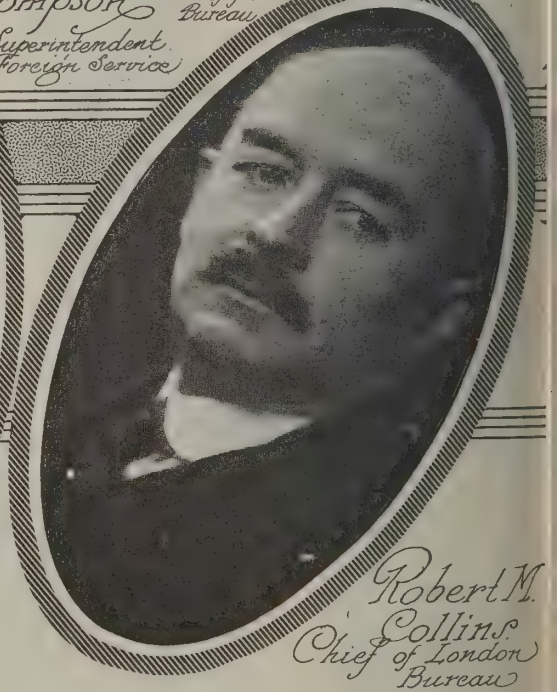
Elmer Roberts
Chief of Paris Bureau



E. T. Wolford
Central Division Traffic Chief



L. C. Probert
Superintendent Washington Bureau



Robert M. Collins
Chief of London Bureau



Chas. Stephenson Smith
Chief of Berlin Bureau



Joseph E. Sharkey
Chief of Geneva Bureau



C. A. Price
Eastern Div. Traffic Chief



Salvatore Cortesi
Chief of Rome Bureau



L. P. Hall
Western Division Traffic Chief

Directing News Service Across the Seven Seas



E. W. Vaiden
Washington Bureau Traffic Chief



A. D. Hale
Southern Division Traffic Chief



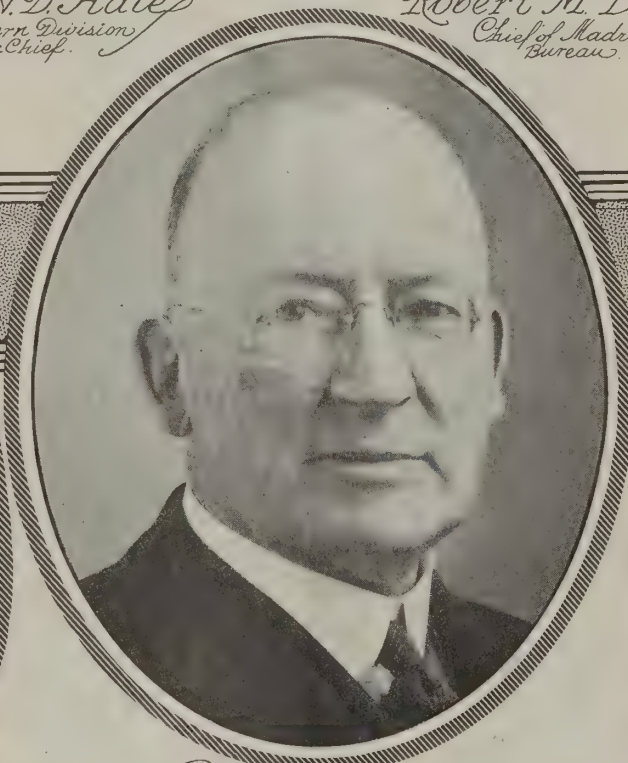
Robert M. Berry
Chief of Madrid Bureau



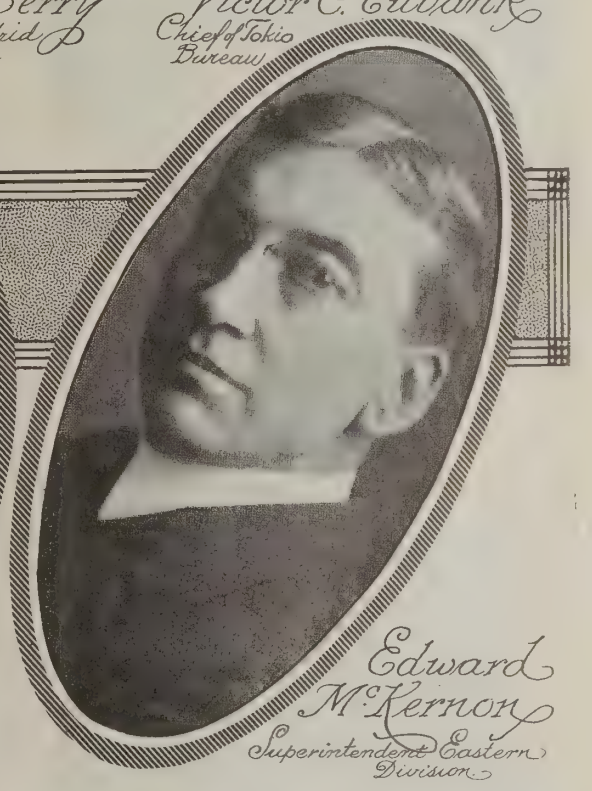
Victor C. Eubank
Chief of Tokio Bureau



Edgar T. Cutter
Superintendent Central Division



Paul Cowles
Superintendent Western Division



Edward McKernon
Superintendent Eastern Division



James A. Mills
Chief of Moscow Bureau



Meredith N. Stiles
Chief of Buenos Aires Bureau



Edward L. Powell
Chief of Manila Bureau

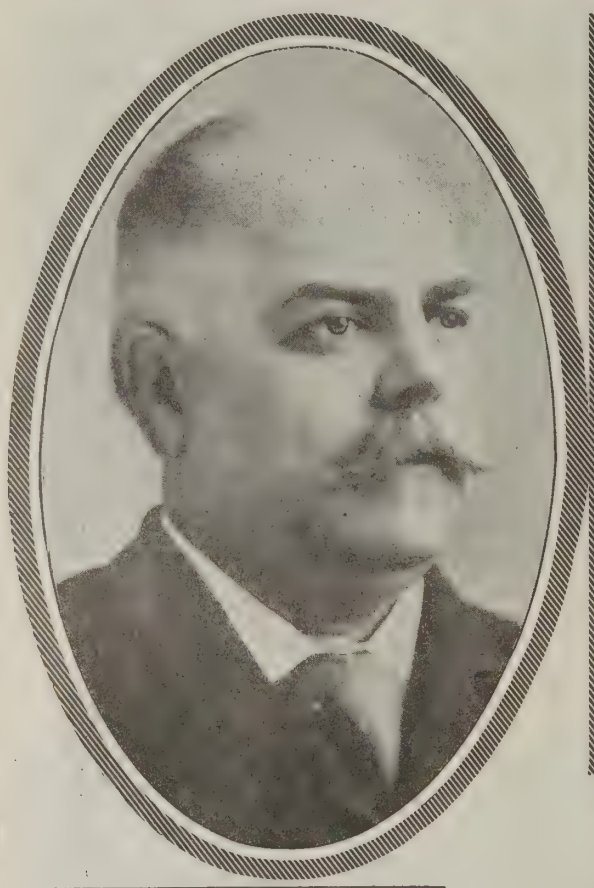


Walter C. Whiffen
Chief of Peking Bureau

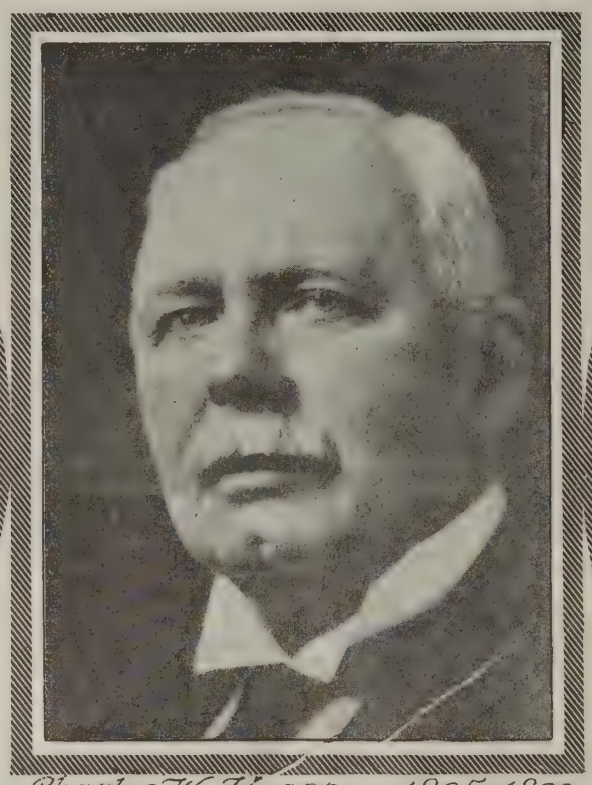


U. L. McCall
Superintendent Southern Division

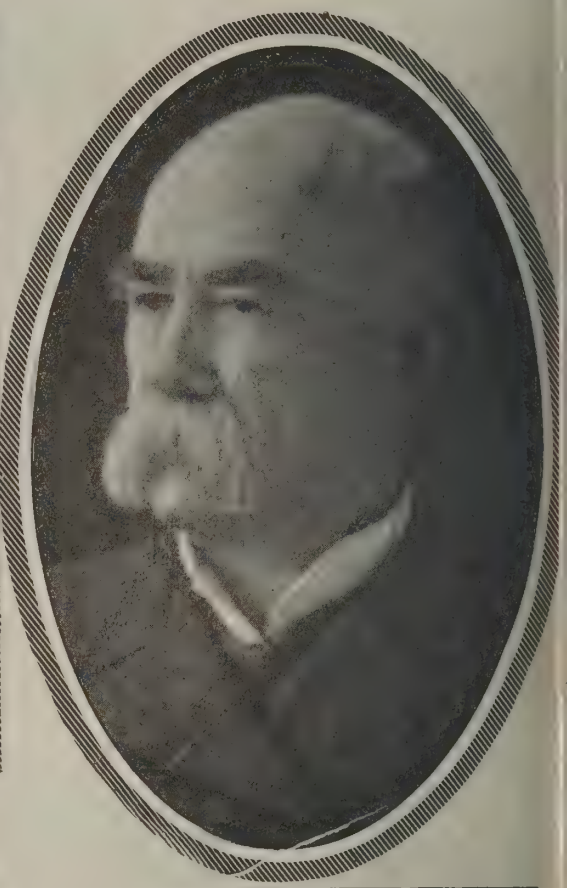
1887—Complete Portrait Gallery of A. N. P. A. Presidents



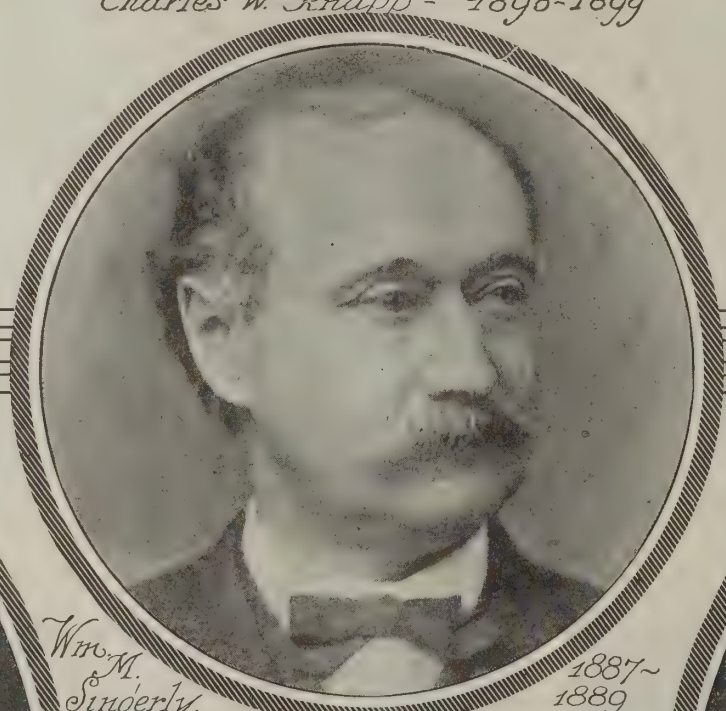
James W. Scott
1889 - 1895



Charles W. Knapp - 1896-1899



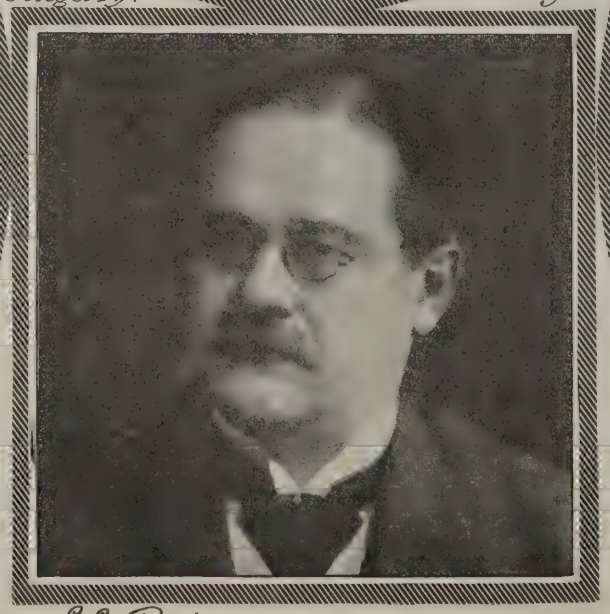
S. H. Kauffmann
1899 - 1902



Wm. M. Singerly. 1887-1889



Charles H. Taylor. 1902-1905



S. S. Rogers. 1905-1907.

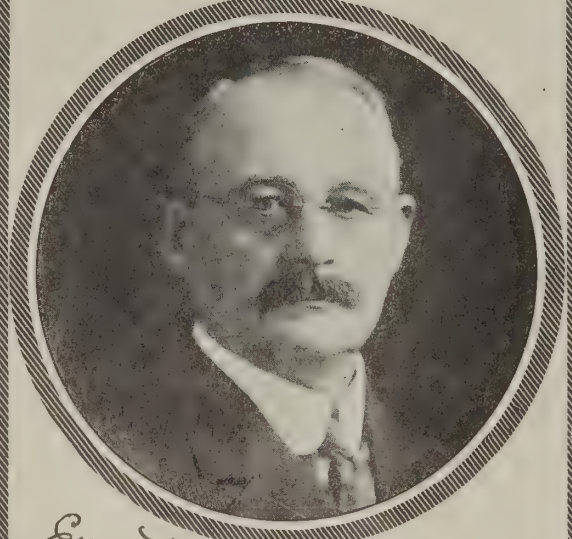


Herman Ridder. 1907-1911.

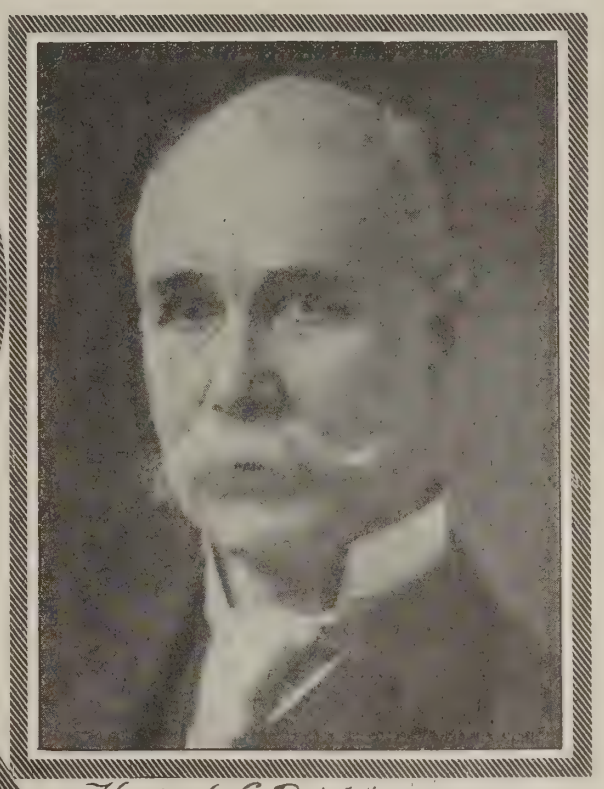
Serving American Journalism For 38 Years—1925



Bruce Haldeman 1911-1912



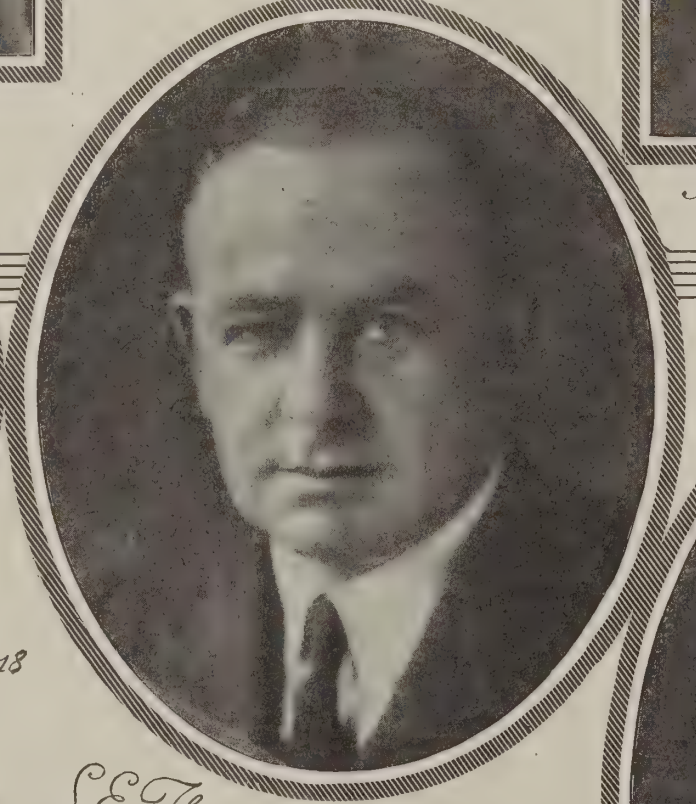
Elbert H. Baker ~ 1912-1914



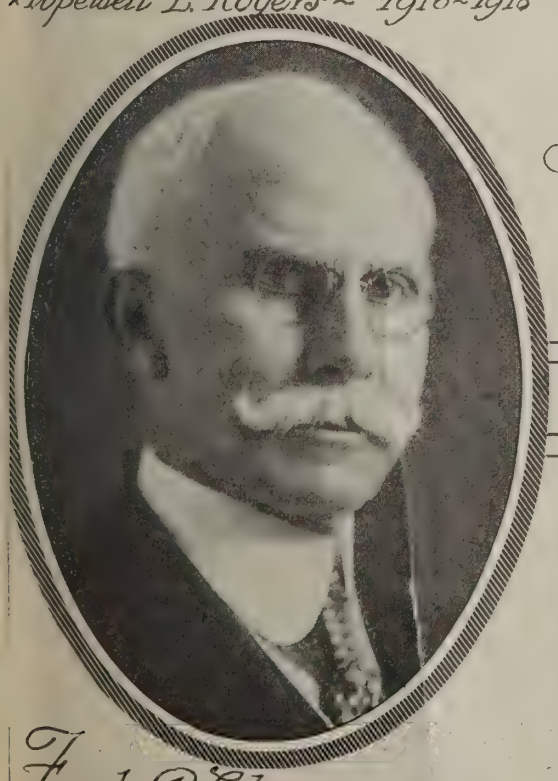
Herbert L. Bridgman 1914-1916



Hopewell L. Rogers ~ 1916-1918



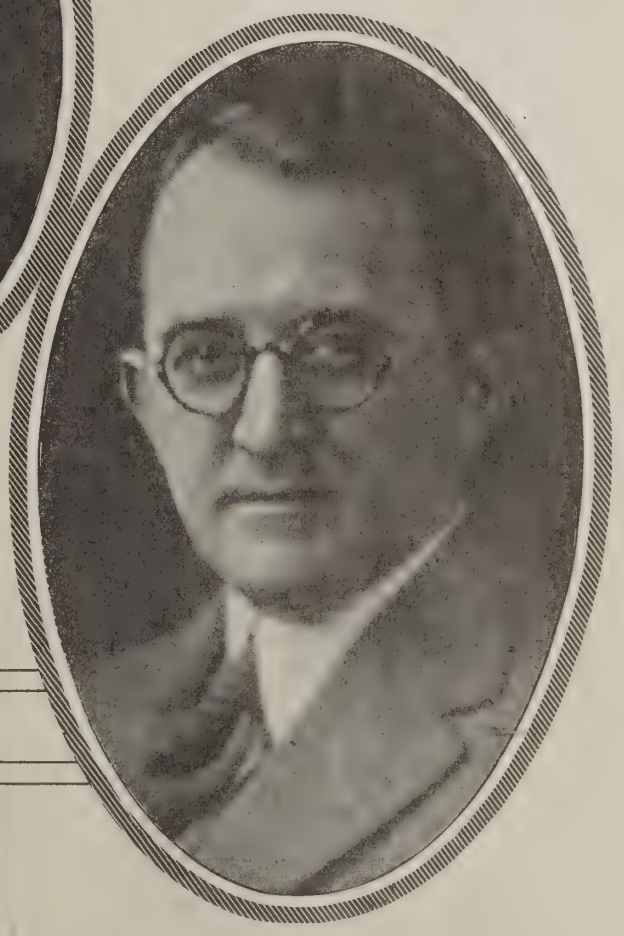
S. E. Thomason ~ 1924-1925



Frank P. Glass 1918-1920



T. R. Williams ~ 1920-1922



Paul Patterson ~ 1922-1924

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
Adrian (Mich.) Telegram	Stuart H. Perry	Waldorf-Astoria
Akron (O.) Beacon Journal	John S. Knight	Biltmore
	John H. Barry	Vanderbilt
Albany (N. Y.) Evening News & Knickerbocker Press	Lynn J. Arnold	c/o J. M. Branham Co., 342 Madison Ave.
	Arthur D. Hecox	
Alexandria (Va.) Gazette	Geo. C. Nungezer	Empire
Allentown (Pa.) Call	Royal W. Weiler	Astor
	Clarence J. Smith	Astor
	P. W. Leisenring	Astor
Alliance (O.) Review	Paul C. Siddall	
Altoona (Pa.) Mirror	D. N. Slep	Waldorf-Astoria
	H. L. Johnston	Waldorf-Astoria
	F. G. Pearce	Waldorf-Astoria
Atlanta (Ga.) Journal	John S. Cohen	Vanderbilt
	Inman Gray	Vanderbilt
	J. R. Gray	Vanderbilt
	Charles D. Atkinson	Vanderbilt
Attleboro (Mass.) Sun	J. H. Vallette	Elks Club, 108 W. 43d St.
	C. C. Cain	Elks Club, 108 W. 43d St.
Altoona (Pa.) Tribune	Theodore Arter, Jr.	Herald Square Hotel
Amsterdam (N. Y.) Recorder	Gardiner Kline	Commodore
Ansonia (Conn.) Sentinel	H. F. Emerson	Waldorf-Astoria
	L. L. Desaulniers	Waldorf-Astoria
Arkansas City (Kans.) Traveler	Oscar S. Stauffer	McAlpin
Asbury Park (N. J.) Press	J. Lyle Kinmonth	Pennsylvania
Asheville (N. C.) Citizen	Chas. A. Webb	Waldorf-Astoria
Astabula (O.) Star-Beacon	C. A. Rowley	McAlpin
Athens (O.) Messenger	F. W. Bush	Waldorf-Astoria
Atlantic City (N. J.) Press-Union	Albert J. Feyl	Pennsylvania
Auburn (N. Y.) Advertiser-Journal	Victor J. Callanan	Waldorf-Astoria
	Rudolph Chamberlain	Waldorf-Astoria
Augusta (Ga.) Herald	Bowdre Phinizy	Empire
Austin (Minn.) Herald	J. H. Skinner	
Baltimore News	J. Thomas Lyons	Waldorf-Astoria
	E. B. Redman	Waldorf-Astoria
Baltimore (Md.) Sun & Eve. Sun	Paul Patterson	Biltmore
	Joseph A. Blondell	Biltmore
	Wm. F. Schmick	Biltmore
	J. E. Murphy	Biltmore
Bangor (Me.) Commercial	S. M. Reynolds	Biltmore
	William N. Hardy	St. James
Barre (Vt.) Times	Oliver L. Hall	St. James
Battle Creek (Mich.) Enquirer & News	Frank E. Langley	Martinique
Baton Rouge (La.) Louisiana Press	A. L. Miller	Waldorf-Astoria
Beaumont (Tex.) Enterprise & Journal	John M. Franklin	McAlpin
Beaver (Pa.) Times	J. L. Mapes	Astor
	John L. Stewart	Waldorf-Astoria
Beaver Falls (Pa.) Tribune	James H. March	Waldorf-Astoria
Bethlehem (Pa.) Globe	J. M. Litsch	Martinique
Binghamton (N. Y.) Press & Leader	R. E. Bennett	Vanderbilt
	L. S. Chubbuck	Vanderbilt
	Frank W. Spaulding	Vanderbilt
Birmingham (Ala.) Age-Herald	Frederick I. Thompson	c/o Associated Press
Bisbee (Ariz.) Review	Cleveland E. Dodge	99 John St.
Bloomington (L. I.) Pantagraph	C. C. Marquis	Princeton Club, 39th St. & Park Ave.
	Adlai E. Stevenson	
	Davis Merwin	Vanderbilt
Boston Christian Science Monitor	Willis J. Abbot	Lotos Club
	Norman S. Rose	Waldorf-Astoria
	Charles E. Jarvis	Waldorf-Astoria
Boston Globe	Charles H. Taylor	A. N. P. A., 270 Madison Ave.
Boston Herald	Robert Lincoln O'Brien	Astor
Boston Transcript	William F. Rogers	Astor
Bradford (Pa.) Era	J. W. Milligan	Woodstock or 150 Clermont Ave.
Bradford (Pa.) Herald Star & Record	Robert P. Habgood	Biltmore
Bridgeport (Conn.) Herald	Richard Howell	St. James
	Stephen Oswald	St. James
Bridgeport (Conn.) Telegram & Post	Ed. Flicker	Commodore
Bridgeport (Conn.) Times	Kendall B. Cressey	Biltmore
Bristol (Conn.) Press	Arthur S. Barnes	Empire
Bristol (Tenn.) Bulletin	Guy L. Smith	c/o Frost, Landis & Kohn, 225 5th Ave.
Brooklyn Eagle	H. F. Gunnison	
	R. M. Gunnison	
	E. G. Martin	
	H. M. Crist	
Brooklyn Standard Union	R. F. R. Huntsman	c/o Standard Union
	Theodore Bosshard	c/o Standard Union
Buffalo Express	Burrows Matthews	Waldorf-Astoria
Buffalo Eve. News	Edward H. Butler	
	J. F. Melia	McAlpin
Buffalo Times	Norman E. Mack	c/o Verree & Conklin, 300 Madison Ave.
	Philip F. Metz	
Burlington (Ia.) Hawk-Eye	John F. D. Aue'	Astor
Burlington (Vt.) Free Press	David W. Howe	Shelton
Butler (Pa.) Eagle	John Laing Wise	
	Vernon L. Wise	
Cambridge (Md.) Banner	P. Watson Webb	Pennsylvania
Camden (N. J.) Courier	J. David Stern	Martinique
Camden (N. J.) Post-Telegram	P. I. Prentice	c/o Geo. B. David Co., 112 East 42d St.
	Newcomb F. Thompson	Benjamin & Kentnor Co., 2 West 45th St.
	M. J. Donovan	
Canandaigua (N. Y.) Messenger	J. A. Easton	Waldorf-Astoria
	Ann M. Easton	Waldorf-Astoria
Carbondale (Pa.) Leader	J. L. Druck	Commodore
Cedar Rapids (Ia.) Gazette	J. L. Miller	McAlpin
Charleston (W. Va.) Gazette	W. E. Chilton, Jr.	Alamac Hotel
	Robert L. Smith	Alamac Hotel
Charleston (W. Va.) Mail	B. H. Anderson	McAlpin
Charlotte (N. C.) News	W. C. Dowd	Belleclaire
Charlotte (N. C.) Observer	Curtis B. Johnson	Waldorf-Astoria
Chattanooga (Tenn.) News	W. C. Johnson	Astor
	Geo. F. Milton	Vanderbilt
Chattanooga (Tenn.) Times	H. C. Adler	c/o N. Y. Times
Chester (Pa.) Times	Chas. R. Long	Waldorf-Astoria
	F. C. Wallace	Waldorf-Astoria
Cheyenne (Wyo.) State Tribune-Leader	Wm. C. Deming	c/o E. Katz Special Ag., 58 West 40th St.
	John C. Fleming	
Chicago Journal	W. Frank Dunn	Roosevelt
Chicago Daily News	W. A. Strong	Belmont
Chicago Tribune	Col. R. R. McCormick	Waldorf-Astoria
	J. M. Patterson	University Club
	S. E. Thomason	Waldorf-Astoria
Cincinnati Post	Maurice Levy	
Cincinnati Times-Star	C. M. Rembold	McAlpin
	C. H. Motz	McAlpin
	Moses Strauss	Waldorf-Astoria
Cincinnati Commercial Tribune	Roe Eastman	Vanderbilt
Clarksburg (W. Va.) Exponent	W. Guy Tetrick	St. James
Clarksburg (W. Va.) Telegram	A. J. Bishop	McAlpin
Clarksdale (Miss.) Daily Register	G. P. Clark	Martinique
Clarksville (Tenn.) Leaf-Chronicle	M. Stratton Foster	Alamac
Clearwater (Fla.) Eve. Sun	David B. Lindsay	
Cleveland Press	R. A. Huber	Biltmore
Cleveland Times	O. K. Shimansky	Pennsylvania
Clinton (Ia.) Herald	L. M. Michelsen	Biltmore
Coaldale (Pa.) Panther Creek News	Thomas Kennedy	Cadillac
	Edward J. Donahue	Martinique
Coatesville (Pa.) Record	C. L. Heintzelman	Waldorf-Astoria
Coffeyville (Kans.) Journal	H. J. Powell	Waldorf-Astoria
Colorado Springs (Colo.) Gazette & Eve. Telegraph	C. C. Hamlin	Belmont
Columbus (S. C.) Record	R. Charlton Wright	Vanderbilt
Columbia (S. C.) State	F. C. Withers	Astor
Columbus (Nebr.) Telegram	A. H. Backus	
Concord (N. H.) Monitor-Patriot	James M. Langley	Martinique
Concord (N. C.) Daily Tribune	J. B. Sherrill	Continental
Corinth (Miss.) Corinthian	J. C. Bishop	829 Flatbush Ave., Bklyn.
Cortland (N. Y.) Standard	Wm. H. Clark	Bristol
	Edward H. Clark	Bristol
Cumberland (Md.) Eve. Times	Joseph B. Finan	McAlpin
Dallas (Tex.) News	E. B. Doran	Waldorf-Astoria
	Tom Finty, Jr.	Waldorf-Astoria
Dallas Times-Herald	Edwin J. Kiest	McAlpin
Danville (Ill.) Commercial-News	W. J. Parrett	Astor
	John H. Harrison	Astor
Davenport (Ia.) Democrat & Leader	Frank D. Throop	Waldorf-Astoria
Davenport Daily Times	E. P. Adler	Waldorf-Astoria
Dayton (O.) Journal & Herald	E. G. Burkam	c/o Story, Brooks & Finle
	Ralph M. Jones	Pershing Sq. Bldg.
DesMoines ((Ia.) Register & Tribune-News	Gardner Cowles	c/o I. A. Klein, 50 Ea
	Gardner Cowles, Jr.	42nd Street
	F. J. Starzl	
Detroit Free Press	W. H. Pettibone	Vanderbilt
	Miss Mary Humphrey	Astor
Detroit News	H. Ponting	Astor
Dubuque (Ia.) Herald	M. R. Kane	Alcorn-Seymour Co., 270 Madison Ave.
Duluth Herald	M. F. Hanson	Chatham
Easton Express	John H. McGrath	
	A. M. Umholtz	
	J. L. Stackhouse	
East Liverpool (O.) Review-Tribune	T. S. Brush	Waldorf-Astoria
Easton Free Press	C. N. Andrews	St. James
	Evan Dalrymple	Empire
Edmonton (Alta.) Journal	John M. Imrie	Waldorf-Astoria
Elgin (Ill.) Daily Courier	D. A. McKenzie	Belleclaire
	Clark E. McKenzie	Belleclaire
Elizabeth (N. J.) Journal	Fred L. Crane	Waldorf-Astoria
	Elmer E. Stanion	Elizabeth, N. J.
	George W. Swift	Elizabeth, N. J.
Enid (Okla.) Eagle & Morning News	Wm. M. Taylor	St. James
Erie (Pa.) Times	John J. Mead, Sr.	Waldorf-Astoria
	John J. Mead, Jr.	Waldorf-Astoria
Evansville (Ind.) Courier & Journal	Ed J. Fehn	McAlpin
Fall River (Mass.) Globe	Henry F. Nickerson	
	Fred J. Tangney	
Fall River Herald	Edward Gans	Astor
Fargo (N. D.) Forum & Tribune	Norman D. Black	McAlpin
	H. D. Paulson	McAlpin
Findlay (O.) Morning Republican	L. N. Heminger	St. James
Fort Wayne (Ind.) Journal-Gazette	L. G. Ellingham	Waldorf-Astoria
	A. Schaefer	Astor
	Ross Nelson	Astor
	Miller Ellingham	Astor
Fort Worth (Tex.) Record	D. D. Moore	Waldorf-Astoria
Fort Worth (Tex.) Star-Telegram	Amon G. Carter	Plaza
	James M. North, Jr.	Astor
	A. L. Shuman	Astor
Frederick (Md.) Post-News	Wm. T. Delaplaine	McAlpin
Freeport (N. Y.) Review	James E. Stiles	Freeport, N. Y.
Galveston (Tex.) News	Louis C. Elbert	John Budd Co., 9 East 37t St.
Gary (Ind.) Post-Tribune	J. R. Snyder	c/o Knill-Burke, Brokaw Bldg., 42nd St.
Geneva (N. Y.) Times	G. B. Williams	Hotel Sherman Square
	W. A. Gracey	Hotel Sherman Square
Glens Falls (N. Y.) Post-Star	J. I. Fowler	Astor
	A. P. Irving	Astor
Gloversville (N. Y.) Herald	Emmett H. Cullings	Waldorf-Astoria
	Flora M. Cullings	Waldorf-Astoria
Gloversville Leader-Republican	Edward H. Mills	Waldorf-Astoria
	Frank L. Rogers	Waldorf-Astoria
Grand Rapids (Mich.) Herald	A. H. Vandenberg	Biltmore
Grand Rapids Press	Edmund W. Booth	Plaza
Greensboro (N. C.) News	E. B. Jeffress	c/o A. N. P. A.
Greenville (S. C.) News	B. H. Peace	Cadillac
	R. C. Peace	Cadillac
Guthrie (Okla.) Leader	L. G. Niblack	Vanderbilt
Hagerstown (Md.) Herald	S. E. Phillips	Waldorf-Astoria
Hamilton (Ont.) Herald	R. B. Harris or J. B. Fraser	Prince George
Hamilton Spectator	F. I. Ker	
	James R. Allan	
Hannibal (Mo.) Courier-Post	E. L. Sparks	Waldorf-Astoria
Hanover (Pa.) Sun	Hugh B. Hostetter	York
Harrisburg (Pa.) Patriot & Eve. News	Richard M. H. Wharton	Waldorf-Astoria
	Homer E. Moyer	Waldorf-Astoria
Harrisburg Telegraph	H. A. Fry	Astor
	A. R. Michener	Astor
	E. J. Stackpole, Jr.	Astor
Hazelton (Pa.) Plain Speaker	John R. Dershuck	Waldorf-Astoria
Hazelton Standard-Sentinel	Henry Walser	Waldorf-Astoria
Hendersonville (N. C.) Dispatch	Henry A. Dennis	Pennsylvania
Houston (Tex.) Chronicle	Steve Kelton	Bretton Hall
	Gough J. Palmer, Sr.	Cadillac
Houston (Tex.) Post-Dispatch	Ray L. Dudley	Astor
	G. M. Bailey	Martinique
Hudson (N. Y.) Star	Albert W. Fell	44th St. Hotel
	Emory C. Van Loan	44th St. Hotel
Hudson (Mass.) Sun	Dustin Lucier	Pennsylvania
	Daniel Fitzgerald	Pennsylvania
Huntington (Ind.) Press	A. J. Wilhelm	St. James
Huntington (W. Va.,) Advertiser	J. H. Long	Pennsylvania
Huntsville (Ala.) Times	T. E. Pierce	Pennsylvania
Hutchinson (Kan.) News & Herald	W. Y. Morgan	Alamac
Indianapolis Commercial	Mark R. Gray	Astor
Indianapolis News	Hilton U. Brown	Astor
	Frank T. Carroll	110 East 42nd St.
Indianapolis Star	B. F. Lawrence	Vanderbilt
	Jas. A. Stuart	Astor
Ithaca (N. Y.) Journal-News	John W. Baker	44th Street Hotel
Jackson (Miss.) News	Frederick Sullens	Empire
Jamestown (N. Y.) Journal	F. P. Hall	Pennsylvania
	H. M. Hall	Pennsylvania
Jamestown (N. Y.) Post	Edward L. Allen	Cadillac
Janesville (Wis.) Gazette	H. H. Bliss	Waldorf-Astoria
Johnson City (Tenn.) Chronicle Staff-News	Guy L. Smith	c/o Frost, Landis & Koh 225 5th Ave.
Kansas City Journal-Post	W. Laurence Dickey	Waldorf-Astoria
	Ralph Ellis	Waldorf-Astoria
Kansas City Star	Irwin Kirkwood	Ritz-Carlton
	H. J. Haskell	Ritz-Carlton
Kingsport (Tenn.) Times	Thomas H. Pratt	Astor
Kingston (N. Y.) Freeman	Jay E. Klock	Waldorf-Astoria
Kingston (N. Y.) Leader	Ira V. D. Warren	Belmont
Kokomo (Ind.) Dispatch	Paul Poynter	St. James
Knoxville (Tenn.) Sentinel	Senator L. D. Tyson	Waldorf-Astoria
	Mr. & Mrs. Wiley L. Morgan	Waldorf-Astoria
La Crosse (Wis.) Tribune & Leader-Press	Frank H. Burgess	Waldorf-Astoria

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
ıfayette (Ind.) Journal & Courier	Henry W. Marshall	McAlpin
ıncaster (Pa.) Intelligencer	James H. Steinman	Yale Club
	E. A. McCollough	A. N. P. A. Hqtrs.
	H. C. Carpenter	Astor
.ncaster (Pa.) New Era	J. R. Gilbert	Astor
	O. J. Keller	Astor
ınsing (Mich.) Capital News	Basil Brewer	Martinique
adville (Colo.) Herald-Democrat	S. C. Beckwith Sp. Agcy.	World Bldg.
banon (Pa.) News	John K. R. Schropp	McAlpin
	Henry L. Wilder	McAlpin
xington (Ky.) Leader	H. Giovannoli	Waldorf-Astoria
xington (Ky.) Herald	Desha Breckinridge	Princeton Club, 39th St. & Park Ave.
wiston (Me.) Sun	Frank S. Hoy	Shelton
ttle Falls (N. Y.) Times	John Crowley	Elks Club
ttle Rock Arkansas Democrat	Elmer E. Clarke	c/o John M. Branham Co., 342 Madison Ave.
	John M. Branham	c/o John M. Branham Co., 342 Madison Ave.
ttle Rock Arkansas Gazette	J. N. Heiskell	Waldorf-Astoria
ng Island City Star	LeRoy L. Smith	1 Star Square Long Island City
s Angeles Times	Harry Chandler	Waldorf-Astoria
s Angeles (Cal.) Illustrated Daily News	Cornelius Vanderbilt, Jr.	Astor & Chatham
	John W. Brodix	Astor & Chatham
	Ben Mellon	Astor & Chatham
uisville (Ky.) Herald-Post	P. O. Sergent	Alamac
	W. W. Stouffer	Cadillac
uisville (Ky.) Courier-Journal & Times	R. W. Bingham	Waldorf-Astoria
	Emanuel Levi	Waldorf-Astoria
	H. W. Stodghill	Waldorf-Astoria
	A. R. Magee	Astor
well (Mass.) Courier-Citizen & Evening Leader	William G. Spence	Vanderbilt
	Robert F. Marden	
	S. Foster Whipple	
	Miles F. P. Dallison	
nchburg (Va.) News	Powell Glass	Waldorf-Astoria
	M. K. Duerson	Pennsylvania
nn (Mass.) Item	Charles H. Hastings	Martinique
cKeesport (Pa.) News	Jess E. Long	Martinique
	William D. Mansfield	Martinique
adison (Wis.) State Journal	Ike U. Sears	Waldorf-Astoria
adison (Wis.) State Journal	I. U. Sears	Waldorf-Astoria
anchester (N. H.) Union-Leader	J. A. Muehling	Waldorf-Astoria
	Major Frank Knox	Waldorf-Astoria
arietta (Ohio) Times	W. P. McKinney	Commodore
	F. B. McKinney	Commodore
arietta (Ohio) Register	J. D. Chamberlain	McAlpin
arion (Ohio) Star	L. H. Brush	Waldorf-Astoria
arlboro (Mass.) Enterprise	Dustin Lucier	Pennsylvania
	Daniel Fitzgerald	Pennsylvania
arshfield (Ore.) Coos Bay Times	M. C. Maloney	Martinique
arion (Ind.) Chronicle	George B. Lindsay	Empire
ason City (Ia.) Globe-Gazette	Jim W. Conroy	
assillon (Ohio) Independent	J. J. Bernstein	Waldorf-Astoria
eadville (Pa.) Tribune-Republican	Walter Irving Bates	Waldorf-Astoria
emphis Commercial Appeal	C. P. J. Mooney	Waldorf-Astoria or Roosevelt
eriden (Conn.) Journal	F. E. Sands	St. James
	C. H. Tryon	St. James
eriden (Conn.) Record	W. A. Kelsey	Majestic
	Wayne C. Smith	44th Street Hotel
	E. E. Smith	44th Street Hotel
eridian (Miss.) Star	James H. Skewes	Empire
iami (Fla.) Herald	Frank B. Shutts	Waldorf-Astoria
iami (Fla.) Illustrated Daily Tab	Cornelius Vanderbilt, Jr.	Astor & Chatham
	John W. Brodix	Astor & Chatham
	Ben Mellon	Astor & Chatham
iami (Fla.) News	R. A. Reeder	Commodore
iddletown (N. Y.) Herald	C. M. Stewart 3d	829 Park Avenue
	J. F. Larkin	829 Park Avenue
iddletown (N. Y.) Times-Press	Fred B. Stuart	270 Madison Ave.
illville (N. J.) Republican	A. L. Wheat	Herald Sq. Hotel
ilwaukee Journal	H. J. Grant	Harvard Club
inneapolis Journal	W. S. Jones	Waldorf-Astoria
	G. B. Bickelhaupt	Waldorf-Astoria
	C. W. Jones	Waldorf-Astoria
inneapolis Tribune	E. P. Stewart	Waldorf-Astoria
	T. J. Dillon	Waldorf-Astoria
oline (Ill.) Dispatch	P. S. McGlynn	Waldorf-Astoria
	August Sundine	Waldorf-Astoria
ontgomery (Ala.) Journal	John M. Branham Co.	342 Madison Ave.
orristown (N. J.) Jerseyman	Alva E. Lamberton	N. J. Newspapers, Inc., 25 East 26th St.
t. Vernon (N. Y.) Argus	Franklin A. Merriam	Mt. Vernon
	Maurice S. Porter	Mt. Vernon
uncie (Ind.) Star	Harry F. Guthrie	Martinique
uskogee (Okla.) News	S. C. Beckwith Sp. Agcy.	World Bldg.
uskogee (Okla.) Phoenix	Joel H. Bixby	Waldorf-Astoria
	J. K. Bixby	Waldorf-Astoria
shville (Tenn.) Banner	Edgar M. Foster	Alamac
wark (N. J.) Sunday Call	Louis Hannock	Newark, N. J.
	Philip H. Baldwin	Newark, N. J.
wark (N. J.) Evening News	Eugene W. Farrell	Newark, N. J.
w Bedford (Mass.) Standard & Mercury	Benjamin H. Anthony	Waldorf
	James T. Murray	Vanderbilt
	George A. Hough	Vanderbilt
w Bernian (N. C.) New Bernian and Sun Journal	I. B. Dawson	McAlpin
wburgh (N. Y.) Daily News	F. H. Keefe	Ingraham-Powers, Inc., 350 Madison Ave.
wburyport (Mass.) News	Edward E. Hicken	Martinique
	Fred E. Smith	Martinique
wcastle (Pa.) News	Fred L. Rentz	Waldorf
w Haven (Conn.) Register	John Day Jackson	Yale Club
	Hugh B. Kennedy	44th St. Hotel
w Haven (Conn.) Journal-Courier	Edward T. Carrington	
w Haven (Conn.) Times-Leader	William A. Hendrick	Alamac
w London (Conn.) Day	Theodore Bodenwein	44th St. Hotel
	Orvin G. Andrews	44th St. Hotel
w Orleans (La.) Item-Tribune	James M. Thomson	Vanderbilt
	A. G. Newmyer	Vanderbilt
w Orleans Times-Picayune	Leonard K. Nicholson	Waldorf-Astoria
w York Daily Bond News	William Romkey	420 E. 149th St.
w York Commercial	L. H. White	38 Park Row
	F. R. Marvin	38 Park Row
w York Herald Tribune	Howard Davis	
	Porter Caruthers	
w York Daily News	John W. Barnhart	
	Roy C. Holliss	
w York Evening Post	Cyrus H. K. Curtis	N. Y. Eve. Post
	John C. Martin	N. Y. Eve. Post
	David E. Smiley	N. Y. Eve. Post
w York Wall Street Journal	Joseph Cashman	44 Broad St.
w York Central News of America	Melvin J. Woodworth	42 New St.
	R. M. Bonifield	42 New St.
agara Falls (N. Y.) Gazette	A. C. Deuel	Roosevelt
	N. F. Maddever	Roosevelt
rfolk (Nebr.) News	Gene Huse	Waldorf-Astoria
rfolk (Va.) Ledger-Dispatch	S. L. Slover	Waldorf-Astoria
	P. S. Huber	Astor

Name of Newspaper	Representative	New York Address
Norristown (Pa.) Times-Herald	Ralph Beaver Strassburger	60 Broadway
	Henry D. Bradley	60 Broadway
	John C. Dye	Harding
Norwalk (Conn.) Hour	Edward J. Thomas	
Norwalk (O.) Reflector-Herald	R. C. Snyder	Waldorf-Astoria
	Mrs. R. C. Snyder	Waldorf-Astoria
Nyack (N. Y.) Journal	Chas. Brace	Astor
	Donald Mockler	Astor
Ogdensburg N. Y.) Republican-Journal	A. E. Sansoucy	c/o D. J. Randall or A. E. Clayden, 341 5th Ave.
Oklahoma City (Okla.) Daily Oklahoman	E. K. Gaylord	Waldorf-Astoria
Oneonta (N. Y.) Star	Harry W. Lee	Grand Hotel
Oshkosh (Wis.) Northwestern	O. J. Hardy	Martinique
Orlando (Fla.) Sentinel	W. C. Essington	St. James
Ottumwa (Ia.) Courier	James F. Powell	Waldorf-Astoria
Owensboro (Ky.) Messenger	Urey Woodson	Waldorf-Astoria
Parkersburg (W. Va.) Sentinel	A. E. Clayden	347 5th Ave.
Passaic (N. J.) Herald	E. A. Bristor	Waldorf-Astoria
Passaic (N. J.) News	R. E. Lent	Waldorf-Astoria
	G. M. Hartt	Waldorf-Astoria
Paterson (N. J.) News	Harry B. Haines	
	Jules C. Levine	
Paterson (N. J.) Press-Guardian	William B. Bryant	Waldorf-Astoria
Pawtucket (R. I.) Times	Charles O. Black	44th Street Hotel
	W. E. Binford	44th Street Hotel
Peoria (Ill.) Journal-Transcript	Carl P. Slane	Astor
	Merle Slane	Astor
	Frederick A. Stowe	Astor
Peoria (Ill.) Star	S. A. Oakley	Astor
Perth Amboy (N. J.) News	D. P. Olmstead	
Petersburg (Va.) Progress-Index	Col. Walter E. Harris	Pennsylvania
Philadelphia Public Ledger	Cyrus H. K. Curtis	New York Evening Post
	John C. Martin	New York Evening Post
	David E. Smiley	New York Evening Post
Philadelphia Record	Rowe Stewart	Alamac
	W. H. H. Neville	Alamac
	R. S. Farley	
	J. F. Finley	
Phoenix Arizona Republican	Charles A. Stauffer	McAlpin
Piqua (Ohio) Call	C. F. Ridenour	Waldorf-Astoria
Pittsburgh Chronicle-Telegraph	Charles W. Danziger	Waldorf-Astoria
Pittsburgh Gazette-Times	Urban E. Dice	Waldorf-Astoria
Pittsburgh Post & Sun	A. E. Braun	St. Regis
Pittsburgh Press	H. C. Milholland	Waldorf-Astoria
	Owen M. Phillips	Waldorf-Astoria
Pittston (Pa.) Gazette	William J. Peck	Waldorf-Astoria
	Mrs. Lottie D. Peck	Waldorf-Astoria
Plainfield (N. J.) Courier-News	Charles H. Frost	
	A. W. Zimmerman	
	C. F. Stout	
Plattsburgh (N. Y.) Press	William M. Lynch	St. James
Port Huron (Mich.) Times-Herald	E. J. Ottaway	Waldorf-Astoria
Port Jervis (N. Y.) Union-Gazette	Fred R. Salmon	Empire
Portland Oregonian	Edgar B. Piper	Waldorf-Astoria
	W. J. Hofmann	Waldorf-Astoria
Portland Oregon Journal	P. L. Jackson	Princeton Club
Portland (Ore.) Telegram	O. C. Leitner	Waldorf-Astoria
Portsmouth (N. H.) Herald	F. W. Hartford	Vanderbilt
Portsmouth (Va.) Star	Norman R. Hamilton	Empire
Pottsville (Pa.) Republican & Morning Paper	J. H. Zerbey	Waldorf-Astoria
	J. H. Zerbey, Jr.	Waldorf-Astoria
	E. L. Clifford	Waldorf-Astoria
Poughkeepsie (N. Y.) Star & Enterprise	Arthur A. Parks	
Providence (R. I.) Journal & Bulletin	Allison Stone	Biltmore
	Arthur L. Poorman	Claridge
Providence (R. I.) News	T. E. Niles	106 Morningside Drive
Raleigh (N. C.) Times	John A. Park	Cadillac
Reading (Pa.) Eagle	Hawley Quier	Waldorf-Astoria
	William E. Althouse	Waldorf-Astoria
Reading (Pa.) Tribune	A. E. McGavin	
	H. D. Brauff	
Richmond (Cal.) Independent	S. C. Theis & Co.	141 West 36th St.
Richmond (Ind.) Item	E. J. Treffinger	St. James
Richmond (Ind.) Palladium	E. H. Harris	Pennsylvania
Rochester (N. Y.) Democrat & Chronicle	Fred S. Todd	Commodore
Rochester Journal-Amercan	Charles F. McCahill	4 East 88th St.
Rochester Times-Union	Frank E. Gannett	Astor
	Roy C. Kates	Astor
Rockford (Ill.) Register-Gazette	Elliott S. Bartlett	Waldorf-Astoria
Rockford (Ill.) Morning Star	Roscoe S. Chapman	Waldorf-Astoria
	Russell Chapman	Waldorf-Astoria
Rocky Mount (N. C.) Telegram	J. L. Horne, Jr.	Cadillac
Rome (N. Y.) Sentinel	A. R. Kessinger	Waldorf-Astoria
	F. Everiss Kessinger	Waldorf-Astoria
St. Augustine (Fla.) Record	Mr. & Mrs. Herbert Felkel	Lorraine
St. Louis (Mo.) Globe-Democrat	E. Lansing Ray	Globe-Democrat Bureau
St. Louis Star	Elzey Roberts	Waldorf-Astoria
	Frank P. Glass	Waldorf-Astoria
St. Petersburg (Fla.) Times	Paul Poynter	Empire
	David B. Lindsay	Empire
	William L. Straub	Empire
San Antonio (Tex.) Express & News	Frank G. Huntress	c/o John Budd Co., 9-11 East 37th St.
San Diego (Cal.) Sun	Allied Newspapers, Inc.	52 Vanderbilt Ave.
San Jose (Cal.) Mercury Herald	I. O. Hayes	c/o H. D. LaCoste
	E. A. Hayes	c/o H. D. LaCoste
San Francisco (Cal.) Illustrated Herald	Cornelius Vanderbilt, Jr.	Astor and Chatham
	John W. Brodix	Astor and Chatham
	Ben Mellon	Astor and Chatham
San Francisco (Cal.) Chronicle	George T. Cameron	Ritz-Carlton
	Arthur L. Clarke	Roosevelt
Saginaw (Mich.) New Courier	A. K. Treanor	Biltmore
Salamanca (N. Y.) Republican Press	Matthew Weber	8521 114th St., Richmond Hill, L. I.
Salem (Mass.) News	Harry E. Flint	Commodore
Salem (O.) News	Louis H. Brush	Waldorf-Astoria
Salisbury (Md.) Times	Harry K. Smith	Pennsylvania
Salisbury (N. C.) Post	J. F. Hurley or J. F. Hurley, Jr.	Empire
Savannah (Ga.) News	F. G. Bell	McAlpin
Savannah Press	Pleasant A. Stovall	Waldorf-Astoria
	Burton C. Mason	Waldorf-Astoria
Schenectady (N. Y.) Gazette	A. N. Liecty	Waldorf-Astoria
Schenectady Union-Star	F. R. Champion	Martinique
Scranton (Pa.) Scrantonian	M. L. Goodman	Pennsylvania
	Richard Little	Pennsylvania
	E. Tracy Sweet	Breslin
Scranton Times	E. J. Lynett	Waldorf-Astoria
	J. E. Bradley	Waldorf-Astoria
	J. W. Flanagan	Waldorf-Astoria
	Wm. R. Lynett	Waldorf-Astoria
Seattle (Wash.) Post-Intelligencer	E. C. Griffith	Roosevelt
Seattle Times	C. B. Blethen	S. C. Beckwith Agency
Sheboygan (Wis.) Press	M. C. Watson	270 Madison Ave.
Sioux City (Ia.) Journal	W. H. Sammons	Waldorf-Astoria
Sioux City (Ia.) Tribune	John H. Kelly	Waldorf-Astoria
South Bend (Ind.) Tribune	E. A. Miller	Waldorf-Astoria
South Norwalk (Conn.) Sentinel	Leigh Danenberg	South Norwalk, Conn.
	Wendell P. Milligan	South Norwalk, Conn.
Springfield (Ill.) State Register	Geo. M. Clendenin	Astor
Springfield (Mass.) Union	M. S. Sherman	Waldorf-Astoria
	Fred Mozley	Waldorf-Astoria

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
Springfield (Mo.) Leader	H. S. Jewell	Waldorf-Astoria
Stamford (Conn.) Sentinel	Silas Van Horn	Pennsylvania
	L. D. Rowland	Pennsylvania
Staunton (Va.) News-Leader	E. W. Opie	Astor
Steubenville (O.) Herald-Star	Charles D. Simeral	Pennsylvania
Suffolk (Va.) News	C. L. Snowden	
Syracuse (N. Y.) Herald	Edward H. O'Hara	Waldorf-Astoria
	George W. O'Hara	Waldorf-Astoria
Syracuse Journal	Harvey D. Burrill	Astor
	Louis D. Burrill	Astor
Syracuse Post-Standard	J. D. Barnum	Roosevelt
	R. W. Disque	Roosevelt
	W. P. Baker	Roosevelt
Tacoma (Wash.) Ledger	Frank S. Baker	Waldorf-Astoria
Tarrytown (N. Y.) News	Wallace Odell	
Taunton (Mass.) Gazette	William H. Reed	St. James
Terrell (Tex.) Tribune	Fred I. Massengill	McAlpin
Terre Haute (Ind.) Star	J. E. White	Astor
Terre Haute (Ind.) Tribune	A. C. Keifer	Vanderbilt
Titusville (Pa.) Herald	E. T. Stevenson	Roosevelt
Toledo Blade	Leslie E. Neafie	Vanderbilt
Toledo News-Bee	W. K. Stewart	c/o Allied Newspapers, 52 Vanderbilt Ave.
Toledo Times	R. L. Patterson	Commodore
	John D. Dun	Commodore
Topeka (Kans.) Capital	Arthur Capper	Waldorf-Astoria
	Marco Morrow	Waldorf-Astoria
Topeka (Kan.) State Journal	Frank P. MacLennan	Waldorf-Astoria
Toronto Globe	R. K. Stocks	c/o Lorenzen & Thompson, 19 W. 44th St.
Toronto Mail & Empire	J. S. Douglas	Waldorf-Astoria
	George E. Scroggie	Waldorf-Astoria
Toronto (Ohio) Tribune	Forrest Richmond	Richmond
Troy (N. Y.) Record	D. B. Plum	Astor
Troy (N. Y.) Times	John M. Francis	Waldorf-Astoria
	R. P. Anderson	Friars Club
Tulsa (Okla.) Tribune	Richard Lloyd Jones	Players Club
	William B. Dimon	c/o Story, Brooks & Finley, Pershing Sq. Bldg.
Tulsa (Okla.) World	F. O. Larson	Waldorf-Astoria
Union Hill (N. J.) Hudson Dispatch	Thomas F. Martin	
	William Rubel	
	Haddon Ivins	
Utica (N. Y.) Observer-Dispatch	Frank E. Gannett	Astor
	Prentiss Bailey	Astor
Utica (N. Y.) Press	William V. Jones	Astor
Vancouver (B. C.) Province	F. J. Burd	Waldorf-Astoria
Vancouver Sun	R. J. Cromie	Commodore
Warren (Ohio) Tribune-Chronicle	Mrs. Zell Hart Deming	Waldorf-Astoria
Washington (D. C.) News	W. W. Hawkins	52 Vanderbilt Ave.
Washington (Pa.) Observer & Reporter	John L. Stewart	Waldorf-Astoria
	Howard Christman	Waldorf-Astoria
Washington (D. C.) Post	Edward B. McLean	
Washington Herald & Times	A. R. R. Onyun	Astor
Washington Times	G. Logan Payne	Waldorf-Astoria
Washington Star	Frank B. Noyes	Ritz-Carlton
	Fleming Newbold	Ritz-Carlton
Waterbury (Conn.) Republican & American	William J. Pape	44th Street Hotel
	E. R. Stevenson	44th Street Hotel
	I. B. Myers	44th Street Hotel
	C. F. Chapin	Yale Club
Waterloo (Ia.) Courier	Jackson McCoy	Astor
Watertown (N. Y.) Standard	A. B. Parker	44th Street Hotel
Watertown (N. Y.) Times	Charles H. Congdon	Astor
	Harold B. Johnson	Astor
Wausau (Wis.) Record-Herald	J. L. Sturtevant	Roosevelt
Waycross (Ga.) Journal-Herald	Jack Williams	Waldorf-Astoria
Waynesboro (Pa.) Record-Herald	Robert C. Gordon	Princeton Club
Westerly (R. I.) Sun	Wilfred B. Utter	Roosevelt
	Edgar P. Maxon	Roosevelt
White Plains (N. Y.) Reporter	W. Lee Tuller	White Plains, N. Y.
	Walter V. Hogan	White Plains, N. Y.
Wichita (Kans.) Beacon	Henry J. Allen	Waldorf-Astoria
Wichita (Kans.) Eagle	Marcellus M. Murdock	Astor
Wilkes-Barre (Pa.) Sunday Independent	Thomas F. Hefferman	Pennsylvania
	George P. Hefferman	Pennsylvania
	John V. Hefferman	St. James
Wilkes-Barre Times-Leader	Ernest G. Smith	Astor
Williamsport (Pa.) Gazette & Telegram	H. R. Laird	Commodore
Williamsport Sun	Geo. E. Graff	Lorraine
Wilmington (N. C.) News-Dispatch	C. C. Bellamy	Cadillac
Wilmington (Dela.) Every Evening	Wm. F. Metten	Waldorf-Astoria
Wilmington News & Journal	A. W. Cummins	Astor
Wilmington Sunday Star	Horace P. Warrington	Martinique
Winnipeg (Man.) Tribune	W. McCurdy	c/o Verrvee & Conklin 300 Madison Ave.
Woodward (Okla.) Press	Pierce Munsey	
Woonsccket (R. I.) Call	Buell W. Hudson	44th St. Hotel
Worcester (Mass.) Telegram-Gazette	Theodore T. Ellis	Waldof-Astoria
	W. L. Thomas	Waldof-Astoria
	R. F. Andrews	Waldof-Astoria
Xenia (O.) Republican	E. S. Myers	Empire
	John A. Chew	Empire
York (Pa.) Dispatch	H. W. Young	McAlpin
Youngstown (O.) Telegram	I. T. Watters	Biltmore
Youngstown (O.) Vindicator	W. O. Brown	c/o La Coste & Maxwell, 45 West 3rd St.
Zanesville (O.) Times Recorder & Signal	W. O. Littick	Martinique
	C. W. Gibson	Martinique

DUPLEX PRESS PLANS AIR DELIVERY OF REPAIR PARTS TO NEWSPAPERS

Three Planes Will Be in Service from Battle Creek Factory Within 30 Days to Cut Emergency Delays from Days to Hours

THE Duplex Printing Press Company will within 30 days institute airplane service from its plant at Battle Creek, Mich., for the transportation of replacement and repair parts needed in emergencies by newspapers, it was learned by EDITOR & PUBLISHER this week. No announcement has yet been made of details, but it is stated by Irving K. Stone, president of the company, that the projected service has been under consideration for more than a year that all but final and minor details were arranged a month ago, and that a bulletin would soon be sent to all users of Duplex presses, giving essential data.

"The remarkable success of the United States Air Mail Service, which has the best record of scheduled deliveries of any branch of the post office, and the regular daily use of airplanes in European commerce, convinced me some time ago that we could use such transportation for purposes where speedy delivery was the prime essential," he said.

"It will be more expensive, of course, than express or parcel post," Mr. Stone continued, "but the difference, or even the entire amount of the transportation cost is trifling compared with the loss a publisher might suffer by missing an edition or two because of a broken press part. The record of the air mail service appears to indicate that airplane transportation is just about as safe as any of the better known methods."

The Duplex Company, which is the first machinery firm in any field, newspaper or otherwise, to offer to its clientele this emergency service, is fortunately situated as to flying fields. The Army has a large equipment at Camp Custer near the city and the local Chamber of Commerce is now preparing a new field even more convenient. The latter will be available this summer.

Three standard modern planes, equipped with Curtiss motors and having a cruising radius of 300 miles, will be used for ordinary service, one plane and pilot being on call at all times for an immediate start with a shipment. Extra heavy shipments will be carried in a large plane with a capacity of 2,000 pounds dead weight. All machines have a cruising speed of about 80 miles an hour and can fly from Battle Creek to the Chicago mail field in about 90 minutes.

Connection between the company's special service and the air mail will be entirely feasible when shipments fall within the size and weight-limits prescribed by the Post Office, as most press repair parts do, Mr. Stone said. This will be of special advantage to publishers located along the air mail routes and on the Pacific Coast, and enterprising publishers not on mail routes might find it possible to have a local plane meet the postal plane at an air mail field and maintain full speed to the pressroom door. The misfortune of a press breakdown could thus be turned to an opportunity for promotional publicity for the newspaper.

No geographical limitations will be placed upon the service, Mr. Stone stated. It can be used economically by publishers whose location would require several transshipments between Battle Creek and their towns. Parts shipped by plane would cut express time by half to distant points.

Complete information as to landing fields throughout the country will be assembled by the Duplex Company, it is stated, obviating delays due to uncertainty of routing.

Stewart Heads Poor Richards

Rowe Stewart, vice-president and general manager of the *Philadelphia Record*, has been elected to fill the unexpired presidency of the Poor Richard Club held by the late Jarvis A. Wood. Mr. Stewart will continue in office until Monday, July 6. The regular annual election of officers will take place Monday, May 4, and the lists of nominees will remain open for names until Monday April 27.

New Promotion Stunt With Radio

Broadcasting caricatures, a promotion stunt designed to hook-up radio with newspaper circulation, was started this week by the New York Telegram and Mail, over Station WOR with Abril Lamarque, artist, in charge. The newspaper publishes a numbered chart in its editions prior to an announced date when Mr. Lamarque is to broadcast. Using the chart, and drawing from number to number under the direction of the artist, radio listeners draw the caricature.

WELCOME TO EDITOR & PUBLISHER CONVENTIONS HEADQUARTERS!

Following long custom EDITOR & PUBLISHER will maintain headquarters during the week of the Associated Press and American Newspaper Publishers' conventions at Room 116, Waldorf-Astoria, where visiting delegates will find a hearty welcome. Secretarial service will be available for those who desire it and the usual entertainment features will be provided, including a radio program.

PLAN PRINTERS' SCHOOL FOR MONTREAL

Province of Quebec and Master Printers to Join in Supporting Venture—Three Year Apprenticeship Planned

A school for printing, which is to be the joint enterprise of the government of the Province of Quebec and the Master Printers' Association of Montreal is to be opened in the latter city in September.

The school will be financed by the Government; but the printers must pay the apprentices so they will receive remuneration for time spent in school as well as in the shop. While final details have not been arranged, it is expected that the school term will last for three of the five year apprenticeship period. These three years will be given half to school work and half outside, probably a week inside, and a week outside alternately. The scheme has been approved by three unions.

Only fundamentals will be attempted until the school is on its feet. Hand composition will be stressed. Linotyping and other branches will not be taught at the beginning. Pupils will be required to have a good primary education as an entrance requirement, and will be limited in number to 40. The Montreal Technical School has been chosen for the classes.

The establishment of the school is under the direction of an advisory council consisting of Wm. Southam, W. A. Desbarats, Jos. Brosseau, A. Leblanc, Thom Robertson, A. Belanger, J. Smith, with A. Frigon, chairman.

A. P. Opens Two New Bureaus

The Associated Press has opened two new bureaus, it was announced at headquarters this week. They are: Baton Rouge, La., with T. M. Davenport in charge, and Jackson, Miss., H. C. Plummer, correspondent.

Villard Talks on the Press

Oswald Garrison Villard, formerly editor of the New York Evening Post and now editor of the Nation discussed "Does Capitalism Control the Press" at Williams College, April 17.

The Dominant 7 Day Newspaper in Buffalo

The Buffalo Times has had such a remarkable growth, both Evening and Sunday, in the past few years, that it has had but few parallels in the newspaper world.

It has a present circulation of over 100,000 Evening, and considerably over 100,000 Sunday, both representing large additions to the figures of a year ago.

The sole way to reach the majority of the solid, substantial homes in Buffalo and contiguous trading territory is through the columns of the Buffalo Times.

Which is why

in 1924 the Buffalo Times gained almost 800,000 lines of paid display advertising, while the other Buffalo papers either lost or practically stood still.

Still setting the pace, the Buffalo Evening Times for the first quarter of 1925 showed an increase of 187,068 lines of paid display advertising, against a combined loss of the three other Buffalo evening newspapers of 90,692 lines.

Such great circulation and advertising strides need commensurate mechanical equipment; consequently an order has been placed for sixteen, low constructed, high speed units from the Goss Printing Press Company, with a running speed of 144,000 32-page papers, 90,000 48-page papers, and 72,000 64-page papers per hour.

THE BUFFALO TIMES

NORMAN E. MACK, *Editor and Publisher*

VERREE & CONKLIN, *Special Representatives*

New York Chicago Detroit San Francisco Kansas City

600 TO ATTEND WEEK'S CONVENTIONS

(*Concluded from Page 6*)

tournament to be held April 20, at the Westchester-Biltmore Country Club.

Vice-President Charles G. Dawes, as previously announced, will be guest of honor and principal speaker at the A. P. luncheon at which Frank B. Noyes, of the *Washington Star,* and A. P. president will preside. John McCormack, noted tenor, will sing.

Proceedings will be broadcast by stations WEAF and WJZ, New York. Hooked up with WEAF will be WWJ, the station of the *Detroit News,* and WOO, Philadelphia.

Special guests invited to the luncheon include: Owen D. Young; Karl A. Bickel, president of the United Press Associatoin; George C. Shore, editor and manager of the International News Service; L. B. Palmer, manager of the A. N. P. A.; John W. Davis, Democratic nominee for President at the last election; and Frank L. Polk.

Requests for places at the Bureau of Advertising banquet have broken all records, according to William A. Thomson, director. One of the features of the dinner this year will be a concert by the Tufts College Musical Clubs.

Arthur G. Staples of the *Lewiston* (Me.) *Journal* will act as toastmaster, and will also have some pertinent remarks to make from the standpoint of the small city publisher.

Among the other speakers, there will be Mrs. Izetta Jewel Brown, of Kingwood, W. Va., who was one of the leading orators at the recent Democratic National Convention, Ex-Governor Frank O. Lowden of Illinois, who declined the Republican nomination for Vice-President after he had been nominated at the last convention, and Rube Goldberg, the cartoonist.

In charge of the A. N. P. A. golf tournament are R. C. Holliss, *New York Daily News,* chairman; Bernard Ridder, *New Yorker Staats Herold,* and J. F. Bresnahan, *New York World,* in charge of handicaps; Raymond M. Gunnison, *Brooklyn Eagle,* and Howard Davis, *New York Herald Tribune,* in charge of entertainment; and J. C. Martin, *New York Evening Post,* in charge of trophies.

The Weschester-Biltmore Country Club has been obtained for the day. This is America's finest country club, and full membership privileges have been granted A. N. P. A. members on this day through the courtesy of the club's officers, John McE. Bowman and M. Roy Jackson. The clubhouse and grounds, including three fine courses, will be at the disposal of A. N. P. A. players.

A special morning program has been arranged. The tournament matches will begin after lunch. Luncheon will be served to all present. Greens fees hav been abolished for this occasion. Afte the tournament a special dinner will b served. There will be a prize for ever player, and distribution of prizes will tak place at the dinner. A special prograr of entertainment has also been arrange —a unique, one-time-only, exclusiv event.

Special buses for players leave th Waldorf at 8:30 a. m. Trains leav Grand Central at 7:30, 9:10, 10:06, 10:5 a. m. and 12:03 p. m.

Members of the North America Newspaper Alliance will not hold thei usual dinner this year. Directors, how ever, will dine on April 23, and will mee afterwards at the Waldorf-Astoria. Th annual meeting of members will be hel April 24 in the Sun Parlor of the Waldor at 10:30 a. m. followed by luncheon.

The annual frolic staged by M. Koe nigsburg, president of King Feature Syndicate, Inc., has been designated "Th Cabinet Lark" this year and will be hel at the Friars Club, April 21.



Lincoln B. Palmer and Charles H. Taylor seen in the new executive office of the A. N. P. A. at 270 Madison Avenue. (EDITOR & PUBLISHER photograph.)



New executive office of Advertising Bureau, A. N. P. A., at 270 Madison Avenue. Wm. A. Thomson, director, and Thomas H. Moore, associate director, are shown. (EDITOR & PUBLISHER photograph.)

WAR ON CIVIL SERVICE SCHOOL

U. S. and National Vigilance Committe Join in Campaign

WASHINGTON, D. C., April 1 —The United States Civil Service Com mission, in co-operation with the Natior al Vigilance Committee of the Associate Advertising Clubs of the World, is er gaged in an active campaign against sc called civil service schools which deceiv the public in their advertising, or whos practices are otherwise unfair. These sc called schools claim to give instruction i preparation for examinations for th Federal civil service.

Recently, on complaint of the Civ Service Commission and the Nationa Vigilance Committee, the Federal Trad Commission issued an order to "ceas and desist" against the Civil Servic School, Inc., Washington, D. C. Th order prohibits the use of the ter "civil service" in the school title o the ground that such use gives the im pression that the school is connected wit the Government.

We'd like to meet you personally at the Convention, Mr. Publisher

THOSE of you whom we have not had the pleasure of meeting or conferring with during our 20 years dealing with Newspapers throughout the United States and Canada.

We are certain that you would be anxious to find out just what we have to offer you if you fully realized the scope of Briggs' service.

Overcoming the Saturday or Monday "WEAK" day —that's Our Business

We have solved the Saturday and Monday "WEAK" day problem for more than 70 leading newspapers by adding from 100,000 to 500,000 lines of NEW business annually without interfering with regular local advertisers. Why not let us tell you personally about our service?

Meet Us
at our
Waldorf-Astoria
Headquarters
We Want to Know You and We Want You to Know Us

Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tennessee

Ask Dun or Bradstreet about our *Responsibility* Ask any Newspaper Publisher about our *Service*

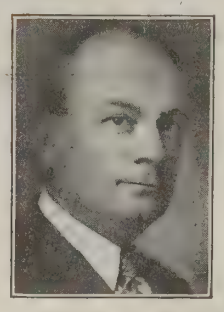
SELL MID-WEEK ADVERTISING HARD TO BREAK FRIDAY "TRAFFIC JAM"

Pacific Coast Executive Chose Certain Days for Certain Groups of Advertisers—Exchanges Ideas with Other Papers

By E. F. CHASE

General Business Manager, California Group, Scripps-Howard Newspapers

I HAVE been reading with great interest the very useful series in EDITOR & PUBLISHER on the week-end traffic jam. This problem is being solved all the time, somewhere. It can be solved everywhere. As a result of many years of hard plugging, our issues on other days than Fridays are being used more extensively for various lines of regular advertising. Many years ago we started building up Thursdays for clothiers, Wednesdays for furniture dealers, etc., and in our California dailies, we have built up other lines for other days of the week, somewhat after this schedule:



E. F. CHASE

MONDAY — Crockery and housewares. Large theatre and movie house ads which appeared in Sunday papers. Business guide. Music houses. Department stores. Real estate.

TUESDAY — Department stores. Cloaks and suits. Jewelers. Electrical supplies. Milliners, haberdashers. Shoe stores. Markets. Credit outfitting companies. Radio. Clothiers. Beauty shops. Real estate.

WEDNESDAY — Department stores. Cloaks and suits. Double spread of neighborhood stores. Furniture stores (large volume). Drugs. Grocers. Real estate, including much home-building advertising. Clothiers.

THURSDAY — Department stores. Jewelers. Shoes. Clothing (large volume). Furniture (large volume). Cloaks and suits. Music houses. Electrical supplies. Crockery and housewares.

SATURDAY — Large theatre and movie display. Much automobile, both display and classified, also accessories. Gasoline companies. Tires. Much real estate, display and classified. Church advertising. Extra classified pages.

Of course, Friday is still our biggest day.

All this has been done by "plugging," not by penalizing.

To many publishers throughout the United States, I send our special pages, double-spreads, supplements, and tabloid advertising sections. I explain how these were sold and how sold for the days we want them. In return, we ask how other publishers have built up regular advertising on days other than Friday. We also ask for all their good specials, with selling details and suggestions. Invariably the publishers are pleased to receive our ideas and sample advertisements, and to reciprocate.

P. O. CONDITIONS BETTER

March Receipts from 50 Largest Cities Show 5.91 Per Cent Gain

WASHINGTON, April 7—Better business conditions than a year ago are indicated in the receipts of the 50 largest postoffices. They show an increase of $1,621,821, or 5.91 per cent for March over that month last year. Total receipts of these offices, announced today by the Postoffice Department, were $29,805,090, compared with $27,463,268 for March last year.

Only six of the 50 postoffices showed decreased receipts: Minneapolis, Washington, Portland, Ore.; Toledo, Providence and Fort Worth.

Jacksonville, Fla., had the largest increase with 20.64 per cent; Dayton second with 17.86, and New Orleans third with 17.84.

Of the five largest offices having receipts of more than $1,000,000, Philadelphia had the largest per cent of increase with 9.16 per cent, New York second with 8.16, Boston third with 5.32, St. Louis fourth with 4.16 and Chicago fifth with 3.60.

IOWA COLLEGE EDITORS MEET

Seventy Student Journalists Attend Des Moines Convention

Seventy Iowa college students representing various college publications, attended the annual convention of the Iowa College Press Association at Drake College, Des Moines, Ia., last week and elected James A. Worts, Jr., Grinnell College, president; Hill Laken, Drake, Des Moines, vice-president; Miss Ledice McAndally, Cornell, secretary-treasurer.

Dean Harry F. Harrington, head of the Medill School of Journalism, Northwestern University, addressing the annual banquet of the association, said that newspaper work, particularly in the editorial division, is "one of life's greatest adventures, in that it teaches the art of being human." Commercialization of college journalism he discouraged, for, he said that the maintenance of the amateur spirit is a significant factor of the college publication and it should be guarded closely.

W. E. Hall, managing editor of the *Mason City Globe-Gazette,* was toastmaster.

Franklin Simon Sales Up

The profit and loss report of Franklin Simon, president of Franklin Simon & Co., New York department store, for six months ended Jan. 31, sets forth the excellent showing in volume of business done and a strong financial position of the company, as well as satisfactory profits. For the two months of the new calendar year 1925, the sales have exceeded the sales of the corresponding period of last year. Those for the month of February have increased $100,000 and for the month of March $200,000.

MERCHANTS OF CUERO, TEX., ADVERTISE FOR RAIN

TEN merchants of Cuero, Tex., who believe in newspaper advertising put it to a novel use recently when they jointly purchased a full page in a local newspaper and inserted this copy in letters 2 inches high: "THIS ADVERTISEMENT IS FOR RAIN!"

Cuero and DeWitt county have experienced a drought which has been unbroken for four months. Farmers were getting panicky. The advertisement was placed to assure them the merchants were in sympathy with their plight.

Just before going to press EDITOR & PUBLISHER telegraphed to learn if the advertisement had had any effect.

"No rain but lots of cloudy weather at Cuero," was the reply.

National Advertising in the Newspapers For March Broke All Records

Proving that business conditions are sound

Here are messages and information regarding what some of the newspapers with which we are associated, did in March:

A letter from Mr. H. S. Talmadge, Publisher of the TOLEDO BLADE, included the following lines:

"You did fine work in March. It was the biggest month in the history of the paper, with the exception of one month which beat it out but by a very few columns."

A telegram from Mr. Theodore T. Ellis, President and Publisher of the WORCESTER TELEGRAM-GAZETTE:

"Congratulations on March foreign advertising. It is the biggest month of any month in the history of the TELEGRAM-GAZETTE."

The WASHINGTON POST not only had the biggest March in its history, but was only beaten by one month (October, 1920).

The ROCHESTER DEMOCRAT & CHRONICLE had the biggest March in its history and the biggest month since the record year of 1920.

Mr. J. D. Barnum, Publisher of the SYRACUSE POST STANDARD, writes:

"Congratulations on March. It is the largest March business since 1920."

The NEWARK STAR EAGLE not only had the biggest March, but there were only two other months slightly larger for all time.

The DULUTH HERALD had the largest March in its history, and within a very slight margin of the largest month in the history of the paper.

The MEMPHIS NEWS SCIMITAR in March had the largest business in the history of the paper.

The MANCHESTER UNION LEADER had an increase of about 50% over March, 1924, and it was also the largest month for any month in the history of the paper.

The LANCASTER NEW ERA not only had the largest March, but the largest month in the history of its paper.

The above information from some of our Publishers best tells the story. I am certain other Publishers have had the same experience, proving again that business is fundamentally sound and will continue to grow slowly, but surely.

Paul Block

NEW YORK CHICAGO BOSTON DETROIT

Chicago Tribune
FEATURES

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 3,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips
The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*

COMICS IN COLORS
3 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith

GASOLINE ALLEY
By Frank King

HAROLD TEEN
By Carl Ed

WINNIE WINKLE
By Branner

SMITTY
By Berndt

THE PIXEYS
Two color comic by William Donahey

MOON MULLINS
By Willard

LITTLE ORPHAN ANNIE
Daily Strip and Sunday Page
By Harold Gray

GOOP ETIQUETTE
By Gelett Burgess

W. E. HILL
PAGE OF COMICS
in Gravure or Black and White

HEROES OF THE WEEK
Half Page by Sals Bostwick

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

H. L. MENCKEN
Weekly Literary Letter
Roxy Radio Column

BURNS MANTLE
Weekly New York Theatre letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper Medical Writers

WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter

EMBARRASSING MOMENTS
By McCullough

SENTENCE SERMONS
Roy L. Smith
Daily and Sunday

CROSS WORD PUZZLES
Daily and Sunday

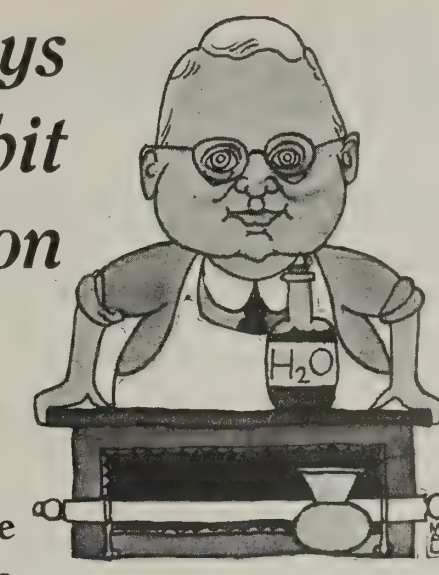
DAILY TRUE LOVE STORY

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and the New York Daily News
25 Park Place, New York

LEASED WIRE SERVICE
Foreign—National—Local
Telepix

The Chicago Tribune *always has an interesting exhibit at the publishers' convention*



PUBLISHERS will find a pleasant welcome and an interesting exhibit at The Chicago Tribune headquarters at the A. N. P. A. convention. We shall be, as usual, in the old Waldorf bar, of fond memory, and Arthur Crawford, as master of ceremonies, will lend his genial presence to the scene.

There will be some new movies made expressly for this convention—news pictures of some of the big events covered by The Chicago Tribune during the past year—the tragedy of Sand Cave; the Notre Dame-Stanford football game; the world flyers; the dog team derby, and so on.

Another new film shows The Tribune timberlands when the spring floods carry away the winter's cutting—dynamiting jams; shooting the falls; perilous river work. It is a Fox film and probably the most realistic ever taken of timberland activities.

And one of the new advances in journalism—the reproduction of pictures by wire—will be explained with Telepix receiving and sending machines operating as part of our exhibit. This process, invented and developed by The Chicago Tribune, has never before been publicly shown.

An unusual display of poster art work shows how The Chicago Tribune advertises its features to build circulation.

Seventeen cities are now linked in the coast-to-coast chain of telegraph wires carrying Telepix. Almost every newspaper that Mr. Crawford of The Chicago Tribune Newspapers Syndicate has offered it to has decided it could not afford to be without Tele-Pix service.

A point about Chicago Tribune features to consider: They are tried out in the Chicago Tribune and The News of New York—no experimenting on others. The News has built up the largest daily circulation in America and The Tribune has the largest morning circulation in America except for The News. Both have Sunday circulations of more than a million, and only one thing in common—Chicago Tribune features.

Buy . . Leadership!

The CHICAGO TRIBUNE
Newspapers Syndicate
Tribune Square . . . . . Chicago

THE NEW YORK EVENING JOURNA

By Arth

This is written for business men whose short cut to success consists in reaching and interesting the greatest number of people in the shortest possible time.

The average daily net paid circulation of the Evening Journal in the past six months, as reported to the United States authorities and sworn to by James C. Dayton, publisher of the Evening Journal, was **649,072.**

And that is equal to DOUBLE THE CIRCULATION OF ANY OTHER EVENING NEWSPAPER PUBLISHED IN NEW YORK CITY.

The reading family of the Evening Journal, taken home by the buyer, amounts to at least **2,000,000.**

Of the Evening Journal's net paid average daily circulation of **649,072** more than **600,000** copies are concentrated in New York City's shopping area.

Out of 100 New Yorkers, buying any evening newspaper, 45 buy an EVENING JOURNAL.

And that 45 per cent of the total sales of all evening newspapers in New York contains ***no duplicate circulation.***

A Paper Taken Home

The Evening Journal sells at three cents a copy. And while it sells more than twice as many copies as any competitor, you will look in vain for an Evening Journal left in street cars, subways or elevated railroads. It is ***carried home.***

But you will find in street cars plenty of other newspapers, picked up to read a stock exchange quotation, or for some other special purpose, then dropped on the seat. It is easy enough to verify this statement.

The number of Evening Journals sold in New York City exceeds that of the next two evening papers combined, with a great deal of circulation to spare.

There are more Evening Journals sold in the suburbs within fifty miles of New York than ALL of the other evening newspapers in New York combined.

What is true in the immediate suburbs is true of the prosperous Westchester section. In towns receiving 25 or more copies daily the Evening Journal outsells all the New York evening and morning newspapers.

The Evening Journal has double the circulation of any New York evening newspaper to-day. It had double the circulation of any competitor ten years ago, twenty years ago, and twenty-five years ago.

It proposes to KEEP the lead and to do it by hard work and as much expenditure of money as may be necessary, regardless of cost.

Proof of the Pudding

Bearing in mind the old adage that the proof of the pudding is in the eating, the business man to whom this copy of the Evening Journal is especially sent is requested to look through the pages of this newspaper.

Its advertising columns constitute the greatest market in all New York, or anywhere in the United States.

It is the greatest selling agency, because its family of readers spend more money in a week than any other reading group in the country.

To-day's Evening Journal contains over 445 columns of paid advertising, published by more than 200 individual merchants, manufacturers and other business houses.

Of the advertisers in this issue about 150 are local retail stores.

For to-day's Evening Journal 650,000 men and women will pay $19,500, at 3 cents a copy. Its buyers take the Evening Journal home to their families, to be read by more than 2,000,000 men, women and children.

This newspaper, in addition to providing the news of the day and the features that interest, provides also THE GREAT SHOP GUIDE OF THE CITY.

Advertisements in to-day's Evening Journal include more th different announcements, offering clothing for men and boys; than 50 stores advertise women's and girls' clothing for Easte more than 25 different merchants advertise shoes for men, wome children.

The Evening Journal is Greater New York's shopping, b and SELLING encyclopedia.

A daily newspaper covering the greatest city in the world, New York Evening Journal covers Greater New York, is a sa time and money that helps to make possible the gigantic and commercial successes of this age.

If instead of publishing a full page advertisement in to Evening Journal the merchant undertook to mail it to 650,0 dresses, it would cost him $13,000 for postage stamps alone, in tion to the cost of white paper, printing, addressing and mailing. white paper is EXPENSIVE.

The paper on which this one day's edition of the Evening J is published weighs 561,800 pounds and cost $22,472. Printin day's edition necessitates the making of 547 full-page mats and heavy metal plates.

Money Counts

With a newspaper, as with war, money is a secondary thin highly important. IT COUNTS.

For instance, the ink that prints the Evening Journal costs 000 a year. The editorial payroll amounts to $1,250,000. Th chanical payroll, all union men, exceeds $2,000,000 a year. printers alone in the Evening Journal Chapel earned $766,00 year. The salaries of the men in the press room amounted to $7 The circulation department cost more than $2,000,000 a year. the business office more than $800,000.

This money is spent because the Evening Journal is deter to remain where it has been for 25 years, more than 100 per cent of any other evening newspaper, and to go farther ahead, rega of competition.

Let business men, if they can, learn what other evening papers in New York spend in the effort to give service to the bu men whose advertisements they accept and publish.

SERVICE COUNTS. The Evening Journal, with a circu double that of any New York evening competitor, and much th est daily circulation of any evening newspaper in the United S doesn't spare money or effort in rendering service.

A Loyal Newspaper

However, in newspaper work, as in war, while money portant, it occupies a decidedly second place. The Evening J leads in the evening newspaper field in the United States overw ingly, not merely because it spends all the money that it can pro spend for the benefit of its readers and its advertisers, but because ***it represents its readers loyally, constantly and sively.***

This newspaper is edited and published for the benefit hundreds of thousands that BUY it and of the millions that RE

Hundreds of thousands of young men and women have up in and around Greater New York, knowing and reading the ning Journal from early childhood. They know, of their own k edge, and from their fathers and mothers, that this newspa POWERFUL AND SUCCESSFUL because it is loyal.

SOME FACTS FOR BUSINESS MEN

risbane

Power for Good

When such a man as R. W. DeForest, then head of the Tenement rtment, years ago, wrote to the editor of the Evening Journal for eration in law-making, he knew that he would get it, and knew he would thus secure the strongest backing in this city.

When friends of good government, watching at Albany, wrote sting against bad legislation, and when this newspaper exposed enounced it, they knew that the most powerful force for good nment in the world's greatest city had been enlisted on their side.

he Evening Journal has led and outstripped all competition for than a quarter of a century because it has worked sincerely for aders, ALWAYS, and for those that would like to exploit those s, NEVER.

HAVE It, Then TELL It

he problem of the business man is, first, to have what the people T, and, second, to let them KNOW that he has it. Any business who has what the people want can let the people of this city know it through the Evening Journal.

When Mr. Isidor Straus and his brother, Nathan, owned and man- the old and powerful firm of R. H. Macy & Co., before Isidor died and Nathan Straus retired from the firm, now owned and ed by the three sons of Isidor Straus, Nathan Straus, who had dispute with some other newspapers, said to this writer, "I n't want you to tell anybody, but if I have the Evening Journal O OTHER NEWSPAPER in New York City, I can do all the ss I want to do. The Evening Journal is ENOUGH."

hat happened some time ago, and there is probably no objection ealing the secret now.

When the panic of 1907 came, Nathan Straus said, "Don't let the bother you. You will see in your paper now the best advertis- siness you ever saw."

When he was asked why that should be, he replied, "We are go- have hard times. In hard times advertisers will stop their non- stop giving advertising here and there as a favor to little papers on't amount to anything.. They will need business, need to sell all the goods bought last Spring, and they will GO TO THE ING JOURNAL TO DO IT."

hey did go to the Evening Journal, and the year of the panic was ggest year the Evening Journal ever knew. The Evening l, panic or no panic, had power to sell goods.

Home Circulation

If in the Evening Journal you tell about the right goods, in the way, and offer the goods at the right prices, you can leave the Evening Journal readers.

One day Paul Block, who owns several newspapers out of New and once owned the Evening Mail, was talking with Bernard F. l, of Gimbel Brothers' big store. Bernard Gimbel pointed out a rowd of shoppers, as many as the space could hold, crowding certain counters. "The greatest shopping crowd I ever saw," lock.

"There is just one way to do that," said Gimbel to Block, "and to advertise in the Evening Journal. The goods we are selling crowd were advertised in the Evening Journal, and in NO R New York newspaper, morning or evening."

Business men like "home circulation." Brooklyn is the City of Let them ask Brooklyn merchants, Abraham & Straus, who, ar, purchased 932,000 lines of space in The Journal, or Freder- ser & Co., who, last year, purchased 585,000 lines of Evening advertising, or any great Brooklyn firm that takes pages at a time in the Brooklyn Edition of the Evening Journal, spending with the Evening Journal more of their advertising appropriation than with all other New York evening newspapers combined.

The Evening Journal has, in Brooklyn territory, more circulation than all the Brooklyn papers combined. Ask Major Namm, one of the young Brooklyn merchants. He told this story to the Brooklyn Chamber of Commerce advertising department. He had doubled his business in a short time and attributed it largely to advertising. He advertised 500,000 lines a year in the Evening Journal. He increased his advertising lineage to 1,000,000 lines, at a total increased cost of ½ per cent of his gross. The cost of his overhead was reduced, so that the additional 500,000 lines of advertising in the Evening Journal ***cost him less than nothing.*** Last year Major Namm's firm purchased 1,263,000 lines of Evening Journal advertising.

Many newspaper men know little or nothing about business, and many very able business men know little, comparatively, about newspapers, or their real business value.

Many of them fail to realize, when they advertise, that what they want to reach is PEOPLE, and as MANY of them as possible.

The Encyclopedia Britannica carried on an advertising campaign NOT using the Evening Journal. Some foolish idea was back of THAT. Then better judgment came and the owners of the British Encyclopedia advertised in this newspaper. Later, they stated that they sold, through the Evening Journal, more copies of the encyclopedia at from $150 to $250 a set than they had sold through their advertising in the New York Times and the Chicago Evening News.

If business men knew what publishers of other newspapers know they would understand why the Evening Journal produces the results that it does produce.

The former publisher of the Globe, Mr. Samuel Strauss, a very able man, said to this writer, while the Globe was still alive, before its gentle chloroforming by Frank Munsey: "You don't know what it is to go around asking for advertising with the Evening Journal as competitor. The advertiser asks, 'Have you got as much circulation as the Evening Journal?' Then he asks, 'Have you got half as much circulation, or quarter as much circulation?' and when you have to answer no, it doesn't make the getting of business very easy."

The number of men and women that actually buy the Evening Journal in New York's shopping district exceeds the total population of entire States, such as Utah, Idaho, Arizona, New Hampshire, Vermont or Rhode Island.

If the business man could see a crowd of Evening Journal buyers numbering 650,000, if he could conceive the crowd of two million readers back of those that actually PURCHASE the newspaper, it would not be necessary to write this article.

The writer has not a penny's worth of financial interest in the earnings or in the profits of the New York Evening Journal or of any other newspaper. But he has great interest in the success and public usefulness of the Evening Journal, managed by him, as editor, for more than twenty-five years.

It is written for the enlightenment of business men, to whose energy and advertising newspaper workers owe their prosperity, rather than for the purpose of adding to Evening Journal advertising.

A glance through this newspaper will show a prosperous condition.

The 445 columns of advertising published in to-day's Evening Journal,* including the Manhattan, Bronx and Brooklyn sections, exceed by far the amount of advertising ever carried by any evening newspaper in New York, and to-day's advertising represents a cash expenditure by business men who realize the Evening Journal's value at least twice as great as was ever made in any other evening newspaper in the history of New York City journalism.

**Mr. Brisbane refers to the Evening Journal of April 3rd, 1925, when it published a larger volume of display advertising than ever before appeared in any New York Evening newspaper.*

BULLARD

AT LAST! THE FIRST NARRATIVE

BY AN

AMERICAN ARMY COMMANDER IN FRANCE

General Robert Lee Bullard

Who commanded the famous First Division, then the Third Corps, and finally led the 2nd Army of the United States.

The most stirring and the most important book written since the War—not to be issued in book form until next Fall

AMERICA'S part in the war must continue to be the "biggest story" of the century. But the record has been incomplete until now.

AT last, for the first time it is frankly told by an Army Commander of our line. General Bullard was one of the two Lieutenant Generals under Pershing. He has spent the past six years on what he calls his "memories" of the vital period in which unprepared America developed its vast forces to help end the war.

A ROMANCE of true history is General Bullard's narrative; a human story from a human diary, not a mere record; a prose epic of the doughboys and their leaders—the first graphic picture penned by an American general who saw the whole drama from behind the scenes.

AS a newspaper serial the memoirs are ready for early release, months in advance of book publication. It is intended to divide the story into Sunday and daily instalments continuing about one month.

D. P. SYNDICATE

Garden City, N. Y.

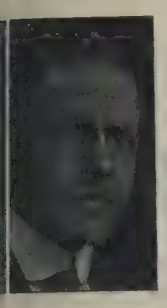
POSTSCRIPT:

At the time of this announcement, General Bullard's memoirs have been offered to newspapers in three cities. The serial rights have been taken by the New York Herald-Tribune, Chicago Tribune and Philadelphia Bulletin.

R. WILLIAMS JOINS OLIVER NEWSPAPERS

ner Pittsburgh Press Business Man-ger Now with Executive Staff of azette Times and Chronicle elegraph—22 Years with Press

R. Williams, until recently business ager of the *Pittsburgh Press,* has ac-d a position on the executive staff of the George S. Oliver newspapers, the *Gazette Times* and the *Chronicle Telegraph,* of Pittsburgh.



. R. WILLIAMS

Mr. Williams was associated for more than 22 years with Colonel O. S. Hershman, former owner of the Pittsburgh Press. He came to the Press in 1902 upon being uated from college, served as a re-er for three years, becoming city r in 1906, and being promoted to aging editor in 1908, which position emained in until 1915 when he was s business manager.

uring the World War he served on e American Newspaper Publishers' er Committee, of which Victor Law-publisher of the *Chicago Daily ews* was chairman. He also served as e onal Director of Pennsylvania under epulp and paper division of the War dstries board during the war.

Ir. Williams became a director of rrican Newspaper Publishers' Asso-on in 1918, was elected president of association in 1920 and was re-ed in 1921. Since 1922 he has been mber of the board of directors.

the annual convention of the Audit reau of Circulations in Chicago last Mr. Williams was elected a member ie Advisory Committee of the News-r Division, and has been energetic in avoring to have the aims and pur-s of the A. B. C. better understood in trying to promote harmony be-n the A. B. C. and its newspaper bers.

Ir. Williams organized and became ehead of the Department of Journal-m in the University of Pittsburgh in and lectured in this department until when he was obliged to discontinue use he could no longer find time for work. He was instrumental in form-g the Tri-State News Bureau, the newsgathering organization of tern Pennsylvania, West Virginia Ohio. He also was active in form-and enlarging the scope of the Pitts-h Newspaper Publishers' Associa-of which he served as president for ral years.

ILLINOIS EDITOR GETS 1,500 PAPERS TO THE GALLON

BYRON ELKINS, editor and publisher of the *West Frankfort* (Ill.) *American,* literally has ground out his daily edition for several days at the rate of "30 miles an hour," when his motive power failed him. Unable to make an emergency shift, he backed his automobile into the shop, jacked up its hind wheels, attached a belt to the press and "gave 'er the gas." He claimed that he printed 1,500 papers to a gallon. Neighboring editors from the community, who heard about the experiment, rushed over to cheer him on and witness the feat.

The Gazette Times and the Chronicle Telegraph are two of the oldest and best established newspapers in Pennsylvania. In joining the executive staff of these newspapers Mr. Williams not only takes with him a wealth of journalistic experience but the good wishes of a host of friends in Pittsburgh and throughout the country.

Mr. Williams is a member of Phi Beta Kappa, the national honorary scholastic fraternity, received from Franklin and Marshall College, Lancaster, Pa.; also a member of Sigma Delta Chi, the national honorary journalistic fraternity. He is also a member of the Pittsburgh Athletic Club, Pittsburgh Chamber of Commerce, Union Club, and Pittsburgh Press Club.

Mr. Williams has just returned from an extended vacation spent in Bermuda.

Another Daily to Broadcast

The *Pasadena* (Cal.) *Star-News* will join the list of newspapers operating radio broadcasting stations early next summer when it occupies its new four-story building now nearing completion. A 1,000-watt station, to be known as KPSN, and operating on a 315.6 wave length, will be a part of the equipment of the new building and will be housed on the roof of the structure. Steel towers, rising 125 feet above the roof, will support the radio antennae. The Pasadena Chamber of Commerce took up the question of establishing a broadcasting station and appointed a committee to consider the problem. They conferred with Charles H. Prisk, editor of the Star-News, who agreed to take the full responsibility for erecting and maintaining the station.

Airplane Delivery to Scotland

The *Belfast* (Ulster) *Telegraph* is now using an airplane to deliver newspapers to Scotland. Papers printed at 5 p. m. are on sale in Scottish towns at 6, according to a recent announcement in the Telegraph.

WOOD DRY MATS

We are pleased to announce:

THAT twelve years of all-American manufacture of WOOD DRY MATS have resulted in more than 400 exclusive newspaper users.

THAT this growth has brought the selling price of the regular Wood Mat down to 12 cents each.

THAT we now have perfected the WOOD METROPOLITAN MAT, which is capable of handling the work of the largest newspaper plants in the world.

THAT since February 9th the *Philadelphia Bulletin* has used the Metropolitan Mat on every page—its steam tables are cold.

THAT it would be well worth your while to visit the splendid plant of the *Bulletin* and see the Metropolitan Mat at work. Its use means thousands of dollars saved.

WOOD FLONG CORPORATION

501 FIFTH AVENUE
NEW YORK CITY

irectory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

NOW READY FOR YOUR TEST
"he Brains of the Family," by E. J. Rath
rse for Authors, 33 West 42d St., New York

"STORIES"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Fashions

WEEKLY STYLE PHOTO SERVICE.
0 latest fashions and captions weekly.
than 100 papers use it. Write for low rate.
Service Syndicate, 353 5th Ave., N. Y.

Radio

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely
The Ellis Service. Swarthmore, Pa.

By Special Permission of the Respective Managements

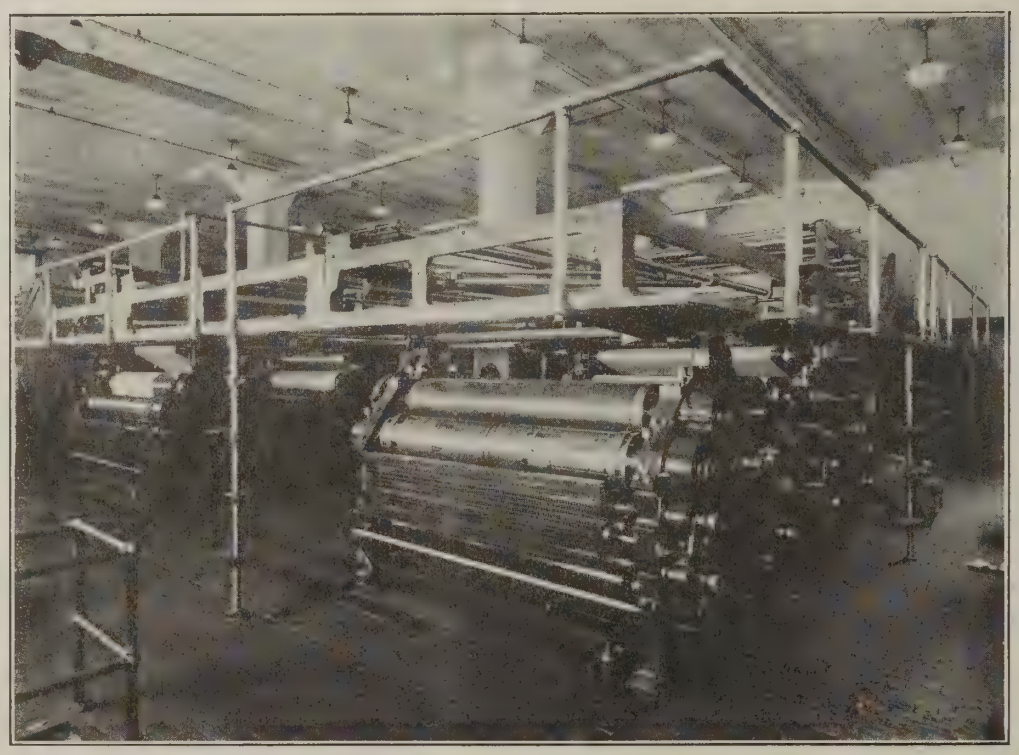
VISITING PUBLISHERS
are CORDIALLY INVITED

to Inspect

SCOTT "Straight-Unit" PRESSES

in Operation in the Pressroom of

NEW YORK HERALD
New York Tribune



also the

New SCOTT Color Press

in Operation in Color Pressroom of

NEW YORK DAILY NEWS

Our representatives at the Waldorf-Astoria or at our New York Office will be pleased to make appointments to show these machines in operation.

WALTER SCOTT & COMPANY

THE NEW PLANT

of the

New York Evening Post



will be equipped with

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ESTIMATING PARADES IS GOOD TEST OF REPORTER'S ACCURACY

Absurd Errors as to Number of Marchers Often Made, Adrian Publisher Says—Gives Rules for Estimating Size of Formations

By STUART H. PERRY

Editor *Adrian* (Mich.) *Telegram*

PERHAPS there is no variety of reporting in which errors are more easily made than in stating the size of parades. Only when the estimating is done with great care, through accurate counting and time-taking by a number of observers, can a newspaper approximate a correct statement in the case of large parades.

Such painstaking efforts are sometimes prompted by the fact that the demonstration is an object of special scrutiny by the public, or a part of the public, so that an exact statement of the numbers becomes important. On the other hand, when the attitude of the public is uniformly cordial toward the paraders, and no special importance attaches to the number participating, arithmetical calculation is apt to give place to rough estimates which usually err on the side of liberality.

When it comes to the loose statements made by members of organizations and their sympathizers, the exaggeration is often great and sometimes grotesque. For example, in the case of a demonstration by an organization in Michigan last fall, a sympathetic onlooker in a published statement declared that 70,000 marched in the parade which moving 4 and 6 abreast took 3½ hours to pass. That is about as credible and consistent as saying that 200 men were seated in a room 10 feet square. If his estimate had been only one-fourth as large, it still would have had to be heavily discounted, as will later be explained and illustrated. As a matter of fact, that particular parade consisted of about 7,000 marchers, according to independent observations made by reliable local news writers.

Owing to the great diversity of parades as regards formation, composition and speed of movement, it is impossible to formulate a rule whereby an observer could make an exact estimate in every case that might arise. It is easy, however, to arrive at figures which may safely be accepted as maximum limits for parades of certain types.

As a starting point, and for a unit of comparison, let us note the fact that when infantry is moving in column of squads (four abreast) 175 men will pass a given point in one minute, or 10,500 in an hour. This assumes the soldiers to be marching in quick time—30 inch steps 120 a minute, 6,000 yards or about 3½ miles an hour. The depth of a man is assumed to be 12 inches and the rear-rank man covers his file leader at 40 inches depth.

This is a theoretical maximum, which is not usually attained in practice even in military parades. Thus the militia parade at Boston just before the war, in which 14,000 took part, moved at the rate of about 8,400 an hour, and the annual police parade in Boston, of 1,400 in column of platoons, passes at the rate of 8,400 an hour. The Police Department of Boston estimates that a strictly military parade, practically all on foot, can march at from 9,000 to 10,000 an hour; a semi-military body that has had some training at 8,000 an hour.

The Chicago police figure that trained troops in large commands cover only from 2 to 2½ miles an hour instead of the theoretical 3½. The American Legion parade in St. Paul last September passed at the rate of only 9,000 an hour, though marching 16 abreast. The Knights Templar in New Orleans, a disciplined body of 12,000 men, marching 6 abreast in compact formation with only 12 automobiles and about 50 horses, and no halts, moved at the rate of 5,500 per hour.

In civilian parades where the marchers have had little or no training, the rate of passage is less. In Boston, for example, the Elks' parade in July, 1924, consisting of 20,000 mostly marching in column of fours and taking the whole street, passed at the rate of 5,700 an hour. In the same city parades on the 17th of June and the 17th of March, numbering from 8,000 to 10,000 and made up of various organizations, pass at the rate of from 5,000 to 6,500. In mixed parades with floats or similar features, the Boston police figure that the rate seldom exceeds 5,000.

The Philadelphia police allow an average of 5,000 an hour for a civilian parade moving 16 abreast, the street being cleared of other traffic but the parade being halted 3 minutes every 15 minutes to accommodate cross traffic. In San Francisco the estimate is 9,000 to 10,000 moving in platoons of 12 in close order at a cadence of 100 to 120 steps per minute—equivalent to not more than 5,000 in column of fours.

Parades in loose formation, and including many floats, mounted men, etc., make still slower time. Thus the Memorial Day parades in Chicago do not average more than 3,300 an hour, and the Grand Army parade in Boston August 12, 1924, including 2,000 men on foot and 6,000 men in 1,100 automobiles, averaged only 3,200.

One other class of parades remains to be considered, those in which very large numbers are known to have taken part. Typical of these was the Labor Liberty Loan parade in Chicago, consisting of 153,000 marchers in mass formation, 16 files front, with 40 inches depth between ranks and only 6 paces between units. This parade passed in 4½ hours, or at the rate of 34,000 an hour. This rate of passage is consistent with the figures in the other cases cited, as it is equivalent to about 8,500 an hour if the parade had moved in column of squads.

The Preparedness Day parade in Chicago, numbering about 132,000, required about ten hours to pass a given point, or at the rate of about 13,200 an hour. In this case the formation was less compact, with the military in regular formation and 30 paces between civilian units.

At the Holy Name parade in Washington Sept. 21, 1924, it is estimated by the police that 75,000 took part. It passed in 5 hours, or at the rate of 15,000 an hour. It moved, however, in mass formation, in companies of 22 front, with military aides keeping the units constantly closed up. The chief of police of Washington estimates that had the units moved at the regular marching distance, the time of passage would have been at least 8 hours, or 9,375 an hour. In 1922 a similar parade by the same organization numbering about 30,000, moving in formation of 16 front with regular military intervals between units, passed in 4 hours, or at the rate of 7,500 an hour.

For the practical newspaper man the following conclusions may be deduced from the data above presented:

1. An ordinary civilian parade moving in column of fours will not pass at a rate much in excess of 5,000 an hour, or, say, 85 a minute. If there are floats, mounted men or marching women, the rate will be less.

2. In the greatest parades, with the most compact possible formation, the highest rate of passage per file seems to be about 2,125 an hour, equivalent to only 8,500 an hour for a column of four files; and even this record was attained in only one parade to the writer's knowledge.

3. High rates of passage can be attained only in mass formation with a very broad front, in great cities where streets are both broad and long, with expert management and perfect police co-operation. Great length of streets is necessary both to organize and to disband a very large parade.

4. In the smaller and medium-sized cities, the difficulties of handling a parade increase so greatly as to put an early and definite limit on its practicable size. For example (on the basis of the American Legion parade in St. Paul), a parade of only 15,000 marchers, even if moving 8 abreast, would make a column 7.6 miles long and would take 3 hours and 30 minutes to pass. Obviously, it would be a difficult matter to organize and handle such a parade in a city of 25,000 or 50,000 population.

5. Estimates made by casual observers, without any attempt at counting or methodical calculation, are of little value.

For the data here presented the writer is indebted in large measure to the heads of police departments in the cities referred to.

MORE VANDERBILT CHANGES

Maj. Birdsall, in Charge of Mechanical Departments, and Others Resign

(*By Telegraph to* EDITOR & PUBLISHER)

MIAMI, Fla., April 16.—Maj. Alfred H. Birdsall, assistant to the publisher in charge of the mechanical departments of Vanderbilt Newspapers, Inc., has resigned, according to an announcement made here today by Ben Mellon, general manager. Maj. Birdsall was one of the oldest executives of the Vanderbilt organization in point of service.

A number of resignations from the *Miami Illustrated Daily Tab* were announced at the same time, including C. D. Rhodes, art director; Gus Thornrose, chief photographer; Lawrence Holmes, picture editor; Jean Holmes, special writer, and M. K. Kanaga, composing room foreman. A number of other changes were made in the staff of the Tab but no additional names were given out. The only appointment given out was of that of Charles Suydam, as chief photographer.

The Tab is vacating its auxiliary building at 57 S. W. First street and all departments are being consolidated in the main plant at 70 West Flagler street, the former home of *Miami Daily News*, which is being entirely rearranged.

Lester Adams succeeds Mort Donoghue, resigned, as managing editor of the *San Francisco Illustrated Daily Herald*, a Vanderbilt newspaper, according to an announcement made there. Donoghue has been in editorial charge of the Herald for six months. Adams has been news editor in recent months.

After a four-day visit in New Orleans this week Cornelius Vanderbilt, Jr., accompanied by John W. Brodix, a director in the Vanderbilt Newspapers, Inc., left for Washington where they will be joined by Ben Mellon, general manager of the Vanderbilt newspapers.

Colley Forming New Ad Clubs

Reginald Colley, associate director of the educational department of the Associated Advertising Clubs of the World, left this week on a tour through the middle west and southwest, for the purpose of organizing new advertising clubs. His trip will end at Houston for the annual convention next month. He plans to visit Pittsburgh, Portsmouth, O., Terre Haute, Ind., St. Louis and Kansas City, among other places.

In Cincinnati National Display Advertisers are Concentrating in the Times-Star

For years practically every national advertiser using display space in more than one Cincinnati newspaper has had the Times-Star on the schedule. But with the past twenty-four months an increasing number of national advertisers have come to use the Times-Star *exclusively* in this field.

Some of these, of course, are new advertisers. But many have been in the Cincinnati newspapers for years—some in all four publications. With the more careful checking of circulations both with reference to *what it is* and to *where it is* they discovered that, so far as the Cincinnati market is concerned, the Times-Star alone gives complete coverage.

Undoubtedly the reactions of Cincinnati distributors and retailers are largely responsible for the concentration of Cincinnati advertising in the newspaper of concentrated Cincinnati influence.

But whatever the reason or reasons may be, the fact is there. National advertisers in increasing numbers, regardless of their industrial classifications, have discovered what local advertisers have demonstrated for the past eighteen consecutive years,—that the Times-Star is the buyers' guide to the Cincinnati market.

And what a market it is! Nearly three-quarters of a million of the most truly American people in America! Native, white, well educated, well-to-do people whose average standard of living is high and not subject to the fluctuations necessarily characteristic of communities of less diversified industrial activity.

Write for detailed market information applicable to your proposition.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



THE SKY-LINE THAT FORTY YEARS HAVE LENGTHENED

AS A TANGIBLE measure of the steadily growing popularity of Goss Presses, we point to the steadily lengthening "sky-line" of the Goss plant. Also to the expansion of this plant in width, height and equipment which has taken place with clock-like regularity in the two score years we have been privileged to serve progressive publishers.

Below is pictured the interior of our latest addition, a structure nearly five hundred feet long. The many gigantic tools you observe in operation, are, after all, but a small fraction of the modern facilities housed throughout the entire plant to enable master workmen to produce the master presses of the age—Goss Presses.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company of England, Ltd. - London

GOSS

STRAIGHT — GOSS HIGH SPEED — LINE



FREEDOM OF SPEECH AT STAKE IN TAX CASES

Sen. James A. Reed and Newton D. Baker Declare Freedom of Press Is the Right to Print What One May Lawfully Say In Arguing Income Tax Cases Before U. S. Supreme Court

By J. BART CAMPBELL

Washington Correspondent, EDITOR & PUBLISHER

"THE income tax publicity cases go much further than the freedom of the press. They involve also that freedom of speech and right of assembly for which our forefathers rebelled against the British government."



NEWTON D. BAKER

U. S. Senator James A. Reed, of Missouri, made this statement to EDITOR & PUBLISHER this week.

As one of counsel for Walter S. Dickey, owner and editor, and Ralph Ellis, managing and supervising editor, respectively, of the *Kansas City Post*, Senator Reed filed a 93-page brief in the United States Supreme Court Monday in oposition to the Government's appeal from the decision of the lower court upholding the right of that newspaper to publish income tax returns.

Former Secretary of War Newton D. Baker, as counsel for the *Baltimore Post*, also filed a brief Monday attacking the Government's position as stated by James M. Beck, Solicitor General, in a brief filed the previous week.

Senator Reed declared the argument advanced by Mr. Beck, in behalf of the Department of Justice, if permitted to stand, would "shake the very foundations of American liberty and freedom."

Mr. Baker directed the attention of the court to this conclusion:

"There is no sound measure of the extent of the rights of a free press except the right of free speech by a free people. On both principle and authority, citizens of the United States may speak and print with equal freedom whatever they desire to say, and may not be punished in either case, upon like canons of judgment, for an abuse of the privilege. The very suggestion that there is a distinction between freedom of speech and the freedom of the press implies a lack of freedom in one or the other."

In the brief filed in behalf of the Kansas City Post, Senator Reed, in conjunction with Maurice H. Winger and David M. Proctor, set forth, under the caption, "Liberty of the Press," this contention:

"The language of the First Amendment is, 'Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech or of the press . . .'

"The Government states: 'This provision clearly refers to the law prior to the adoption of the constitution and *intends to fix the liberty of the press by that law. What such liberty was at the time of the adoption of the constitution, that it shall continue to be, no more, no less.*'

"The authority quoted for the rule is the report of the House of Representatives on the Alien and Sedition Law. We confess to a little surprise that the opinion of the sponsors for that infamous law which the authorities never dared but once to enforce and which the people of the United States indignantly and instantly repudiated, should be quoted as an authority on constitutional liberty.

"The Government proceeds: 'Under the common law the freedom of speech and of the press was strictly circumscribed. To publish a book or paper without the consent of censors was a crime.'

"Again the Government quotes with approval: 'Freedom of speech or of the press is the right to publish what one chooses, so long as one does not violate a law.'

"And again, 'There is no authority for the conclusion that the First Amendment restricts the powers of Congress to declare criminal and provide punishment for the publication of matters which interfere with the exercise of any of its constitutional powers.'

"Boiled down then, the contention of the Government is that as to liberty of speech and of the press, we gained nothing by the Revolution, or by the enactment of the First Amendment. We stand as to those matters exactly where the British subjects of George III stood on the 4th day of July, 1776. If that contention be true, then the Revolution was a failure and the adoption of the Constitution was a solemn farce.

"We dissent entirely from that view. We submit:

"(1) That all powers not granted to the Federal Government were reserved to the States and the peoples thereof;

"(2) That the First Amendment is not a grant of power but is the negation of power."

Senator Reed told EDITOR & PUBLISHER that, in his judgment, if the Government's construction of the constitutional limitations of the "liberty of speech and of the press" were sustained, a "vital blow would be struck at the basic principles of freedom for which our forefathers fought."

Aside from the importance of this phase of the situation, Senator Reed directed attention to what he termed the "most important fact" that, as set forth in his brief in bold-face type, "if publication in a newspaper of any part of the lists be a crime, then publication by word of mouth is equally a crime."

The brief also stated:

"Publication may as well be by word of mouth, or by letter, or by telegram, as by newspaper. If the Government's contention then be correct, everybody in the world can go to the collector's office and look at the list showing the income tax of everybody else. But, if any one of them mentions the amount of tax John Doe has paid, or even the fact that John Doe is a taxpayer, the person so guilty of talking can be sent to jail. Or, if a man were to write a letter mentioning that John Doe paid an income tax, even though the amount were not stated, he would likewise be liable to be sent to jail.

"The lists might be exposed in the postoffices, as indeed they were, and become the subject of neighborhood gossip. Yet, every man who dared to disclose any fact contained in the lists would be a law breaker. Thus, liberty of speech as well as of the press would be denied, and the very purpose which animated Congress in making the lists public would be denied.

"It is claimed that the publication of the lists interferes with the Government in the collection of its taxes.

"The answer is that the tax has been collected before the lists are made. The transaction is closed.

"The argument that the printing in a newspaper of the fact that John Doe is a taxpayer, and the amount of the tax he has paid, will interfere with the collection of his future taxes, seems to us utterly chimerical.

"It presumes that the taxpayer of one year will be the taxpayer of the next—that he will be frightened by the newspaper publication; that he will therefore be willing to falsify his future return; that the Government will not detect his falsehood and bring him to book—all these various presumptions, piled one on top of the other, are to be indulged, because a newspaper has printed that which the Government has already published and opened to the inspection of the world.

"This patent absurdity the Government must justify, or its case falls."

Senator Reed also emphasized the point that publication of lists of taxes paid does not mean publication of tax returns, necessarily, nor the throwing open to the public gaze of the private business or financial affairs of individuals, singly or collectively.

The Senator's brief stated:

"The Government vigorously argues that the names and addresses of the taxpayers and the amount of tax paid, as shown upon the published lists, 'must be taken from the returns' and 'are part of the return,' and hence, that their publication is prohibited by Section 3167.

"It is true that when the taxpayer makes a return, if correctly filled out, it necessarily contains his name and address. And it would be quite natural for the Commissioner (of Internal Revenue) in making up the lists to go to the returns for the lists of names. But, if he did not go elsewhere, his list of those who actually paid taxes would be far from accurate: First, because many persons who make return may never pay any taxes; second, because many persons are compelled to pay taxes who have never made a return . . .

"Bear in mind that the law does not require that the lists shall contain the name of the taxpayer and the amount of the taxes he admits he should thereafter pay, but requires that the lists shall show the amount of taxes actually paid."

One argument advanced by Mr. Baker in the brief of the *Baltimore Post* is that the "freedom of the press guaranteed by the First Amendment to the Constitution consists of the *right of the press freely to print whatever any one may lawfully say to every one.*"

Frank B. Noyes Interview 25 Years President of A. P.

(Concluded from page 7)

undertaking wherein men have given of themselves so freely, regardless of corresponding compensation. Mr. Stone has often truly said that there is nothing in business life to compare with the *esprit de corps* of the body of membership and staff of Associated Press. Serving Associated Press is not without its satisfactions. Self-respect is an underlying element in the administration of our affairs and is an enviable working condition. To write for Associated Press is to know that the truth, and that only, is wanted. An Associated Press man knows that he is not expected to search waste baskets for his reports. He knows that disgraceful conduct by him would be a disgraceful reflection upon the whole membership. The broad view, the right way, the decent course, the fair method, chart his path. The Associated Press could not be great were these principles to be relaxed or any compromise made with its established code of honor, and men respond with the finest talents to this idealism. Violations of the rules of honor are here regarded as treachery.

"What can a man possibly say in recognition of that sort of service by those who have contributed to Associated Press during my term of 25 years as its President?

"I have known many men during their terms of service as members of the Board of Directors of this association. They have come from every section of this country, young men and old, of varying degrees of talent, arrived at the honorable post in journalism through strangely contrasting vicissitudes, but one element has characterized them all, without exception: As members of the controlling administration of this organization they have been actuated by the finest ideals in journalism, the rights and the duties of the membership as a whole have been paramount to any single interest, the purity of the service has been of infinitely greater importance than any object however urgent it might be to an individual. Personal preferences, prejudices, politics, religion, outside affiliations and loyalties have all been left at the door of the board room. And these men have come to the Board by the democratic process of election by members. To us all the Associated Press has been a cause based on principled objectives. Personal considerations are subordinate.

"Who can measure the degree of sacrifice that men make in such undertakings? Mr. Lawson volunteered his all at the start. The world knows what Mr. Stone has given out of his fine mind and wonderfully resilient body. I bespeak the same credit for unnumbered men who have come and gone, or still serve, working untiringly and with splendid fidelity under a blanket of complete press anonymity.

"For my own part, whatever may have been the effort and time required, I can only say that the honor of the office, together with rich indulgence of associations which have filled to overflowing the cup of happy personal experience, have a thousand times compensated."



Hazel Deyo Batchelor's New Love Problem Serial

"THIN ICE"

Treats of the Perils of a Pleasure-Loving Working Girl Alone in a Big City.

For Terms and Samples Wire

LEDGER SYNDICATE

Philadelphia, Pa.

First *in the* First Market

The net paid average circulation of The New York Times, daily and Sunday, reported to the Post Office Department for the six months ended March 31, 1925, was 387,934. The average daily circulation is 350,000 copies and the sale of the Sunday edition 600,000.

The average daily and Sunday sale of The New York Times, as well as the sale of the daily edition, are greater than any other New York morning newspaper of standard size and more than 100,000 copies in excess of the average daily and Sunday circulation of the New York morning newspaper usually compared with The Times as to quality of circulation.

The New York Times is strictly a newspaper for the intelligent and thoughtful.

With "All the News That's Fit to Print," without comics, without puzzles, it is unequalled in the completeness and the quality of its news. To read The New York Times is a liberal education.

In 1924 The New York Times published 26,283,924 agate lines of advertising, 2,182,698 lines more than in 1923 and an excess over the second New York newspaper of 9,425,570 lines.

In three months of 1925 The Times published 6,705,262 agate lines of advertising, 353,670 lines more than in the corresponding months of last year and an excess over the next New York newspaper of 2,624,164 lines.

	1924 Agate Lines	3 MONTHS OF 1925 Agate Lines
The New York Times	26,283,924	6,705,262
Second New York Newspaper	16,858,354	4,081,098
Third New York Newspaper	14,906,698	3,798,382
Fourth New York Newspaper	13,306,960	3,609,510

The advertising columns of The Times, safeguarded by a careful censorship, are informative, clean and trustworthy.

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

TWO STORIES

The King was dead; a kingdom hung
In balance—for a moment swung
Beneath the sky, above the tide,
Beside the road where traitors ride.
Then from the throats of thousands rose
A shout; . . . now with a martial swing
The soldiers march! . . . The boulevards
Echo the cry: "Long live the King!"

"Run o' th' sheet," the Make-up said;
"Eight-column scream! . . . The King is dead!"

A child was born; . . . and who shall say
What came to Earth that fated day?
What histories dreamed in that small frame,
Another pawn in Destiny's game!
Draw close the curtains! . . . Hush the halls!
Kiss tenderly the curtained eyes
Where smiling sleeps the Mother Queen,
Where by her side a Monarch lies!

Around their flag the patriots sing:
"The King is dead! Long live the King!"

O Presses roar! . . . Come, lightning flash!
Click matrices! . . . What ho! give way!
Cry from the throne and from the crib:
"Another King is born today!"

EDITOR TELLS READERS THAT A FANCY DOG STORY WAS FAKED

W. F. MUSE, editor of the *Mason City* (Iowa) *Daily Globe-Gazette*, does not propose that the readers of his newspaper shall be imposed upon by fake news stories, even if they are of that trivial "human interest" brand that made Winsted, Conn., famous.

The following self-explanatory editorial recently appeared in the Globe Gazette:

"Not long ago there appeared in the columns of the Globe-Gazette a story about a former soldier and a dog. The dog, so the story went, had saved the soldier's life in France and the soldier back home in Michigan, showed up one day in time to keep a dog-killer from ending the dog's life.

"Here was an almost perfect story. Dog stories always are good. It had an uncommon element of human interest too with the little war touches woven into it for good measure. It was the type of news item that sometimes leads to that classic old standby: 'Truth is stranger than fiction.'

"There was one little shortcoming, however, that may somewhat detract from the item for those who have the old-fashioned idea that news ought first of all to be true. This story wasn't 'stranger than fiction,' it was fiction. An imaginative young reporter at Evanston, Ill., hatched it up and the *Chicago Herald-Examiner* printed it. Aside from the fact that there is a student at Northwestern university named Horace Love, who was the hero of the dog yarn, the story was entirely without foundation.

"The Globe-Gazette lists itself with that part of the reading public which holds to the opinion that the highest missiin of the journalist is to tell the truth. Upon discovering that the dog story was an outright lie, an investigation was begun by this paper to fix the blame for the falsification.

"A dozen letters to the Associated Press, Chicago; the head of the school of journalism at Northwestern university; the director of publicity at Northwestern and one or two other parties have resulted in the meager information that an unnamed irresponsible reporter of the Hearst organization concocted the story.

"Journalism has advanced conspicuously from the days of the newspapers which were used as personal organs for personal opinions. But the advance is going to be halted unless such a sin as that committed by the Evanston reporter is run down and the sinner made to pay for his transgression.

"Rank lies such as that in the Horace Love pipedream are not met up with every day. The more common fault of the modern news story is exaggeration. Many stories are based on fact but are inaccurate as to details. The reporter is prone to draw on his imagination for sobs or laughs when neither exists in fact. The reporter often atributes fire to an "unknown origin" or to "defective wiring" without making investigation. Too much is taken for granted; the imagination in many cases is working where the eyes and legs ought to be.

"The result of the whole trend can be only one thing—a diminishing degree of confidence in the newspaper. If newspaper men and women are wise they will recognize the evil of Sunday supplment half-truths, exaggerations and outright lies and rule them out. There is plenty of truth that has never yet been written. Fiction should be kept in the fiction department.

"Truth in itself must become more and more the objective of the news writer. Today the consideration is too much whether what is written will be accepted by the reader as the truth, the reporter wonders how much he can 'doctor' his story without being detected.

"One encouraging feature in connection with the Horace Love dog tale is that the repudiation has been given as much prominence as the lie itself. There isn't a complete counteraction of the evil effect, however. In the opinion of this paper, the writer of the story ought to be sought out and forever barred from practicing journalism. And there ought to be a penalty, somewhat less drastic, of course, for flights of the imagination in items which have substantial bases. The function of the newspaper is to tell of things as they actually happen; fiction is something else."

Can You Find a Better Method

for

Attracting Readers ¶ Pleasing Readers ¶ Making Them Eagerly Await Next Week's Article

than

Big Names ¶ Arresting Ideas ¶ Eye Luring Illustrations?

ALL THIS YOU GET IN THE
ILLUSTRATED
PRE-EMINENT ARTICLE SERVICE

Just consider the contributors:

Samuel Hopkins Adams
Gertrude Atherton
Bruce Barton
Arnold Bennett
Royal Brown
Dorothy Canfield
Lucian Cary
Richard Washburn Child
Irvin S. Cobb
Edna Ferber
F. Scott Fitzgerald
Zona Gale
W. L. George
Beatrice Grimshaw
Rupert Hughes
Inez Haynes Irwin
Will Irwin
Mary Johnston
Sophie Kerr
Fanny Heaslip Lea
Samuel Merwin
Alice Duer Miller
Mrs. Gouverneur Morris
E. Phillips Oppenheim
Mary Roberts Rinehart
Rafael Sabatini
Arthur Stringer
Booth Tarkington
Arthur Train
Louis Joseph Vance
Albert Edward Wiggam
Jesse Lynch Williams
Mrs. Wilson Woodrow

Metropolitan Newspaper Service

MAXIMILIAN ELSER, JR., *General Manager*

150 Nassau Street New York City

Room 146 at the Convention

The Cleveland Press has the Largest Daily Circulation in Ohio

The figures used here are from the sworn Federal statements of average daily circulation for six months, ended March 31, 1925.

During the six months ended March 31st, the average daily circulation of The Cleveland Press was

201,364

—a GAIN of 5325 copies over the Federal statement issued April 1, 1924, and a GAIN of 6549 copies over the statement issued just six months ago.

165,824

of this was

City Circulation!

—a GAIN of 8,315 copies over the Federal statement of April 1, 1924; and a GAIN of 8,600 copies over the statement issued six months ago.

The Press again has the largest circulation of any daily newspaper in Ohio.

It was the only large Cleveland daily newspaper to show a gain over its previous Federal circulation statement.

Its total circulation is 37,522 MORE than that of The News, which LOST from its October statement.

It has 1,982 MORE CITY circulation ---circulation WITHIN GREATER CLEVELAND---than the News has TOTAL CIRCULATION!

Its total circulation is 10,194 greater than that of the daily Plain Dealer; which LOST 14,399 from its October statement.

Any merchant or manufacturer selling a worth-while service or product may address this great audience of Press readers with the confidence that, in so doing, he is getting the most possible out of his advertising dollar.

The Press

First in Cleveland

A Scripps-Howard Newspaper



ALLIED NEWSPAPERS, Inc.,
52 Vanderbilt Ave., New York

Chicago
San Francisco

Cleveland
Cincinnati

Circulation Built On T

"It is *Scripps-Howard* theory that r
public service organizations take on hun
the foundation stone of their character a
urged to visualize their papers as upstan
possessing a sense of humor, a sense of p
play. They are urged ever to decry cyn
that a smile has an asset value even in the

Scripps-Howard Circulation G

The Pittsburgh Press
The Youngstown Telegram
The Akron Times-Press
The Birmingham Post
The Denver Express
The Baltimore Post (a tabloid)
The Indianapolis Times
The Kentucky Post
The Columbus Citizen
The Oklahoma News
The Knoxville News
The Fort Worth Press

SCRIPPS-HOWA

Represented in the national adverti
New York Chicago Cleveland Sa

Rock Of Reader Faith

ers more nearly than any other form of
ibutes and characteristics. Sincerity is
ling in the community. Our editors are
d-blooded citizens of their communities,
ion, a sense of decency and a love of fair
ncourage tolerance and never to forget
a fight."

—*Roy W. Howard, in Collier's Weekly, January* 24, 1925.

—Each Paper Shows a Gain!

The Cleveland Press
The Cincinnati Post
The San Francisco Daily News
The San Diego Sun
The Evansville Press
The Washington Daily News (a tabloid)
The Terre Haute Post
The Albuquerque State Tribune
The Toledo News-Bee
The Memphis Press
The El Paso Post
The Houston Press

NEWSPAPERS

ALLIED NEWSPAPERS, INC.
Los Angeles Seattle Cincinnati

Circulation Concentrated in Houston

Net paid circulation of The Houston Press for the six month's period ending April 1, 1925, was 28,435—a gain of 1,414.

Net paid circulation for March, 1925, was—

30,424

The Press offers circulation concentrated in city and suburbs at only 8c a line, the lowest rate of any Houston paper. Houston is the largest city in South Texas, an important seaport and one of the richest cities in the country per capita as shown by number of income tax returns.

The Press, because of its large, concentrated city circulation, leads all other Houston papers in food and grocery advertising, six days against seven, and carries more drug store advertising than all other Houston papers combined.

To Publishers, Agencies, Advertising Clubs: Your advertisement in The Press during the forthcoming convention of the Associated Advertising Clubs of the World will reach hundreds of national advertisers, agency executives and other eminent delegates.

The Houston Press

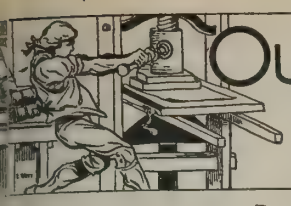
A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO
LOS ANGELES CINCINNATI SEATTLE



Our Own World of Letters

By JAMES MELVIN LEE

the current of *The Washington Newspapers*—published by the School Journalism at University of Washing-n—are five articles worth clipping and ig for reference. They are "Free Cir-tion That is Half Free" by Thomas Dobbs, editor the *Snohomish County ibune;* "Pollyana News" by Ray W. on, managing editor the *Seattle Star;* urch Publicity" by Rev. E. B. Lock-, pastor Patton M. E. Church; "Tie-Between Window Displays and wspaper Advertising" by W. H. ertson, general manager the *Yakima ublic;* and "Auction Sale Advertis-" by A. S. Hillyer, editor the *Sunny-Sun.*

* * *

P. PUTNAM'S SONS announce publication of a new edition of "The ger News Letters" edited by Victor Klarwill and translated from the Ger-n by Pauline de Chary. The book was iewed somewhat in detail when the lt edition was imported from England.

* * *

HE advertising department of the *Saturday Evening Post* has collected ether and published in pamphlet form eries of articles prepared by the edi-s of that weekly for a bulletin which sent to the representatives of adver-ing and circulation departments of The rtis Publishing Company. It is one of finest advertising booklets that has ne to my desk.

Among topics discussed are "Truth as Business Asset," "The Hokum of In-rational Articles," "Much Advertising t no Ballyhoo for the Post"—these and er articles make the booklet valuable all interested in advertising from the eiving end.

* * *

RVIN S. COBB has created a news-paper character that, in some respects, ll rank with Judge Priest. He is the lding character in Cobb's latest book, lias Ben Alibi" (Geo. H. Doran Com-ny). The blurb on the jacket describes s novel as "The Inside Story of the eatest Genius New York Ever Knew." en cynical oldtimers for once agree th words on a book jacket.

The story opens when Ben Ali Crisp ts out a "Fight Extra" when he ran e *Daily Pioneer* at Bridger's Gap. He d so well that he got a bid to come to ew York where he had free rein for s talents.

The remarkable things that Ben did ile at his desk in Park Row are given the volume by a master of literary aftsmanship. To tell them might spoil e story for members of the working ess—something I do not wish to do.

"Alias Ben Alibi" is more than a cork-g newspaper novel. Between its covers bb gives closeups of metropolitan jour-lism at white heat. From time to time have commented about some of the aterial in the volume because much of previously appeared in the pages of earst's *International-Cosmopolitan Mag-ine.* But such comment, I am sure, will mply make the newspaper man want the ok even more. The original title se-cted for this volume was "Extra! xtra!" Personally, I am sorry any ange was made.

* * *

FROM the *Chicago Tribune* comes the pamphlet entitled "What's All the hootin' For?" Its preface says:

In this discussion we shall attempt to give a cture of the lineage situation in Chicago from l angles, explaining the "tricks of the trade" y which statistical support is worked out for e conflicting claims of competitors.

The following quotation will indicate ot only the subject matter but also the ode of treatment followed in the book-et:

Advertising is a unique commodity. Cynics call it "blue sky." It is intangible. It is bought on faith.

And nothing about advertising is more difficult to understand than the variations in value among advertising media. Circulations vary not only in *volume* but also in *responsiveness. Volume* is easily measured and is reflected in *rates.* Responsiveness is more difficult to gauge.

Only the actual experiences of advertisers throw light on responsiveness. Results secured by advertisers prove the wealth or poverty of readers of a publication, their confidence in its advertising columns, and the nature of appeals to which they most readily respond. But advertisers seldom report the results they secure to the publications they use.

Copies of this booklet may doubtless be obtained upon application to the Advertising Department, the Tribune, Chicago.

* * *

ALEXANDER WOOLLCOTT, dramatic critic of the *New York Sun* and lecturer on dramatic criticism at New York University, is the author of "The Story of Irving Berlin" (G. P. Putnam's Sons). In its pages Mr. Woollcott traces the story of Mr. Berlin from the time when the latter was a newsboy on the streets of New York up to the time that fame came as a writer of popular song. The volume is an excellent example of good reporting because of the inclusion of many stories possessing great human interest. Some of these anecdotes are well worth reprinting as fillers on feature pages.

Those who cover the theater for the press will find "The Story of Irving Berlin" a handy book of reference. If more critics followed the mode of treatment given in the volume theatrical news in American newspapers would be livelier and more entertaining.

* * *

SIR SIDNEY LEE, who was for a time Director of the Course in Journalism at the University of London, has completed the first volume of his biography of "King Edward VII" (The Macmillan Co.)—a volume that belongs in the reference department of every large newspaper library.

INJUNCTION AGAINST DAILY

Missouri Paper Restrained by Court from Printing Prescription List

A permanent injunction restraining the Jefferson City (Mo.) from publishing the names of persons for whom whiskey prescriptions are issued was handed down Monday by the Cole county, Missouri, circuit court. The injunction was granted on application of local physicians who contended the publication was in violation of the prohibition act and interfered with their medical practice. The newspaper is published by Heber Nations.

Publication of the whiskey prescription names in February included those of several legislators.

The injunction was opposed by Roy Rucker, prosecuting attorney of Pettis county and Prosecuting Attorney Haley of Cole county. They said they would appeal to supreme court.

Travel Agency Gives Up Cook Name

R. C. Cooper, president of Cooks Tours, Inc., issued a statement April 10, to the effect the name "Cook," had been discontinued when Thomas Cook & Son made objection on the ground it was likely to cause confusion.

R. E. Shannon, District Chairman, Ill

Ralph E. Shannon, of the *Washington* (Ia.) *Evening Journal,* and chairman of District 9, of the Associated Advertising Clubs of the World, has suffered a nervous breakdown and is ill at his home in Washington.

SERVICE

as visualized by

BENJAMIN & KENTNOR CO.

1893 - 1925

Thirty-one years plus

On the Pacific Coast we operate our own offices — devoted exclusively to our own interests—by our own associates.

LOS ANGELES, 401 VanNuys Building: Arthur A. Hinkley in charge.

SAN FRANCISCO, 58 Sutter Street: Judson H. Carter in charge.

These are men of experience, training and judgment.

CHICAGO, 900 Mallers Building: John T. Fitzgerald, Vice-President, in charge.

NEW YORK, 2 West 45th Street, has a complete staff ample to carry out our ideas and ideals of

SERVICE

There is much to the business of newspaper representation — many constructive and helpful needs which when properly applied make for more wholesome and better conditions generally and give proper stability to any given newspaper.

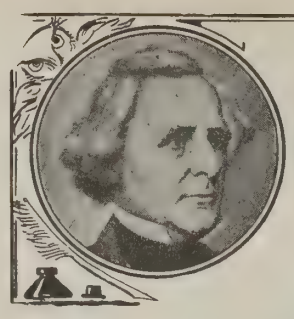
We have been at it since 1893—always up to the times and progressing.

It is always a pleasure to discuss the subject with publishers who may be interested.

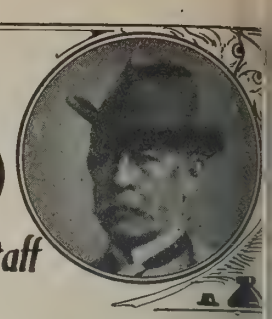
BENJAMIN & KENTNOR CO.

Harry D. Reynolds
President

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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Journalists Convivial Habits

The moderate use of wines and liquors was almost universal in the eighties, and newspaper men were no exception to the rule.

At Hudnut's drug store the members of the Herald staff were always welcomed to the inner office, stocked with rare old wines and liquors, while at the corner of Broadway and Fulton street in the cellar was Sandy Spencer's popular "Live and Let Live" saloon, whose steamed clams and cold beef were justly famous. Around the corner in Fulton street was John Brosnan's celebrated liquor store, where were arrayed huge casks of the choicest port, sherry, whiskey and brandy, "drawn from the wood, pure and delirious." Mr. Brosnan, probably, had more newspaper men for customers than any other liquor dealer in town.

Then there was the splendid bar in the Astor House, dispensing 25c. drinks; the old International Hotel in Park Row, with whiskey at ten cents a glass, and in Park Place was Stewart's palatial saloon with costly paintings hung on the walls, and where the writer recalls that Mr. Reick and the Herald's staff filed in in solemn procession to drink the final farewell to the old building on Saturday, August 19th, 1893, when as a body they rode up to the new Palace in Herald Square.

A dozen other popular drinking places could be mentioned, including of course the rusty old saloon at the corner of Theatre Alley and Ann street, whose strong, old musty ale proved a gentle soporific for many a weary journalist.

Oscar Hammerstein as Manager of the Manhattan Opera House wrote a letter to the Herald, which was published on January 24, 1907, complaining that the Herald "gushed" over the Metropolitan Opera House operas, while it treated his productions as belonging to an inferior class.

"The way you are treating me," said he, "is worse than condemnation. You don't want to praise, because you are afraid of some powerful influence in connection with the Metropolitan Opera House. I do not propose to play the 'good boy' any longer. The Herald can get along without me, and for what I am doing, I can get along without the Herald."

Mr. Bennett had the letter headed as follows:

"THE HERALD IS SO SORRY IT CANNOT PLEASE EVERYBODY—NO MATTER IF HE BE HAMMERSTEIN, EINSTEIN, BLINDSTEIN, GUSHSTEIN, OR JAWSTEIN."

Bennett had cabled "JEWSTEIN," but the members of the Executive Committee in a nervous flurry, after consulting the business manager, ventured on their own responsibility to change it to "JAWSTEIN," in an effort to prevent an affront to the paper's Hebrew patrons. Later they cabled to Bennett that the change in spelling was due to an unfortunate typographical error. It was the joke of the office for weeks.

At that time the dramatic department was controlled by Tom White, familiarly known as the Herald's Pooh Bah, and undoubtedly he was responsible for the meagre reports of Hammerstein's operas.

Mr. Hammerstein never forgave Bennett for the insult, and in 1913, thought he had a chance for revenge. He had engaged several operatic stars in Paris, but financial difficulties arose, and Mr. Bennett ordered a lengthy article written on the subject. Hammerstein's agent in Paris got wind of it and cabled the tip to his employer. Hammerstein was infuriated; he for many reasons did not want the news published in New York, and sent a hot message to the editor of the Herald, saying in part:

"I have all my eye teeth cut, and have a dentist's certificate to that effect. I warn the Herald, that if it prints that story from Paris, I will sue for criminal libel."

Mr. Bennett in response to this threat had the despatch double leaded and placed in the first column of the cable page, under sensational head lines. Hammerstein rushed down town and securing a warrant had one of the Herald's editors arrested. But to his dismay the case was "laughed out of court," and a few days later Mr. Bennett vigorously denounced the angry impressario's foolish action and clearly defined the Herald's position as a great, independent newspaper, saying:

"Mr. Hammerstein cannot coerce the Herald by threatening or by commencing an action for libel or by withdrawing his advertising patronage. Nor can any other individual or association of individuals.

"A newspaper that will submit to such intimidation had better cease publishing.

"Mr. Hammerstein can withdraw his advertising if he sees fit, but the Herald will continue to print the news without fear or favor, and will do so with as much reliability as more than ordinary care can provide. It will endeavor to keep that reputation which was referred to in the U. S. Senate a few days ago, when Senator Hitchcock of Nebraska spoke of the 'New York Herald as probably the most accurate paper in the United States.'"

CHAPTER THIRTY-EIGHT

Herald Men's High Salaries—Bennett Takes the Public Into His Confidence—Prominent Herald Men Recalled

MR. BENNETT in 1893 in an editorial denounced the methods of Reuter's News Agency, which had cabled an absurd report that because he had removed his name from the editorial page, he was about to turn the Herald property into a joint stock company with a capital of $2,000,000.

Mr. Bennett threatened to sue for libel, unless a retraction was made, saying:

"About two months ago, Reuter's Agency had the run of the Herald office. Their agent had access to all our telegrams not only from all over the United States, but also from Canada, South America, etc. But its news service was so skeletonized that the Herald had to withdraw the privilege, and Mr. Bennett cabled the Herald's news at his own expense to the London papers, on condition of their publishing it with credit and for no pecuniary compensation. This perhaps is one of the reasons for Reuter's libel.

"The Herald today is at the height of its prosperity, and any Syndicate having for its sole object the making of money could easily earn six per cent on $20,000,000, by cutting off special cabling, reducing the extraordinary salaries which some members of the staff receive; cutting down some of the $15,000 and $10,000 salaries, and curtailing many of the $5,000 salaries, besides numerous other economies, supposing the Herald to be simply a corporation like a railroad or factory.

"The present proprietor has in view the formation of co-operative society one for the sole benefit of the members of the Herald staff, including all departmenes. This co-operative society may be formed whenever he thinks proper.

"The founder of the Herald disposed of it a few years before his death for one dollar to its present proprietor, and in order to avoid any post mortem intererence under the guise of a proceeding for the legal construction of a will the proprietor of the Herald proposes to follow the example of its founder and direct the disposition of the Herald without outside intervention. He believes that in perpetuating the property in his way he can build a lasting and living monument to its founder, James Gordon Bennett, the elder.

"* * * The names of Messrs. Reick and Henderson were placed at the head of the editorial page, because the proprietor reserves the privilege of selecting his own executives, and desires credit to be given where due."

In conclusion Mr. Bennett proudly boasted that he had made $6,000,000 in 1892!

After the Herald establishment had been removed to the Palace in Herald Square, the old building at Broadway and Ann street was like a "white elephant" on Mr. Bennett's hands. Nobody seemed to be able to pay the price he demanded; so he advertised for plans to be submitted for the erection of a lofty office building on the site.

Finally, in January, 1895, Mr. H. O. Havemeyer paid $1,000,000 for the property, $750,000 of the amount being left on bond and mortgage. Thus Mr. Bennett realized half a million dollars profit on his father's wise investment. On the site Mr. Havemeyer erected the skyscraper known as the St. Paul Building.

(*To Be Continued Next Week*)

When business is slack, as it is with newspaper advertising during the summer months, then is the time when a publisher might well investigate those propositions that show possibilities of proving valuable when the busy season starts again.

We hold subscribers on "good service"— not contracts

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

HIGH Reserve Modern FINE
Benefit Detailed Stimulate Strong
Effects 38 Modern
LIKING Master
Harmony ALL these big faces are now available on the Ludlow to make newspapers that are Ludlow-equipped more attractive and their advertising space worth more to the advertiser. Beauty
Demanding During the past two years the variety of Ludlow matrix faces has been greatly increased. Their quality speaks for itself. Black
Methods Ludlow–equipping your composing room will add snap and sparkle to your whole paper—as the result of the beautiful bright display lines (up to and including 60-point bold) cast new on slugs for every issue. Direct
Taste HONOR
Ludlow Typograph Co.
Contains 2032 Clybourn Avenue, Chicago Reduced
Atlanta, 41 Marietta Street Boston, 261 Franklin Street
Program San Francisco, 5 Third Street New York, 63 Park Row Events Method Speculation
Special Brooks Promise IMPORTANCE
Handle Peanut Printer CONSTRUCTION
Future Mortar Finally RECOMMENDS

Every letter and character in this advertisement, from the 6 point up to the 10 line figures, including the borders, was cast on the Ludlow.

FINDS GLAMOUR ON BUSINESS SIDE OF DAILY

Miss Harriet M. Dewey, 81, for 46 Years With Chicago Daily News as Bookkeeper and Cashier, Stil Keenly Interested in Her Job—Joined Paper in 1879

By LUCILE BRIAN GILMORE

ALTHOUGH there are many possessed of the notion that all the glamour and romance of a newspaper establishment is limited to the confines of the city room and the editorial departments, yet in the prosaic cashier's office of the *Chicago Daily News* can be found a story of newspaper glory and achievement sufficient to make the "boys" upstairs stand around and idly sharpen their pencils. And what is more, this unique story is the story of a woman.

It is the recital of a sprightly, likable woman, who though apparently confined to the paymaster's cage and announced to the world only by an ordinary sign with the legend "Cashier", has found a lifetime of fascination and pleasure in her end of newspaper work.

She is Miss Harriet M. Dewey, cashier of the *Chicago Daily News,* who recently celebrated her eighty-first birthday and her forty-sixth year of service with the paper. Miss Dewey was 81 years old on March 2, and that day was the occasion of a glorious ovation to her. Though she was visiting some relatives in Wisconsin on that particualr day, when she returned to her office she found her desk heaped with flowers.

Though she had been away, her friends had not forgotten. With the flowers there were many greeting cards and messages of congratulation from her multitude of friends in Chicago and through out the country—messages from people who at one time received from her a mere week's wages, but those names now command headline attention. The messages came by mail and by telegraph, and many personally, especially from her associates in the offices of the Daily News.

Since her seventieth birthday, March 2 has been the date of similar activity. It was then that a number of Miss Dewey's friends and fellow workers learned of her seventieth anniversary and surprised her with a dinner and party in her honor in the advertising rooms of the newspaper.

Perhaps few people in the business world can boast, were they so inclined, of so long a record of continuous service. Undoubtedly, few people remain active in so responsible a position at so distinguished an age. Miss Dewey has had a remarkable career of unbroken and successful application to a single enterprise, the administration of the financial department of a great newspaper.

The history of Miss Dewey's department is almost a history of the Daily News itself, and is certainly representative of several chapters in the voluminous history of newspaper making and progress and in the history of newspaper men. Through the years she has seen many famous newspaper names and faces walk past her office down the long narrow corridor of the News business office.

Miss Dewey became bookkeeeper of the Daily News in 1879. This was three years after its founding, and at that time, a bookkeeper and an assistant sufficed to handle the modest receipts and disbursements of the paper.

As the Daily News grew and prospered with the growth of Chicago, there was a similar expansion in the personnel of Miss Dewey's department and a similar rise in its importance. Still under her able direction, it controls all receipts and disbursements, including the payroll division.

"Aside from the change in mechanical methods, what is the difference now in the 'personality' of the business shop?" Miss Dewey was asked.

"It is a little regrettable," she replied, "but it seems that with greater mechanical changes in the business office of the newspaper, the people in the office have lost a bit of the intimate personality they used to have.

"Years ago there was not such a 'hurry up' attitude prevailing, because methods were more leisurely. There was time for a cordiality and friendly interest in former days that is not so apparent with the speedy service necessary today. A man or a woman who used to come into the office then, was 'waited on' just as he or she used to be in the village grocery.



Many famous men and women have received Chicago Daily News checks signed by Harriet M. Dewey during her 46 years in the cashier's "cage."

"But in these days, it requires more than a bookkeeper and an assistant to handle the departments.

"Newspapers have undergone remarkable progress in their accounting and cost finding methods. Years ago, though we had quite a bit of detail, our organization was simple in the real sense. We had books for advertising and general accounts, and I believe one person was almost able to handle these. The system today though certainly more intensive and greater, and even more involved, may be regarded as simple also, because of the high point of organization which it has attained, and the degree of efficiency."

Through the payroll, Miss Dewey has been in intimate contact with everybody who has worked for the Daily News since her connection with the paper. Many famous men and women have spoken a sincere "Thank you" to Miss Dewey as they received their pay checks from her.

She reminisces delightfully about such famous characters as Eugene Field, John McCutcheon, George Ade, Ray Stannard Baker, and many other celebrities. Though she has been a friend of these people so well known, Miss Dewey is modestly reticent when speaking about them and herself.

"Gene Field called me his 'Cousin Hattie,'" Miss Dewey recalls with a smile. "And whenever he wanted to get his money in advance, he had a plaintive way of drawling, 'Where's my Cousin Hattie?'"

"Did Eugene Field call for 'Cousin Hattie' often on that account?" she was asked.

Miss Dewey laughed lightly.

"Well," she answered, apparently meditative, "I'll say it was not infrequently."

During last summer while on her vacation, Miss Dewey visited Ray Stannard Baker at his home in Amherst, Mass. Mr. Baker is the inaugurator of the "Wide Awake" or children's department of the Daily News, which has become famous. During her visit, many pleasant memories of their former associatio were renewed.

Miss Dewey by her seeming untirin ambition and eternal cheerfulness ha evoked wondering comment on innume able occasions by her associates.

"How do you manage to keep so happ and so healthy?" questioned the inte viewer.

"Simple enough," she replied without moment's hesitancy. "I have alway worked hard and kept cheerful. 'Wor and be happy' is a maxim I have foun invincible.

"One reason why I have been able t do this is because of the exceptionall happy condition under which I hav worked. Mr. Lawson is mainly respon sible for these. He has that rare person ality which inspires loyalty and respect i his employes.

"They feel that the Daily News i 'home.' And so it is in every sense tha a business institution may be. Mr. Law son is interested in the welfare of all hi employes, and sympathetic with thei problems."

Miss Dewey began her business caree on the old *Chicago Post* in 1869. Thi was two years before the great Chicag fire, which bears a vivid impression in th memory of Miss Dewey. At that tim Miss Dewey was boarding in a thre story residence on the corner of Wabas avenue and Monroe street on either sid of which is now being erected the new Palmer House.

The Chicago Post later absorbed th *Mail,* Miss Dewey recalls, and becam the *Chicago Post and Mail.* Olive Willard, brother of Frances E. Willard was the publisher, and after his deat in 1878, it was decided to discontinue th paper.

One of Victor Lawson's pleasantrie is that he "took over from the Post an Mail, its subscription lists, the Associate Press membership, and later, Mis Dewey."

"In those days," Miss Dewey says "women in business were an experiment It was not long, however, until the proved their worth."

"I find business inspiring," she declares "and I am sure it is for most wome workers. They like it and are fully a capable in most lines as men. In man classes of work they excel. Most of th employes in my department are women including the responsible heads—and wouldn't trade any of them for men.

"I believe that women in business ar good for business, and that business i good for them," she concluded.

Her own business career is proof tha a woman can distinguish herself in wor that taxes masculine abilities of the high est order, and her personal charm as wel as her achievements is an inspiration t all members of her sex.

Frank P. Blair
of
BLAIR & AUSTIN
Will be registered at The Waldorf-Astoria, April 20 to 24
Publishers attending the convention desiring information regarding a
READER SALESMANSHIP CLUB
Should get in touch with Mr. Blair
BLAIR & AUSTIN
Permanent Address:
1504 Centre Avenue, Reading, Pa.



Where Certified Dry Mats Are Made—West Groton, Mass.

WET MAT PRINTING WITH DRY MAT FACILITY!

In commenting on the clean printing and solid blacks obtained with our cold process dry mats, users* say that CERTIFIEDS are more like wet mats than any other dry mats they have ever used.

As a matter of fact, CERTIFIED DRY MATS are ready-made wet mats. We have aimed to reproduce the old-established wet mat in an integral, homogeneous form without any of the wet mat disadvantages and with all the advantages of the dry mat cold process of stereotyping. That we have succeeded is best borne out by what our customers say.

CERTIFIEDS are the ONLY dry matswhich are not heavily calendered in order to present a smooth face. Our mats are supplied either lightly calendered for newspaper work or may be had entirely uncalendered for syndicate or job purposes. The smooth, glass-like surface of our mats is inherent to our exclusive manufacturing processes.

That is why CERTIFIED DRY MATS are so readily conditioned; that is why they are molded with a minimum of wear and tear on the form as well as on the roller and still give deep, even, sharp impressions. And that is why the printed pages are so clean and blacks so solid.

Those using CERTIFIED DRY MATS are getting wet mat printing results with dry mat economy and humaneness. They are saving themselves invaluable time and money and have improved working conditions in their foundries.

Roll them and you'll know them! Compare the printed pages and you'll appreciate that the trade-mark "CERTIFIED," when applied to dry mats, is synonymous with dependable results in your stereotyping department.

Let us demonstrate our statements by sending you some samples without any charge or obligation on your part. Just let us know what equipment you employ so that we may furnish you with the CERTIFIED DRY MAT best suited to your needs.

Wet Mat Users { Let us tell you what Certified Dry Mats can accomplish for you—there is no obligation on your part. }

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

"Made in the U. S. A."

*Names on request.

FOUR NEWSPAPERS ATTACK CRIME NEWS

Remarkable Experiments Conducted in Middle West, South and on Pacific Coast in Which Crime Banned From Front Page, Limited to Special Page Columns or Suppressed Entirely

FOUR remarkable editorial experiments with "crimeless" newspapers, or newspapers in which accounts of criminal acts were modified or segregated, marked as notable in journalistic annals the week just ended.

Responding to the popular academic discussion of crime in the news as an evil social influence editors in two Middle West cities, one in the South and one in California announced that for limited periods they would either suppress or segregate so-called police reports and thereby ascertain the sentiment of readers in approval or disapproval. Each experiment was an independent and wholly voluntary act upon the part of an editor who had come to the conclusion that popular criticism of newspapers on account of their crime reports deserved recognition. It became apparent that a wave of such experimentation would sweep the country.

The four newspapers which decided to stage a public performance were: *Des Moines* (Ia.) *Register,* morning newspaper, published by Gardner Cowles and John Cowles, with Harvey Ingham as editor; the *Decatur* (Ill.) *Review,* evening, edited by Jerry Donahue; the *Fayetteville,* (N. C.) *Observer,* evening, published by Charles R. Wilson and edited by G. C. Myrover, and the *Bakersfield,* (Cal.) *Echo,* morning, published by G. M. Swindell, with Bert Lowry, editor.

Results of the Bakersfield experiment had not been learned when EDITOR & PUBLISHER went to press.

Des Moines Register and Bakersfield Echo ruled all crime news from their first pages for a limited period, Fayetteville Observer announced that it would publish no crime news for 15 days and Decatur Review segregated and labelled crime in the most remarkable and novel manner. The idea here was to plainly mark crime news as if with a red light, so that the reader might pass it by if he desired to avoid unpleasant contact with the rough side of life's events. Crime which as only alleged in the news accounts, was nevertheless placed under the title "Crime."

The Des Moines Experiment

W. W. Waymack, managing editor of the *Des Moines Register and Tribune-News,* commenting upon the Register's crime news experiment in an interview for EDITOR & PUBLISHER, said:

"About the first of April, the Des Moines Federation of Women's clubs, or its representatives, passed a resolution asking local newspapers to segregate crime news and get it off Page 1. Taking the ground that a little open mindedness wouldn't do any harm, the Register surprised clubwomen and everybody else by adopting the policy for a test period of five days, beginning April 6.

"During that period crime news was treated like sports news—it was assembled inside, news items and illustrations both, with the reservation that any 'exceptional' crime news story would be given 'exceptional' handling. If big enough for Page 1, on Page 1 it would go.

"The public reaction was quick and decided. Ministers, clubwomen, judges, other public officials, teachers, some civic organizations, some church congregations, a few 'common subscribers,' even, poured out their approval in letters, telegrams, phone calls, resolutions. Perhaps part of this reaction must be discounted as coming from 'professional' critics. Perhaps it represents merely the feeling of a minority which happens to be articulate—very—while the majority is dumb. Anyhow, it became quite apparent that a considerable part of the public, and a part which intellectually and otherwise has a good deal to do with leadership, has a really deep and conscientious feeling that newspapers have been handling crime news in an anti-social way.

"So, while the Register couldn't quite 'see' the argument of so many that by putting crime news on an inside page that page could safely be torn out before the children got to it; while in fact the Register suspected that this would make crime news all the more delectable and important in children's minds—despite this and what appeared like other fallacies, the Register concluded that the demand for crime news so much Page 1 emphasis was at least general and serious enough to warrant further experiment.

"The experimental segregation of crime news therefore is being continued by the Register for at least another week, for several weeks probably, and perhaps—just perhaps—for a much longer time.

"One of the incidental things the Register had in mind to accomplish, and which it feels it has some reason to think is being accomplished, was to demonstrate that in proportion to the total of news columage the space ordinarily given to crime news was really not great, that for the most part the crime news printed is neither very thrilling nor very seductive, and that some at least of the news matter that the careless reader has classified as crime news and that he has been maddest about is not crime news at all."

The Decatur Plan

During the week starting Monda April 6, and ending with Sunday, Ap 12, the *Decatur Daily Review* expe mented with the segregation of its Ass ciated Press crime news. The account the trial as told in the Review by Te graph Editor Frank Weir, follows:

"It was decided in advance that cri news was to embrace all murders, frau thefts, bombings and deeds of like cha acter, with their subsequent 'follow u from day to day. The dictionary defi tion of crime—'A violation of the la an offense against public welfare punis able by prosecution.'

"The telegraph editor was instructed handle the copy in the usual manner a use what he had been accustomed to in branches.

"The Review did not attempt to hide crime news. The experiment was ma merely to show the readers what a sma part lurid news and accounts of cri really played in its every day makeup.

"For the sake of comparison a cou was kept of all wire news stories. The were divided—political, both domestic a foreign, disasters and accidents, industri and economical, religious and a colum devoted to that class of news almost i possible to classify, general or miscella eous. This classification, by far t greater, contained stories not identifi with the other named sorts.

"During the week 531 separate items news stories were used, as received A. P. wire. Of this number but 61 11.3 per cent was crime. This shou mean that 89.7 per cent of the telegra items used had nothing in them obje tionable to the class of reader who h deplored the tendency toward yello journalism.

(*Continued on page 54*)



The Des Moines Register. CITY FINAL

The Newspaper Iowa Depends Upon

VOL. 76, NO. 297 DES MOINES, IOWA, TUESDAY MORNING, APRIL 14, 1925.—SIXTEEN PAGES PRICE [illegible] 3 CENTS

BIG LEAGUES TO OPEN TODAY

Jenney Asks $5,000 for Police Radio

250,000 FANS EXPECTED AT FIRST GAMES

Fair and Cooler Weather Forecast for 1925 Opening

FORD MAKES HIS DEBUT AS AIRLINE HEAD

Detroit Firm's First Plane Goes to Chicago and Return

ANOTHER IMPENDING ECLIPSE

AFFAIR OF THE WORLD BASE BALL

All Metal Plane

CITY COUNCIL BEGINS STUDY OF '25 BUDGET

Men Will Be Masters of World for Another 100 Years, Says Woman Leader

Scientists Puzzle Over Sparrows With Red Flannel Heads

Harriet Upton Declares Women Far From Equality.

Biggest News Contest Off to Fast Start

Parents and School Heads Are Enthusiastic.

DING HOLDING HIS OWN NOW

Sits Up in Bed for Fourth Successive Day.

News Classified By Pages

START RECOUNT OF VOTES HERE

Brookhart, Stock Aids Watch Senate Envoy.

MUSICAL COMEDY WILL BE GIVEN AT NORTH HIGH SCHOOL

Auto Club May Ask Repeal of Stop Law

Mrs. King Fined for Parking Near Theater

Retail Merchants Open Members Drive

Mayor Garver Breaks His Christmas Chair

Coupons Club Gives Annual Dinner Fete

Illinois Paper Quits Segregation of Crime

Idaho Irrigators Lose Suit in Court

Declares Ice Water Good for Bitters

North Carolina Paper Prints No Crime News

Des Moines Girl Wooed by Mail Weds in Southland

Pastor to Talk on Religious Advertising

The Weather Today

Alley Dogs Take Spotlight From Capital's Bluebloods

J. Chapman's Leg Broken in Fall

New Gas Tax to Cost Average Autoist $10

Haugen's Condition Shows Improvement

No crime news on page one—the only reference being in the box index to page 5, where all "crime" was grouped.



WEATHER TODAY

The Fayetteville Observer

"North Carolina's Oldest Newspaper—Established 1817"

FULL SERVICE

VOL. CVIII—NO. 321. 8 Pages Today. FAYETTEVILLE, N. C., MONDAY, APRIL 13, 1925 8 Pages Today PRICE: FIVE CENTS

FRENCH EMERGENCY NOW ACUTE

JAPAN TO UNIFY HER AIR FORCES AS DID BRITAIN

Orient Nation Increases Strength From 500 to 600 Modern Planes

NEW CORPS STARTED

Ten Fighting Battalions One Feature of Latest Defense Program

ENGLAND STUDIED

Japanese are Opposed to United States Methods

MAYORALTY RACE GETS ADDED LIFE IN NEW CANDIDATE

Campaign Is Now Five Cornered with Announcement of Kirkpatrick

STATEMENTS ISSUED

Three in Race Tell How They View Situation a Week Before Primary

VOTE NEXT MONDAY

CHURCHES OF CITY IN MEMORABLE SERVICES

MR. NEW EXPLAINS NEW RATE CHANGE IN POSTAL CLASS

Effective on Wednesday Private Mailing Cards Must Carry Two Cents

OTHER INCREASES

Tariff on Fourth Class Matter Differs Along With Registered Mail

TO CURE DEFICIT

GIVES RATES

PRESIDENT CALLS FINANCE OFFICER TO HEAD MINISTRY FOR DAY TO PASS MEASURE

Drastic Step Is Recommended When Factional Leaders Suggest Politics Be Laid Aside in Order That Finance Matter May Be Disposed of

MUST HAVE MONEY FOR THE PATROL

PRINCE CHARLES OPENING WILL BE BRILLIANT AFFAIR FOR CITY

Banquet and Dance Will Feature Long-Awaited Event Which Will Take Place on Wednesday Night

POWER OF OUSTER IS BEFORE COURT

Interest Is Attached to Test Case of Deposed Oregon Postmaster

EPISCOPAL CHURCH TRIES NEW PLANS

Summer Schools Treating on Rural Religious Problems to Be Held

VIEWS OF CRIMELESS NEWSPAPER ARE EXPRESSED BY THREE LOCAL LEADERS

Interview Turns Interesting Light on Observer Experiment as Crime Rejection Is Begun

NAVY PLANS FLIGHT TO HAWAIIAN ISLANDS

Date for Trip and Officers Not Named

DINING ROOM OPENED MASS MEET SERIES ENDS

WHITE HOUSE HOLDS EASTER EGG FESTIVAL

DEFICIT IS CUT DOWN

Governor McLean Issues Financial Statement

TAX EXEMPTS OUSTED

FORD'S NEW AIR LINE MAKES FIRST FLIGHT

LATE NEWS FLASHES

DIES FROM STARVATION

TARIFF IS INCREASED

SNOW COVERS NEW ENGLAND

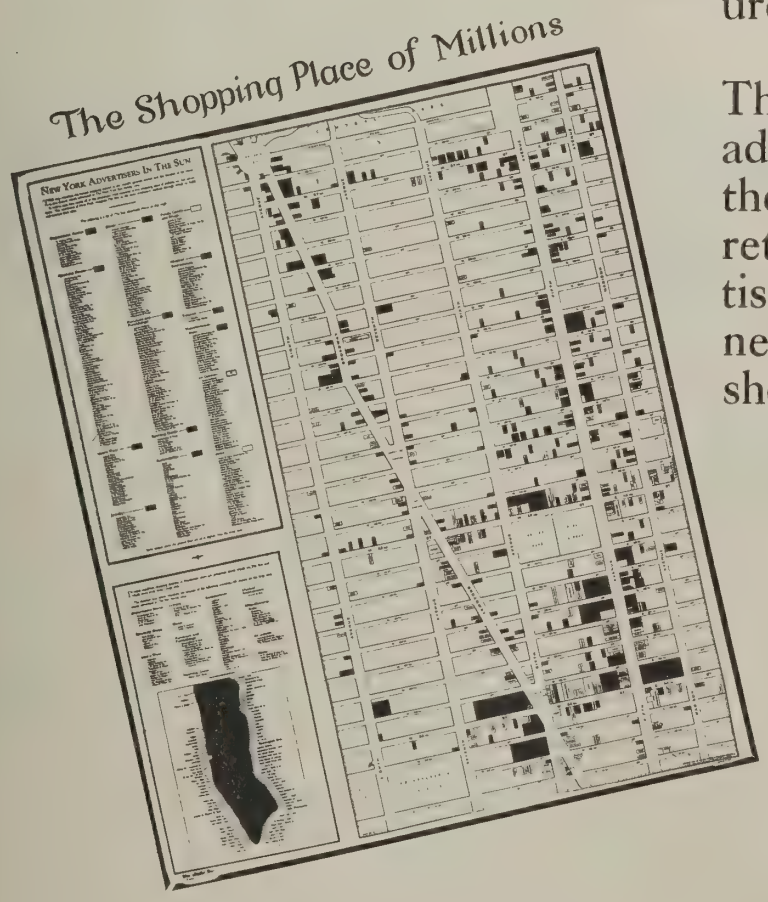
PLANE REACHES FORD PLANT

FAMOUS FIGURES ELOPE

Not one line of crime news in this paper for two weeks, editor promises.

The Shopping Place of Millions

A UNIQUE map visualizing the location of most of the prominent retail stores in the busiest shopping districts in New York—districts that include such famous business arteries as Fifth Ave., Broadway, Madison Ave., 42nd St., 34th St. and 14th St.



Printed in twelve colors—one for each of the twelve kinds of stores. When unfolded the map measures 34 x 44 inches.

The stores shown are those that advertise in The Sun. Because of the wide use of The Sun by the retailers of New York, the advertisers shown on the map include nearly all of the well-known shops in New York.

"The Shopping Place of Millions" will prove of interest to advertising executives, sales managers and advertising agency men.

It will be sent to executives who request it on office stationery.

The Sun

280 BROADWAY NEW YORK

The Wood News

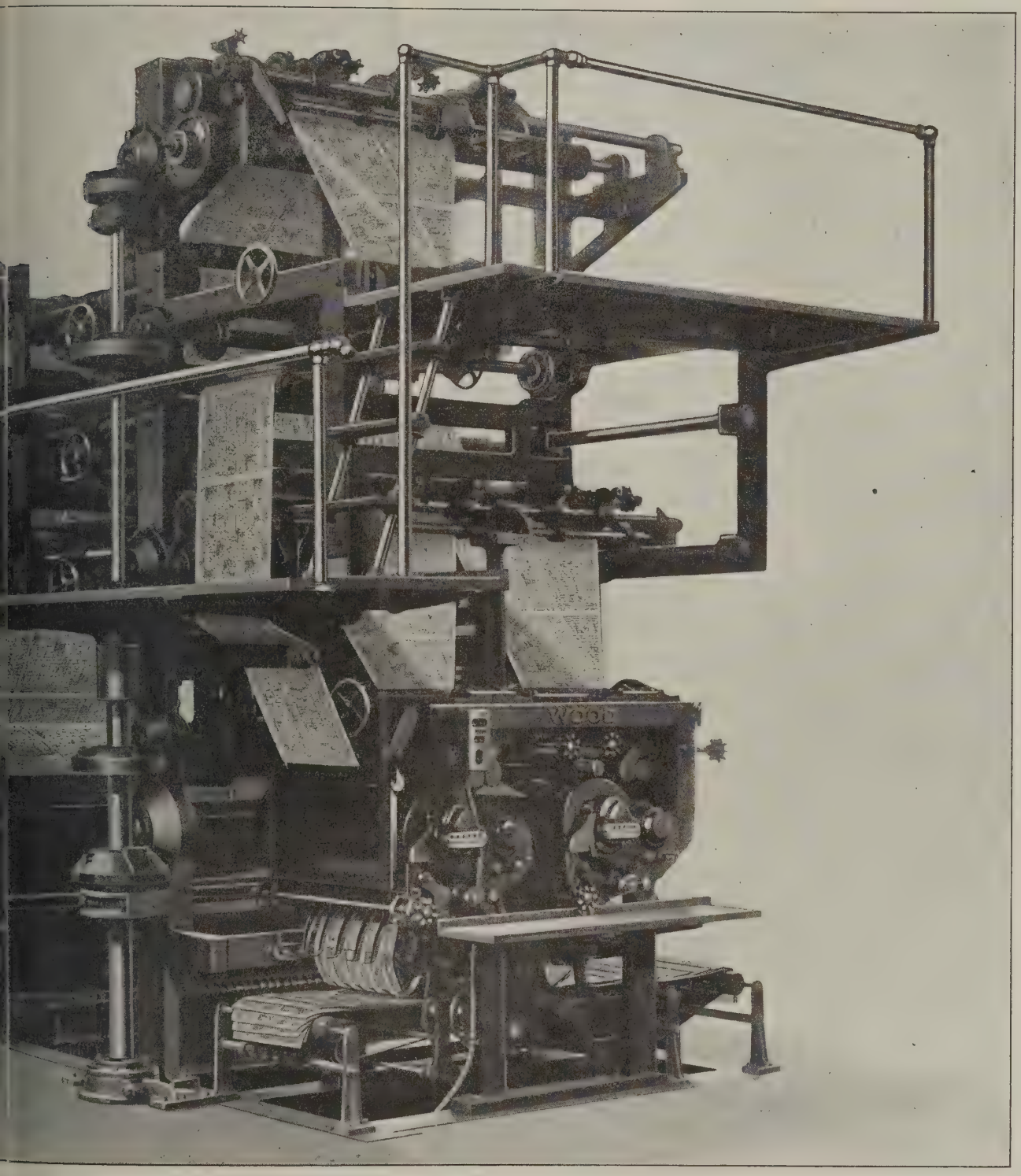


Built especially f

This is a 12-roll unit-type machine having four double folders, each fitted
at the rate of 72,000 products per hour per delivery. It is all-steel, unbreakabl

WOOD NEWSPAPER
501 Fifth A

per Printing Press



iladelphia Inquirer"

ormers. Its normal running speed is 600 cylinder revolutions a minute, which is
al gears throughout, and its every bearing is a ball bearing. Weight 916,000 lbs.

NERY CORPORATION
York City

EDITORIAL

CONVENTION WEEK

NEXT week New York will again greet organized American journalism. The event of interest in the annual meeting of the Associated Press will be the celebration of Frank Brett Noyes' 25th consecutive year as its President, an achievement without parallel in the affairs of the daily press in this country. In other columns of EDITOR & PUBLISHER Mr. Noyes describes Associated Press idealism and with undisguised sentiment pays tribute to the officers and host of anonymous reporters and editors the world over who have served this cause for a quarter of a century with the zeal of cathedral builders.

Frank B. Noyes has long been a rare genius in his place at the head of Associated Press. The true spirit of that organization is of his blood and bone. He was one of the little group of publishers who conceived it to be a public duty to establish in America a press association of sound mutual character. The principles which animated that group more than a quarter of a century ago are controlling in the mind of Mr. Noyes today. The Associated Press will next week indicate appreciation of the inestimable contribution that Mr. Noyes has made to that organization.

The second convention of the week will be the 39th annual gathering of the membership of the American Newspaper Publishers' Association, and the eleventh meeting of the Bureau of Advertising of that organization. In the wake of a year of great activity are many problems to be solved by the membership and the reports of committees will be unusually important.

EDITOR & PUBLISHER congratulates the association on its progress and makes bold to suggest, as an advancement in its constructive labors in behalf of daily journalism, a department to deal scientifically with mechanical and material problems incident to the huge manufacturing business that the city daily has become. There should be some national bureau of standards to guide newspaper executives in planning offices and in making purchases. Such information, being a contribution to journalism in general, should be made easily accessible to the entire newspaper fraternity. Nothing that A. N. P. A. can do for its membership but is of benefit to journalism in general, and this organization will be supported as an institution according to its general usefulness.

During next week there will be numerous business and social gatherings in the metropolis of newspaper men representing every phase of press activity. These events are the backbone of the structure of a nationally organized press. From such interchange of experience and such unanimity of purpose the industry grows in power and usefulness.

EDITOR & PUBLISHER again greets in fraternal spirit the visiting delegates and offers its facilities to make the week's visit both profitable and pleasant.

The act of Sinclair's press agent in sending out mats and stories predicting the defeat of the Government's case in the Cheyenne trial was not so much contempt of court as it was contemptuous of the intelligence of the editors of this country.

ONE LOVING COPY

WHEN Lord Curzon's illness began to intensify and his doctors were compelled to write grave statements in press bulletins, a remarkable action was taken by the *Daily Graphic*, of London. Lord Curzon insisted upon seeing this tabloid newspaper daily, continuing an affectionate regard he had long held for that paper. Fearing the truth concerning his physical condition, as stated in the bulletins of the attending physicians, might meet his eye and cause him to relax his fight for recovery, The Daily Graphic printed, at the request of the doctors, a special issue of one copy only, containing a "bulletin" which, while recognizing the seriousness of the illness, was worded to give comfort and reassurance to the patient. This copy was carried to the sick room and was ready for Lord Curzon's perusal later in the day, but he did not live to see it.

"I like a newspaper which recognizes that, even beyond accuracy, the truth requires the proper emphasis"—penetrating view of Marion L. Burton, late president University of Michigan.



He that followeth after righteousness and mercy findeth life, righteousness, and honour. —Proverbs 21; 21.

SAVE THE TREE

AMERICAN Forest Week, April 27 to May 3! Put this date on your calendar for the exercise of your best editorial talents in arousing the sentiment of the people in behalf of the American tree!

It is not often that EDITOR & PUBLISHER conceives it to be its function to urge editors to follow any public policy, but we unhesitatingly champion the cause of this special week, officially designated for national observance by President Coolidge.

The greatest single material benefactor of civilization is in peril. If you do not love the tree for itself, you have but to look about you to realize the extent of its contribution to your comfort, well-being, progress. It was when man emerged from the mud hut and began to fashion wood for the comforts of life that civilization got under way.

Whatever the tree may mean to society in general, it counts for something very special to those who live by the printed word. There is no substitute in the world for pulp for paper. Man may discover a substance to supplant it, but such genius is yet to be found. For sheer self-preservation, aside from a thousand other public reasons, editors and publishers should arouse public sentiment during American Forest Week, and every other week, in behalf of our neglected forests.

President Coolidge has told the story of the peril as well as it has ever been written. In his proclamation he says:

"We have too freely spent the rich and magnificent gift that Nature bestowed on us. In our eagerness to use that gift we have stripped our forests; we have permitted fire to lay waste and devour them; we have all too often destroyed the young growth and the seed from which new forests might spring. And though we already feel the first grip of timber shortage, we have barely begun to save and restore.

"We have passed the pioneer stage and are no longer excusable for continuing this unwise dissipation of a great resource. To the Nation it means the lack of an elemental necessity and the waste of keeping idle or only partly productive nearly one-fourth of our soil. To our forest-using industries it means unstable investments, the depletion of forest capital, the d banding of established enterprises, and the decli of one of our most important industrial groups.

"Our forests ought to be put to work and kept work. I do not minimize the obstacles that have to met, nor the difficulty of changing old ideas and pra tices. We must all put our hands to this comm task. It is not enough that the Federal, State, a local governments take the lead. There must be change in our national attitude. Our industries, o land-owners, our farmers, all our citizens, must lea to treat our forests as crops, to be used, but also be renewed. We must learn to tend our woodlan as carefully as we tend our farms.

"Let us apply to this creative task the boundle energy and skill we have so long spent in harvesti the free gifts of Nature. The forests of the futu must be started today. Our children are depende on our course. We are bound by a solemn obligati from which no evasion and no subterfuge will relie us. Unless we fulfill our sacred responsibility unborn generations, unless we use with gratitude a with restraint the generous and kindly gifts of Divi Providence, we shall prove ourselves unworthy guar ians of a heritage we hold in trust."

EDITOR & PUBLISHER hopes that the daily press w indelibly stamp this sentiment into the minds a hearts of the American people during the we April 27 to May 3.

It must now be apparent even to the State Department that the way to give the widest publicity to the theories of government of a visiting European politician is to keep him gagged for a few weeks and then permit him to cross the border to tolerant Canada.

JARVIS A. WOOD

ADVERTISING and those who devote their li to it lose a valued friend through the passing Jarvis A. Wood, the aged but very compet senior partner of N. W. Ayer & Son and presid of the Poor Richard Club. His classic definition advertising should be suitably engraved in his memor "Causing to know, causing to remember and causi to do." That is the story in a nutshell.

A remarkable outpouring of men who had kno or been associated with Mr. Wood attended his fune and with the members of his family paid tribute his exemplary life, always kindly and earnest a never more graceful than last year when he led Philadelphia delegation to the world advertising c vention at London.

Personal character is not developed by shrinking from the actual facts of life, however ugly, and crimeless newspapers serve merely to distort and weaken public intelligence.

HONOR IN EDITING

THE desperado Gerald Chapman, convicted murder at Hartford, Conn., had long and v commendably concealed his family connecti and had particularly shielded from contamination his infamy a brother who is a highly respected citi of New York and in the employ of that city.

In the investigation made by the State authori prosecuting the murder charge a clue was turned to Chapman's antecedents and a reporter for *N York World* ran out the story after two or three d of hard work. He reported to his city editor all the facts concerning Chapman's youth and the na and connections of his brother and a sister. As whole country had taken interest in the criminal might have been considered spot news of considera value.

The editorial management of the World decided t no good would come from the publication of family names. The brother lived with his wife five children in a pleasant suburb and enjoyed esteem of his neighbors. Publication of the iden of these people would merely inflict upon them wh undeserved ignominy, and the World suppressed names. The *New York American* got the same formation and suppressed it for the same reason.

Here is evidence of progress.

April 18, 1925 Volume 57, No. 47

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building*, 63 *Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 34 rue Thiers, Boulogne-sur-Seine (Seine).
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

PERSONALS

COL. R. R. McCORMICK, co-editor of the *Chicago Tribune* was scheduled to address the graduates, former students and present students of the Pulitzer School of Journalism April 17, under the auspices of the Alumni Association of the School of Journalism.

Cornelius Vanderbilt, Jr., publisher of tabloid newspapers in Los Angeles, San Francisco, and Miami, Fla., is making an automobile trip from the Pacific coast to New York to see his parents off for Europe. Following his New York visit he will go to Florida on a business trip.

Walter C. Johnson, vice-president and general manager of the *Chattanooga* (Tenn.) *News* has been nominated for president of the Chattanooga Rotary Club. He is also secretary-treasurer of the Southern Newspaper Publishers' Association.

Fred W. Elven, editor of the *Cincinnati Free Press,* and Mrs. Elven, sailed from New York this week on a visit to the Continent.

Clarence W. Barron, editor and publisher of the *Wall Street Journal,* is recovering in a Battle Creek, Mich., sanitarium following a serious illness.

James A. Eaton, publisher of the *Canandaigua* (N. Y.) *Daily Messenger,* has been elected president of the Canandaigua Chamber of Commerce.

Robert N. Blakeslee, former publisher of the *Bridgeport* (Conn.) *Post,* has been chosen vice-president of the Hudson Belting Company of Worcester, Mass.

Milton Garges, superintendent of traffic of the Associated Press, returned to New York, April 10, from a 10-day business trip through Iowa, Minnesota, and Illinois.

W. M. Hamblin, editor and publisher of the *Marcus* (Ia.) *News,* is visiting in Southern California.

IN THE BUSINESS OFFICE

COL. WILLIAM F. HENRY, business manager of the *Duluth* (Minn.) *Herald* with Mrs. Henry are on their way to the British Isles and the Continent for a two months trip. Employes of the paper gave a farewell dinner to Col. Henry and presented him with a traveling bag.

J. H. Kuntz formerly with the *Lancaster* (Pa.) *Intelligence & News Journal* has joined the staff of the *Altoona* (Pa.) *Tribune* as circulation manager.

Brigham F. Grant, general manager of the *Salt Lake City Deseret News,* has been made a member of the new State Racing Commission.

Ray K. Winans, formerly on the *Springfield* (Mass.) *Union,* city staff, is now promotion manager in charge of contests and editorial promotion work.

Earle Lancaster, formerly in the advertising agency business in Springfield, Mass., has joined the advertising department of the *Springfield* (Mass.) *Union.*

Frederick J. Cook, of New Haven, Conn., has joined the advertising department of the *Springfield* (Mass.) *Union.*

James T. Briscoe formerly manager of the *Hagerstown* (Md.) *Daily Mail* is ill at his home at Hagerstown. Mr. Briscoe retired after the sale of the Mail to the Herald Publishing Company.

Robert E. Delaplaine, manager of the *Frederick* (Md.) *News-Post* has returned to his home after spending the winter in Florida.

Charles J. Lambe, for nine years advertising manager of the *Greensboro* (N. C.) *Daily News* has resigned and now is in the insurance business.

Robert W. Dietrich, secretary of the Cincinnati Candy Manufacturers' Association has joined the *Cincinnati Post* staff as a contact man.

IN THE EDITORIAL ROOMS

HAL O'FLAHERTY, former Des Moines, Ia., newspaper man, for the last three years London correspondent for the *Chicago Daily News,* is expected to return to the United States for a visit in June. He will be accompanied by Mrs. O'Flaherty, and their two children.

Fred J. Marshall, news editor of the *Logan* (Utah) *Journal,* and a member of the staff for 28 years, has resigned to enter other work. James C. Allen of Logan has been appointed to succeed him.

Ray S. Coll of the sports department of the *Pittsburgh Gazette-Times* has resigned and accompanied by his wife and child sailed recently from New York on the steamer President Van Buren for Honolulu to join the staff of the *Honolulu Advertiser* of which his father Ray S. Coll is managing editor.

J. Albert Hawken, editor of the *Hagerstown* (Md.) *Daily Mail,* has returned to his desk after an absence due to illness.

Herbert R. Galt, managing editor of the *St. Paul Dispatch-Pioneer Press,* underwent an operation last week.

S. E. Moyer has been transferred from the copy desk of the *St. Paul Dispatch* to the art department.

Charles Fox has been made assistant day telegraph editor of the *Buffalo Evening News.* W. A. Carpenter has succeeded Fox as night editor of the News.

W. S. Adams has joined the staff of the *Charlotte* (N. C.) *News* as a reporter.

W. P. Ezzell has resigned as editor of the *Leaksville* (N. C.) *News.*

Miss Ruth E. Pine, society editor of the *Trenton Times,* motored to Washington, D. C., last week for a short vacation.

G. Stuart Berrill, formerly of the *Buffalo Evening Post,* has been appointed jury commissioner of the United States district court of Western New York.

Miss Agnes Hall, society editor of the *Buffalo Evening Post,* is in Europe on six months' tour. Her duties are being performed by Miss Anne Couschiane, formerly of the *Buffalo Times.*

James E. Goggin, former city hall reporter on the *Lynn* (Mass.) *Telegram-News,* has joined the staff of the *Boston American.* Frank A. Barnard, formerly city hall and labor reporter on the *Brockton* (Mass.) *Times,* has succeeded Goggin.

Charles G. Frost, attached to the city staff of the *Lynn* (Mass.) *Daily Item,* last week received a commission as captain in the United States Officers Reserve Corps.

Hubert Roussel, fiction writer of Houston, has re-entered newspaper work on the staff of the *San Antonio Evening News.*

John M. Oglesby, former city editor of the *Concord* (N. C.) *Daily Tribune,* has been appointed judge of the North Carolina Superior court by Governor A. W. McLean.

Austin J. Scannell has taken charge of the Merrimack Valley edition of the *Boston American,* with headquarters at the Lowell office, in the absence of the editor of the edition, Arthur J. Quinn, who was married recently and is on his honeymoon.

George Harris, who has been in Chicago on leave from the assistant city editorship of the *San Antonio Express,* has resigned. He is succeeded by Jack Hazel.

George Boothby, former newspaper reporter on the staff of the *New York Herald* and the *New York World,* was this week named receiver of Le Restaurant Sorbonne, New York.

Charles W. Duke, Sunday editor of the *Philadelphia Public Ledger,* and Mrs. Duke, are receiving congratulations on the birth of a daughter, Susan Virginia, Sunday, April 5. This is their third child.

Joseph G. Davis, golf editor for the *Chicago Tribune* for 25 years and one of the men responsible for popularizing the game in the west, has resigned. Morrow Krum will succeed him.

FOLKS WORTH KNOWING

EDWARD E. LEAKE, editor of the *Woodland Daily Democrat,* celebrated his 75th birthday this week by letting a contract for the erection of a handsome new building for his afternoon daily newspaper. It is to be completed July 15. On that day Editor Leake will celebrate the 55th anniversary of his entry into the newspaper business.



EDWARD E. LEAKE

Although Mr. Leake has been at the helm of an interior paper all of his lifetime, he has won political recognition. For nine years he was United States Appraiser of the Port of San Francisco, serving throughout the entire Wilson Administration and continuing over for an extra year under the Harding regime. He has also held various State political offices.

Editor Leake's newspaper apprenticeship was served on the *San Francisco Examiner.* He later worked on the *San Francisco Chronicle* and the *Vallejo Chronicle.* His first newspaper property was the *Dixon Tribune,* a weekly. He sold that business 35 years ago, after buying the *Wodland Daily Democrat.* He has conducted the Democrat ever since.

The architecture of his new building is Spanish. It will be distinctive and quite unlike the ordinary appearance of a newspaper building. It will be a two-story structure.

J. Kenneth Bolles, of Hartford, Conn., publicity manager of the American Radio Relay League for the past two years, has resigned to become editorial promotion manager for the *Baltimore* (Md.) *Sun.* William C. Murray, formerly copy reader on the *Hartford Times,* succeeds Mr. Bolles.

Joseph Pierson, cable editor of the *Chicago Tribune,* has been assigned to special work in South America. He was among the reporters who met the World World Flyers in Labrador.

John S. Piper, news editor of the *Des Moines Register* has resigned, effective April 23. Mr. Piper will drive through to the Pacific Coast, where he will join the *San Francisco Daily News.* His successor on the Register has not been named.

HOLDING NEW POSTS

LEWIS M. NACHMAN from classified staff, *Chicago Daily News,* to classified manager, *Springfield* (Mo.) *Republican.*

C. L. Barnard from *San Antonio Evening News* staff to *Denver Post.*

Thomas B. Wheeler, from copy reader, *Lynn* (Mass.) *Telegram-News,* to copy desk, *Boston American.*

Frank Schmans, from *Chicago Herald Examiner,* to *St. Paul Dispatch* copy desk.

Ashby Lovelace, from telegraph desk, *Buffalo Evening News,* to copy desk, *New York Sun.*

Don J. Kirkley, from United Press bureau, Dallas, to staff, *San Antonio Evening News.*

Donald Cameron, from city staff, *Springfield* (Mass.) *Republican,* to staff, *New Bedford* (Mass.) *Standard.*

PRESS ASSOCIATION NOTES

C. H. FULLER has been promoted from correspondent for the Associated Press at Montgomery, Ala., to Arkansas state mail editor with headquarters at Little Rock. He is replaced at Montgomery by Turner Jordan.

Pat Irey, Buffalo operator for the Consolidated Press, is seriously ill. Irving M. Sherry of the Baltimore office is subbing for him.

Robert L. Gilbert, formerly sporting editor of the *Morristown* (N. J.) *Jerseyman,* is now with the Associated Press at the New Haven office.

William F. Carter, Associated Press operator at Hagerstown, Md., on the *Morning Herald* wire, has been transferred to Wheeling, W. Va., as vacation relief man.

CHANGES OF OWNERSHIP

RED DEER (ALTA.) NEWS, has been sold by J. A. Carswell to H. G. Scott. The News was established in 1905, by G. A. Love and was bought by Mr. Carswell in 1906.

Louis F. Jordan will assume control of the *Waynesboro* (Va.) *Valley Virginian* on July 1.

Benjamin Hoover has sold the *Long Beach* (Cal.) *Argus,* a weekly, to W. C. Whitthorne, who will act as editor. Bertha E. Hostutler is the business manager of the paper under the new ownership.

SPECIAL EDITIONS

BOSTON HERALD, 32-page Easter Church music edition, April 11.

Winnipeg Manitoba Free Press, 12-page Fashion Supplement, April 4.

Burlington (Ia.) *Gazette,* 14-page edition on opening of Royal Cloak Company's new store.

MARRIED

MISS ESTHER ANNENBERG, daughter of M. L. Annenberg, general circulation director of the Hearst newspapers and magazines on April 12, to Lee Simon of Chicago, at the Great Neck home of the Annenbergs.

Jack Gibson, reporter on the *New Orleans Times-Picayune,* to Miss Margaret Norton.

WITH THE SPECIALS

INGRAHAM-POWERS, INC., publishers', representatives, New York and Chicago, have been appointed to represent nationally the recently merged *Oswego* (N. Y.) *Palladium-Times.*

Thomas F. Clark Company, Inc., publishers' representatives, have been appointed to represent the *Tiffin* (O.) *Daily Tribune.*

John M. Branham Company, publishers' representative, has moved to larger quarters in the London Guarantee & Accident Building, 360 North Michigan avenue, Chicago.

NEW PLANTS AND EQUIPMENTS

BROOKLYN TIMES has purchased six additional Intertypes bringing the total number in the plant to 26.

Anaheim (Cal.) *Plain Dealer* has installed one of the Pacific Telegraph & Telephone Company's type bar printing telegraph machines.

ON THE MECHANICAL SIDE

D. O. FLEMING was elected president of the Ann Arbor, Mich., Typographical Union, No. 154, at the annual election last week. Harry L. French was elected vice-president.

SCHOOLS

C. D. KEEN, Marianna, Fla., has been named the best all-round advertising student in the senior class of the School of Commerce, Georgia School of Technology, Atlanta, Ga., and awarded the Alpha Delta Sigma key, which is given on the basis of scholarship, personality, and the application of advertising, journalistic and merchandising ideas in school activities. He is business manager of the *Yellow Jacket,* the Tech comic monthly.

Annual Gridiron Banquet of Sigma Delta Chi, national journalistic fraternity. University of Michigan chapter, was held last week at the Michigan Union, Ann

Arbor. Lee A. White, of the *Detroit News,* warned the editors and reporters that compression of news would be a necessity within a few years, owing to the depletion of forests, and stated as his belief that soon one of the prime qualifications of a news writer will be his ability to condense his stories.

Edward McKernon, superintendent of the Eastern division of the Associated Press, was principal speaker at the three-day session of members of Pi Delta Epsilon, national honorary journalistic society, in convention at Syracuse University last week. Other speakers on the program were: Dr. John W. Baker, editor of the *Syracuse Post Standard;* Dr. John W. Howe, editor of the *Syracuse Herald;* Chancellor Charles W. Flint of Syracue University.

Thirty students of journalism from Rockford, Ill., under the auspices of the *Rockford* (Ill.) *Star,* visited Chicago last week to learn sources of news and methods of news gathering. The group visited newspaper establishments and spent several hours in Chicago courtrooms.

Robert B. Newcomb of Cleveland, O., a Junior in the Department of Journalism at Syracuse University, has been awarded the annual $200 prize scholarship offered each year by the *Syracuse* (N. Y.) *Journal.* The competition was for the best news story, feature story, and dramatic criticism submitted during a period of two weeks.

ASSOCIATIONS

CHICAGO WOMEN'S ADVERTISING CLUB held an On-To-Houston rally at a recent dinner meeting at which a list of 18 members of the Club who will attend the Associated Advertising Clubs of the World meet in Houston, May 9-14 was read. It was voted to send the Club president, Miss Laura Alta Johnson and defray her expenses. Pencils and favors were furnished for the dinner by the Women's Advertising Club of Houston.

Advertising Club of Los Angeles, under the direction of Hollis Wade, will send a delegation of 100 members to the Houston convention of the Associated Advertising Clubs of the World, May 9 to 14.

Texas Editorial Association has accepted the invitation of Brownsville to hold its next convention in that city, Dec. 3, 4 and 5. This association is composed of old-timers in the newspaper business.

Oklahoma City Advertising Club has elected James Andrews, advertising manager of the McEwen-Halliburton department store, president for the coming year.

Lynn (Mass.) **Press Club** held its annual Frolic and Ball at the Ocean House, Swampscott, April 10.

Advertising Club of Jackson, Mich., has become affiliated with the Associated Advertising Clubs of the World. J. C. Watts, Smith-Winchester Company, is president, and Robert Coe, secretary-treasurer.

Advertising Club of Des Moines will vote next Tuesday upon the matter of opening membership to women of the city.

LIBEL AWARD AFFIRMED

Being Drafted for War Service Not Unpatriotic Court Holds

Any publication charging a veteran of the World War with being unpatriotic and with shirking his duty by failing to enlist until the draft law brought him into the service, is libelous, says a decision of the Oklahoma supreme court.

The opinion was in a case involving $2,500 damages awarded to Andrew C. Martz, owner and publisher of the *Okeene* (Okla.) *Record* against George F. and T. J. Lewis, publishers of the *Okeene Leader.* The damage award was affirmed.

A published article in the Leader stated that Martz was a member of the American Legion "by act of compulsory military service only."

ADVERTISING AGENCY AFFAIRS

Chambers Joins Peck Agency—MacManus, Inc., Opens Branch in Cincinnati—Philadelphia Firm Expands

STANLEY H. CHAMBERS, formerly secretary of the Dave Bloch Company, advertising agency, is now associated with the Peck Advertising Agency, Inc., New York, directing several accounts.

The Peck agency is now placing a newspaper campaign for "7-11", confection manufactured by D. Auerbach & Sons, New York. Eastern dailies are being used.

McManus, Inc., of Detroit, has opened a branch office in Cincinnati, located in the Traction Building, 5th and Walnut streets. R. S. Heaton is in charge. This agency maintains other branch offices in Cleveland, New York, and Toledo. The Cincinnati office primarily will extend direct service to the Crosby Radio Corporation of that city, according to Arden Yinkey, vice-president of the McManus organization.

Due to increased business, the Barnes & Fehling Company has taken larger quarters at 1600 Walnut street, Philadelphia. They were previously located at 1530 Chestnut street.

Frank F. Lamorelle, formerly with the copy staff of the Cramer Krasselt Company, Milwaukee, has joined Nelson Chesman & Co., Cleveland advertising agency, as head of the copy staff.

The Ferry-Hanly Advertising Company moved to new headquarters April 15 at 1 Madison avenue, New York.

Alfred Biggs, Walter P. Mount and C. Curtiss Main have joined the staff of the Philip Kobbe Company, Inc., 45 W. 45th street, New York. L. Wester, associated with the company for five years, has been made assistant treasurer.

Norman A. Markwell has joined Hommann, Tarcher & Cornell, Inc., New York advertising agency, as an account executive. Mr. Markwell, who has been in the advertising agency business for several years, was formerly advertising manager of the American Molasses Company and the Nulmoline Company.

John A. Aborn has left the staff of the *Manchester* (N. H.) *Union,* and is now on the staff of the Frank G. Morris Company, New York advertising agency.

Roy Simmons, secretary of the Salt Lake City Advertising Club and a member of the staff of Stevens and Wallis, Inc., Salt Lake advertising agents, has been appointed public relations man for the Utah Gas and Coke Co., Salt Lake City.

The Veteran Advertising Agency, Inc., of Seattle has announced the opening of an office in Portland, Ore., with Mac M. Wilkins, vice-president of the company in charge.

Norman S. H. Catts, managing director of Catts-Patterson Company Limited, advertising agency of Sydney, Australia, left Sydney March 12 on a visit to the United States. He will make Chicago his headquarters. His agency recently distributed a booklet "Australian Advertising," giving statistics regarding that continent.

William Hay has been appointed art director of the Brennan-Eley Company, Chicago.

Thomas E. Carnahan, formerly with the H. W. Kastor & Sons Company and the Arnold Joerns Company, has been made advertising manager of the Zenith Radio Company.

Howard V. Kennington, with the *Chicago Herald & Examiner* for the past ten years, is now production manager of the Albert Frank & Co.

The Dudley Davis Advertising Agency has been formed in Memphis with H. D. Davis as president. Offices of the concern are in the Cotton Exchange building. Mr. Davis for many years has been associated with Memphis agencies. The firm at present is handling among its accounts that of the Maury Cole Company, (Canova Coffee), and a portion of the U. S. Bedding Company (Sterling Springs.)

H. L. Emslie, formerly with Thomas M. Bowers Advertising Agency, has joined the staff of the Conover-Mooney Company.

Otto R. Stadelman has become space buyer and office manager for the Maurice J. Needham Company, Chicago. He was formerly with David C. Thomas Company.

Claude N. Palmer, formerly with Williams & Cunnyngham, Inc., has joined the staff of Mitchell-Faust Advertising Company, Chicago.

Miss Florence White, formerly with the Radford Publications, has become associated with the Lakeport Advertising Agency, Chicago.

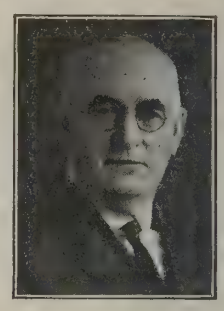
W. R. Evans, formerly of Mitchell-Faust Advertising Company, Chicago, and advertising manager of Princess Pat, Ltd., has become advertising manager of the Royal Tailors.

In some families thrift consists in worrying about what became of last month's money.—*Anderson Herald.*

ASSOCIATION CHIEFS

Michigan Press Looks Forward t Successful Year Under Hubbell

DAVID E. HUBBELL, elected pr dent of the Michigan Press Asso tion at its recent annual meeting was b in Lexingt Mich., in 18 and received education in schools of t village. As a he was interes in the mechan side of newspa work and star to learn the b ness on the *C well* (Mic *Jeffersonian,* paper he publishes.



DAVID E. HUBBELL

He entered editorial fi when he purchased the *Marlette Lea* in 1889 and very soon developed journal into one of the leaders of county. Some 15 years ago he sold Leader and purchased the Jeffersonian this tmie removed to Croswell, and since been at its head. His election president of the association was an ho conferred upon him for many years consistent work in this and similar ganizations.

As president he hopes to make this of the most successful years of the ganization, and the enthusiasm evider at the recent meeting is an assura that his hopes will be realized. One the duties that will fall to the presi and executive committee will be the lection of a full time field man, s $3,000 having been pledged at the mee to help defray this expense.

"The Michigan Press Association i fine shape, thank you," is Mr. Hubb message to the craft.

Kansas City
JOURNAL-POST

Nearly a million readers a day—in the Heart of America

CIRCULATION

Journal (Morn.)	Post (Eve.)	Journal-Post (Sunday)
151,647	160,928	177,046

Publisher's statement, March 31, 1925.

RATES

Morning, .21; Eve., .26; Sunday, .30; Gravure, .70. Reductions on contract space.

VERREE & CONKLIN

NEW YORK CHICAGO KANSAS CITY DETROIT SAN FRANCISCO

KEEPING THE LINOTYPE USER AHEAD OF THE PROCESSION

Be Sure to See the

Linotype Exhibit

in the

East Room of the Waldorf

During the A.P. and A.N.P.A. Conventions

April 20 to 24

As Usual, the Latest Developments in
Modern Composing-Room Methods
Will be Shown There

TRADE LINOTYPE MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

ORIGINATORS : : DEVELOPERS : : IMPROVERS

WHAT'S WHAT IN THE FEATURE FIELD

Some New Comic Characters Start Cutting Capers—"Ma" Ferguson Writes About Her Job—Count Karolyi and His "Gag"

THREE new comic characters are prepared to cut capers through the columns of the nation's press.

"Ella Cinders" will make her bow June 1; "Good Scout Tommy" has already started his antics; while "Scoop, the Cub Reporter," will stage a revival under the direction of Frank Hopkins' pen.

Syndicates handling the three are respectively the Metropolitan Newspaper Service, New York, the New York World Syndicate and the New York Herald Tribune Syndicate.

"'Ella Cinders' derives her name from and is based on Cinderella," Max Elser, Jr., president of Metropolitan declared, explaining his new strip offering.

"The 'Cinderella motif' is generally accepted in fiction, in the movies and in the legitimate drama as the most popular of all themes.

"This new strip of the Metropolitan was planned last summer, by its originator, "Bill" Conselman, formerly of the editorial staff of the *Los Angeles Times*. The drawing is the work of Charlie Plumb, who was formerly on the *Los Angeles Times*. The introductory strips were drawn last year."

Edward McCullough, who draws "Good Scout Tommy", is also creator of "Embarrassing Moments" for the Chicago Tribune Newspapers Syndicate, and produces a weekly comic strip called "Folks in Our Town" for the Publishers Autocaster Service, Inc.

Frank Hopkins and his "Scoop, the Cub Reporter," were once big favorites among newspaper readers. Mr. Hopkins is now living at Camden, S. C.

John Held, Jr., who draws "O! Margy!" for the United Features Syndicate, New York, will sail from New York April 18 on the liner Orbita to spend several months at Gibraltar and Morocco.

F. B. Knapp, manager of the New York World Syndicate is issuing invitations to a reception which his syndicate is giving editors and publishers to meet Houdini, the Magician, from four to six o'clock next Thursday at room number 123 at the Waldorf. Houdini conducts the Red Magic section for the New York World Syndicate.

Dorothy Campbell Hurd, American National Woman Golf Champion, is now writing a series of weekly golf articles for the United Features Syndicate, New York.

Mrs. M. A. Ferguson, Governor of Texas, has written a series of seven by-line articles for newspapers, which is being handled by the Capital Syndicate, Austin, Tex.

The Cosmos Newspaper Service, New York, is one of two syndicates which, along with a score or more newspaper reporters, came to the rescue of Count Karolyi, when leaving this country for Canada, he found himself no longer under a pledge of silence. The other was the North American Newspaper Alliance, which obtained a signed article by the Count written in Montreal the day he arrived there. Cosmos signed a contract with the ex-President of Hungary for a series of 20 daily newspaper articles, and four Sunday installments, telling of his fight for freedom. The same syndicate is also arranging for a series to be written later by Countess Karolyi.

A special interpretative telegraphic news service written by Dr. Edwin E. Slosson, director of Science Service, was furnished by Science Service to many of the larger newspapers during the American Chemical Society meeting at Baltimore last week. This is the big meeting of chemists during the year and this special wire service supplemented the regular daily news service of Science Service. Watson Davis, managing editor, and Dr. Frank Thone and James Stokley of the Science Service staff also attended the meeting.

"Broken Off" is the title of the latest Ruby M. Ayres serial being offered newspapers by the McClure Newspaper Syndicate, New York. McClure has signed a contract with Miss Ayers for the second serial rights on all her stories for five years.

Lillian Eichler, author of a book of etiquette, has prepared a new feature for the New York Herald Tribune Syndicate to run under the caption "To the Manner Born," in two column illustration, with brief text. The author answers questions on etiquette submitted by newspaper readers.

Aileen Riggin, Olympic swimming champion, is writing a sports column for women for the Post Syndicate, New York, under the caption, "The Modern Diana."

FLASHES

Another thing an experienced newspaper man can do is to make a correction sound like an entirely new item.—*Columbus Ohio State Journal.*

A Mitchell County dealer went out to a country church to demonstrate a new radio and couldn't get hold of a thing but dance music.—*Jewell* (Kan.) *Republican.*

Cynics are the ultra-civilized, who quite propertly no longer have faith in civilization.—*Baltimore Sun.*

A new mausoleum in a Pennsylvania cemetery has been condemned by the building inspector because it hasn't any fire escapes.—*New York American.*

An optimist is a man who hopes he gets run over by a doctor's auto.—*Columbia Record.*

Usually the scare head implies that the reader is a bonehead.—*Cleveland Times.*

A petrified human footprint four feet long has been discovered in South Africa. Ha! The remains of one of those fellows who dangle their hoofs across street car aisles.—*J. R. W. in Milwaukee Journal.*

A young man who will marry a woman of fifty declares he "would rather be an old girl's darling than a young girl's slave." Equal rights.—*New York World*

A path of glory leads but to a bool of memoirs.—*Pittsburgh Sun.*

Your true American is never awe except by a millionaire and a head waiter —*Nashville Tennessean.*

The Pullman Company rises up in out raged indignity and declares that it lose a half-million towels each year. Oh, th robbers!—*Waterloo Tribune.*

In the old days the difference betwee a nobody and a somebody was in th blood. Now it's in the bank.—*Dubuqu Times-Journal.*

One thing that follows the swallo in some instances is a funeral.—*Nash ville Tennessean.*

As to spring weather, there are noth ing but Fundamentalists.—*F. P. A. in th New York World.*

It's a queer civilization that can kee dirt off the streets and can't keep it o the magazine stands.—*Baltimore Sun.*

"To loosen a fruit-jar cap, soak it. That is the orthodox method of makin the taxpayer loosen, also.—*Springfiel State-Register.*

France seems to heed not the rumbl of a distant dun.—*Wall Street Journal.*

To make it perfectly fair, how'd it d to let Mellon and Cou-ens make out eac other's tax returns?—*Dallas News.*

CHURCH ADVERTISING URGED

Minister Declares Every Church Should Have an Ad Budget

Every church, regardless of denomination and creed, should have an advertising budget and should use a good sized space every Saturday and Sunday, Rev. P. H. Martin of Davenpoort, told Des Moines ministers who met Tuesday with the Des Moines Advertising Club.

The Rev. Mr. Martin said individual church advertising is good, but it would be more effective for the churches to have advertising and publicity committees to handle advertising. He suggested that under the co-operative plan it would be possible to carry page advertisements in daily papers on Saturday and Sunday.

The minister declared that one church in Detroit which advertised consistently for one year expended $2,000 and in return received $10,000 more in contributions than the previous year, when no advertising was carried. The church also secured a large number of new members.

"There is one phase of church advertising that must not be overlooked," the Rev. Mr. Martin said, "When a merchant advertises certain goods he must have the goods to back up his copy. Advertising will do the church no good if we don't deliver the goods at our stand in the pulpit."

Graham Stewart, director of advertising of the *Peoples Popular Monthly* of Des Moines, was named chairman of the Advertising Club church committee. The Ministerial Association will appoint a committee and it is the intention to work out a church advertising scheme for use in Des Moines.

Darling Convalescing

Cartoonist Jay Darling's illness has entered the convalescent stage it was announced Thursday. After a consultation of physicians a statement was issued in which they expressed themselves as satisfied as to the progress he has made. Mr. Darling is now able to sit up a few minutes daily.

"Bugs" Baer Is Married

Arthur ("Bugs") Baer, humorist for the Hearst newspapers, was married to Miss Marjorie Cassidy of Brooklyn, N. Y., at the Cathedral of the Holy Name in Chicago, April 14. The couple left immediately for the Pacific Coast, from where, it is said, they will start on a two-year tour of the world.

Church Advertising Is Growing

The idea of using display space to urge church attendance is developing over the country. Year by year the Church Advertising Department has held meetings in connection with the annual convention of the Associated Advertising Clubs of the World. The program for the Houston convention is being organized.

Advertising of this sort not only helps the newspaper but uplifts the community, just as does the better health advertising of the Metropolitan Life Insurance Company or the public library advertising done in various communities.

Copy and plans of the way other papers have cooperated in church advertising can be obtained from advertising headquarters by addressing the Church Advertising Department, Associated Advertising Clubs of the World, 383 Madison Ave., New York, N. Y.

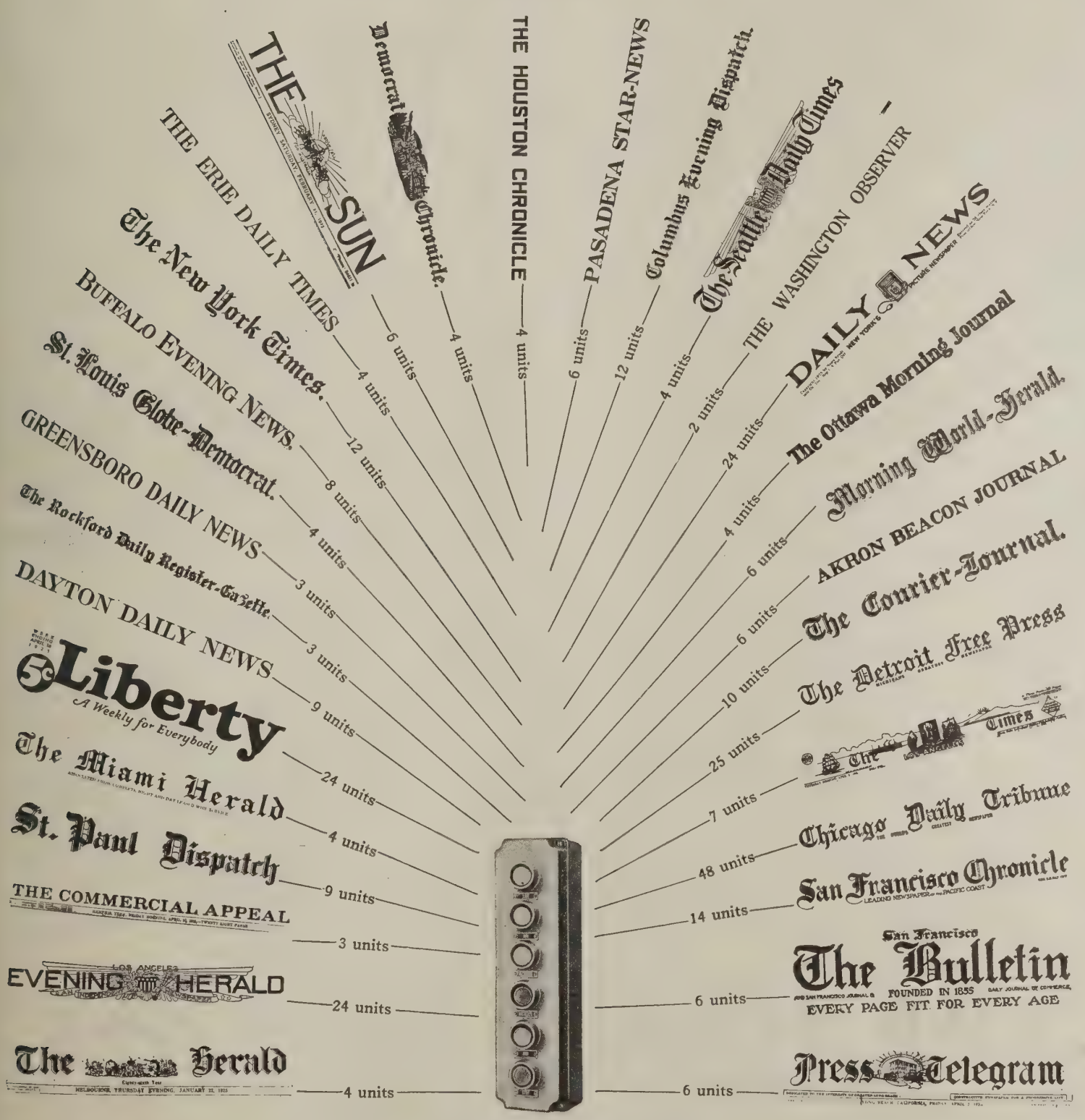
CHURCH ADVERTISING DEPARTMENT
A.A.C.W.
383 Madison Ave., New York, N. Y.
DR. C. F. REISNER, President

CLINE SYSTEM FOR UNIT TYPE PRESSES

FULL AUTOMATIC CONTROL
SAFE :: RELIABLE

PAPER ROLL STANDS
REELS WITH AUTOMATIC TENSION

CLINE SYSTEM
CLINE ELECTRIC MANUFACTURING COMPANY CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE



The Boss of the Press

CLINE ELECTRIC MFG. CO.

CLINE-WESTINGHOUSE PRINTING EQUIPMENT

NEW YORK CHICAGO SAN FRANCISCO

ENWRIGHT QUITS N. Y. NEWSPAPER FIELD

Boston nad Lynn Publisher Sells Evening Bulletin to Syndicate of New York Residents—Says Paper Will Be Cotinued

Frederick W. Enwright, president and treasurer of the *New York Evening Bulletin,* announced this week he had sold his entire holdings in that newspaper to retire from the New York field and devote his entire time to his Lynn and Boston, Mass., dailies.

He declined to make known the names of the new owners, and efforts on the part of EDITOR & PUBLISHER to ascertain them before going to press were unavailing.

At the Bulletin office a reporter for EDITOR & PUBLISHER was told the new owners were "not at all anxious for publicity." They were, he was informed, not experienced publishers. The present editorial and business executives would continue in charge of publishing the paper, Frank Carroll, who declared himself to be speaking for the business manager said.

The editorial page masthead of the Bulletin under the new ownership carried the names of Mr. Carroll and Arthur C. Flynn as directors.

Mr. Enwright issued a short statement announcing the sale, but did not name the interests acquiring his stock. He said the syndicate would continue to publish the Bulletin daily as a Democratic newspaper, continuing the policy set down when Mr. Enwright first started publication ten months ago.

Mr. Enwright said he understood the price of the newspaper might be reduced in the daily issues. The present price is three cents. Pending reorganization by the new owners Arthur C. Flynn will continue as business manager, and it is understood, many of the other employees will be retained.

Mr. Enwright's statement said his sale had consisted of the transfer of 14,500 shares of common stock.

The Bulletin was organized in June, 1924. Mr. Enwright said in his statement announcing the sale that the Bulletin has a daily circulation of 42,000 and 101,000 on Sunday.

EMPHASIS ON CRIME SEEN AS DEFECT

But Newspapers Are Improving Daily, H. V. Kaltenborn of Brooklyn Eagle Declares at Cooper Union Lecture

The salient defect in the present day newspaper is the emphasis placed on crime, according to H. V. Kaltenborn, associate editor of the *Brooklyn Eagle,* who lectured April 14 on the subject: "The Press—Prophet or Profiteer," at Cooper Union, New York.

The interest of the public in crime stories is the chief reason for the amount of publicity given them, he said.

"The time will come when the demarcation line between papers which emphasize crime news and those that do not will be clearly defined," he declared.

"The press has always been abused and properly so," he continued. "Almost all criticism of the press is justified by certain types of newspapers. Papers have changed greatly in recent years. Because of the many improvements in mechanical equipment, a paper now represents the mingling and collaboration of thousands of different minds and no one man or policy predominates. The old-time editor who read everything and gave a personal touch to the paper no longer exists.

"The only papers that ever amount to anything are those that pay their own way," he said. "A paper must be definitely a big business enterprise or it will surely fail. An endowed paper caters to the beliefs and prejudices of the interests of those who finance it and so shuts off a large class of subscribers necessary to its successful operation."

WEEK'S AD TIPS

Biow Company, 9 East 40th street, New York. Placing orders with newspapers in selected sections for C. Partos, "Partola," New York.

Chambers Agency, Inc., 339 Carondelet street, New Orleans. Putting on a campaign in Middlewest and Western papers for the Biloxi Canners, Biloxi, Miss.

Critchfield & Company, Brooks Building, Chicago. Now handling account of the Combination Products Company, furniture, Chicago.

Crosby Chicago, 29 Quincy street, Chicago. Newspapers in the southwest receiving contracts on the Northern Hemlock and Hardwood Association, Oshkosh, Wis.

Dunlap-Ward Advertising Company, Keith Building, Cleveland. Renewing some newspaper contracts for the Chandler Motor Car Company, Cleveland.

Erickson Company, 381 4th avenue, New York. Placing orders with newspapers in various sections for the Indian Refining Company, gasoline, Lawrenceville, Ill., and New York City.

Erwin, Wasey & Company, 844 Rush street, Chicago. A general list of newspapers receiving copy on the Chicago, Milwaukee & St. Paul Railway, Chicago.

Ferry-Hanly Advertising Company, 1 Madison avenue, New York. Reported will place orders with newspapers for the American Cigar Company, "El Roi Tan" cigar, New York.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City, Mo. Newspapers in the southwest receiving copy on the Cook Paint & Varnish Company, Kansas City, Mo.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Newspapers generally are receiving page schedules for April insertion on Dr. Coffee, Davenport, Iowa.

Gardiner-Mace Company, 9 East 40th street, New York. Now handling account of the Sweets Company of America, "Tootsie Candy Rolls," New York.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Has secured the accounts of the Fitch Publishing Company, New York, and the Ocean-O Products Company, Newark, N. J.

Groesbeck, Hearn & Hindle, 350 Madison avenue, New York. Again placing orders with newspapers in selected sections for Roig & Langsdorf, Inc., "Girard Cigars," Philadelphia.

Hazard Advertising Corporation, 7 East 42nd street, New York. Has secured account of Toch Bros., Inc., "R. I. W.," Paints and varnishes, New York.

Hower Advertising Agency Company, U. S. National Bank Building, Denver. Has secure the accounts of the H. A. Marx Grocery Com pany, "Red Dot" canned goods, Denver an Williams Chocolate Products Company, Denve

Charles W. Hoyt Company, 116 West 32n street, New York. Placing orders with news papers in various sections for the Internation Development Company, "Alumo" skates an shoes, Malden, Mass.

J. Roland Kay Company, 163 East Er street, Chicago. A general list of newspape in the middle west receiving orders on Mart & Martin, Chicago.

Klau-Van Pietersom-Dunlap-Younggreen, 4 Sycamore street, Milwaukee. Has secured th account of the Pere Marquette Line Steame of Milwaukee.

Kling-Gibson Advertising Company, 310 Sou Michigan avenue, Chicago. Additional cop on the Williams Oil-O-Matic Heater Compan Bloomington, Ill., is expected late in April.

Lord & Thomas, 400 North Michigan avenu Chicago. Newspapers in a scattered territo receiving contracts on the All Year Club Southern California, Los Angeles.

Mace Advertising Company, Lehmann Bld Peoria, Ill. Copy will start in May on t Gem City Business College, Peoria, to a sm list of newspapers already prepared.

Mitchell-Faust Advertising Company, South Dearborn street, Chicago. A gener list of newspapers receiving copy on t Nu-Del Laboratories, Chicago.

Morse International Agency, 449 4th avenu New York. Placing orders with newspape in selected sections for Enoch Morgan's So Company, "Sapolio," New York. Has secur the accounts of Henry C. Miner, Inc., "Car Rouge," New York, and the Chloro Chemi Corporation, "Firma Chloro," Mount Verno N. Y.

Potts-Turnbull Company, 6 North Michig avenue, Chicago. A list of newspapers about ten towns is being used on the All B. Wrisley Company (Olivilo), Chicago. O one piece of copy is scheduled on this l and no more is contemplated for the prese

Frank Presbrey Company, 247 Park avenu New York. Placing account of the Natio Park Bank, New York.

William H. Rankin Company, 342 Madis avenue, New York. Reported will shortly pl orders with newspapers for the American T bacco Company, "Pall Mall" cigarettes, N York.

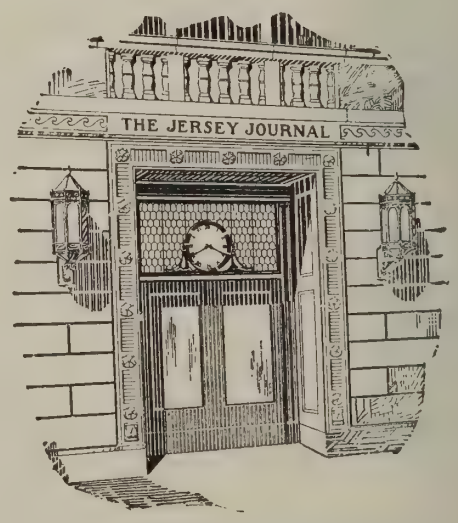
Carl Reimers Company, Gotham Natio Bank Building, New York. Has secured account of the Dexter Rubber Manufacturi Company, Goshen, New York, manufactur of tire flaps.

Sheck Advertising Agency, 9 Clinton stre Newark, N. J. Making contracts with so Pennsylvania newspapers for Burdan Br Ice Cream Company, Pottstown, Pa.

Members of the A. N. P. A.

in New York for the Annual Convention

are cordially invited to inspect the *new* home of



THE JERSEY JOURNAL

JOURNAL SQUARE, JERSEY CITY

HOW TO GET THERE: Take the Hudson Tubes at 33d St. and 6th Ave. (one block west of the Waldorf) to Journal Square Station, Jersey City — A 20 Minute Trip

48

newspapers have become clients of the United Press and the United News since January 1, 1925—a period of unsurpassed growth and expansion.

FOUR PAPERS ATTACK CRIME NEWS

(*Continued from page* 42)

"If the total news space inches of the Daily Review for the week should be considered this total of slightly more than ten per cent crime news would dwindle to a minute figure.

"The Review always attempts to include on its front page only items of news value. A story with a criminal or sensational trend must have either the stamp of 'big news' or carry some Decatur angle to win a place.

"The remainder of the classifications and the number of items and the per cent of the whole for the week follows:

"Divorce items—two during the entire week. This was .037 per cent of the total.

"Suicides—none.

"Scandals—The Donahey case in Ohio, the Stillman case and the Culp case in Ohio, furnished the three items during the week. This was .056 per cent.

"Disasters and accidents—20 during the week or 3.76 per cent.

"Political—The elections of the week swelled the figures above the average. Domestic politics took 50 items. Foreign had 36, per cents 9.61 and 6.7 respectively.

"General (unclassified)—A total of 182 appeared in this column. A total of 34.2 per cent.

"Economic and Industrial—This classification did not include market page stories. A total of 56 items were used. This was 10.5 per cent.

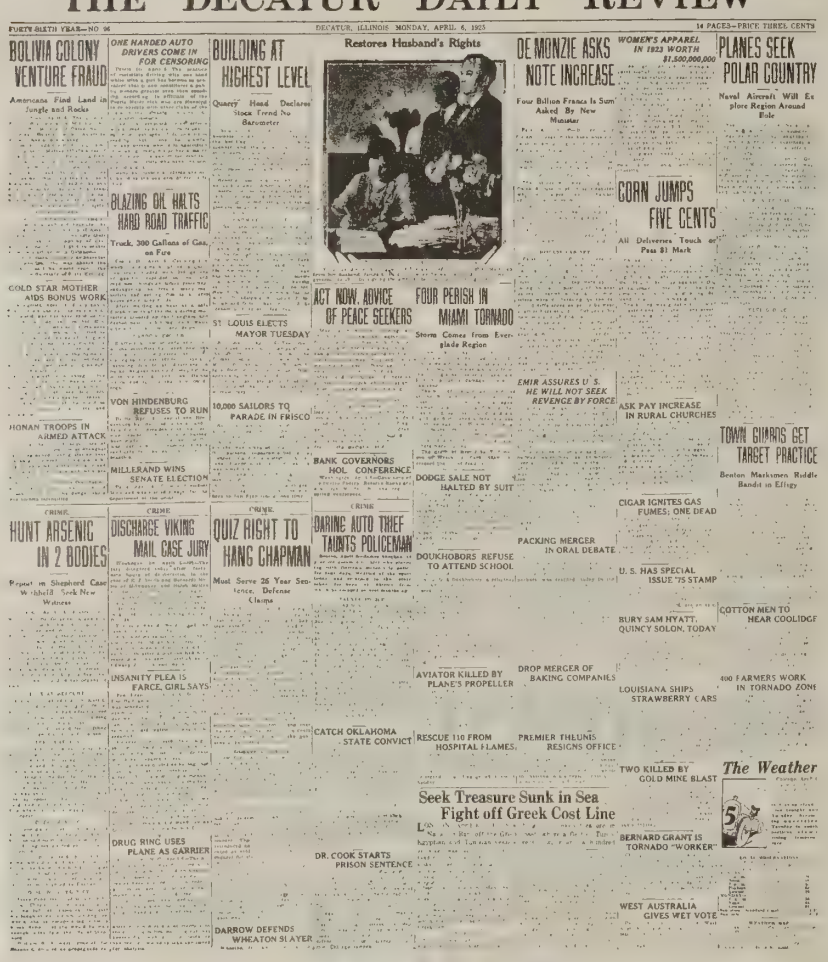
"Religion—Twenty-six items were devoted to religion. This was 3.76 per cent."

Fayetteville's Method

Will E. Hayes, editor of the *Fayetteville Observer* told EDITOR & PUBLISHER how crime news was banned by his paper.

"Believing that the North American newspapers more and more are approaching the stage of development wherein they must recognize that the publication of crime news, with all its lurid details, is not a deterrent to crime but rather is suggestive of ways and means by which others may commit certain crimes and get away with them, the Fayetteville Observer decided upon the policy of abolishing crime news for a period of 15 days beginning on Monday, April 13," he stated.

"In the first place this is to be a test of public sentiment. It will give the readers an opportunity to read an afternoon daily newspaper for two weeks in which they will find only the highest type of constructive and informative news on the progress of the State, national, and world along lines of a distinctive higher plane than that of criminal procedure.


THE DECATUR DAILY REVIEW

FORTY-SIXTH YEAR—NO 96 DECATUR, ILLINOIS MONDAY, APRIL 6, 1925 14 PAGES—PRICE THREE CENTS

BOLIVIA COLONY VENTURE FRAUD

Americans Find Land in Jungle and Rocks

ONE HANDED AUTO DRIVERS COME IN FOR CENSORING

BUILDING AT HIGHEST LEVEL

Quarry Head Declares Stock Trend No Barometer

Restores Husband's Rights

DE MONZIE ASKS NOTE INCREASE

Four Billion Francs Is Sum Asked By New Minister

WOMEN'S APPAREL IN 1923 WORTH $1,500,000,000

PLANES SEEK POLAR COUNTRY

Naval Aircraft Will Explore Region Around Pole

BLAZING OIL HALTS HARD ROAD TRAFFIC

Truck, 300 Gallons of Gas, on Fire

CORN JUMPS FIVE CENTS

All Deliveries Touch or Pass $1 Mark

GOLD STAR MOTHER AIDS BONUS WORK

ACT NOW, ADVICE OF PEACE SEEKERS

FOUR PERISH IN MIAMI TORNADO

Storm Comes from Everglade Region

ST. LOUIS ELECTS MAYOR TUESDAY

EMIR ASSURES U. S. HE WILL NOT SEEK REVENGE BY FORCE

VON HINDENBURG REFUSES TO RUN

10,000 SAILORS TO PARADE IN FRISCO

ASK PAY INCREASE IN RURAL CHURCHES

HONAN TROOPS IN ARMED ATTACK

TOWN GUARDS GET TARGET PRACTICE

Benton Marksmen Riddle Bandit in Effigy

MILLERAND WINS SENATE ELECTION

BANK GOVERNORS HOL CONFERENCE

DODGE SALE NOT HALTED BY SUIT

CIGAR IGNITES GAS FUMES; ONE DEAD

CRIME

HUNT ARSENIC IN 2 BODIES

Report in Shepherd Case Withheld York New Witness

CRIME

DISCHARGE VIKING MAIL CASE JURY

CRIME

QUIZ RIGHT TO HANG CHAPMAN

Must Serve 26 Year Sentence, Defense Claims

CRIME

DARING AUTO THIEF TAUNTS POLICEMAN

PACKING MERGER IN ORAL DEBATE

DOUKHOBORS REFUSE TO ATTEND SCHOOL

U. S. HAS SPECIAL ISSUE 75 STAMP

BURY SAM HYATT, QUINCY SOLON, TODAY

COTTON MEN TO HEAR COOLIDGE

INSANITY PLEA IS FARCE, GIRL SAYS

AVIATOR KILLED BY PLANE'S PROPELLER

DROP MERGER OF BAKING COMPANIES

LOUISIANA SHIPS STRAWBERRY CARS

400 FARMERS WORK IN TORNADO ZONE

CATCH OKLAHOMA STATE CONVICT

RESCUE 110 FROM HOSPITAL FLAMES

PREMIER THEUNIS RESIGNS OFFICE

TWO KILLED BY GOLD MINE BLAST

The Weather

Seek Treasure Sunk in Sea Fight off Greek Cost Line

DRUG RING USES PLANE AS CARRIER

DR. COOK STARTS PRISON SENTENCE

BERNARD GRANT IS TORNADO "WORKER"

WEST AUSTRALIA GIVES WET VOTE

DARROW DEFENDS WHEATON SLAYER

News of sin banished to lower left-hand corner and unmistakably labelled.

"In its front page announcement of this policy, the Observer stated that it will, in taking out the crime news, 'virtually replace evil with good in its columns.' The Observer further stated that whether this policy will be continued at the expiration of the test will depend entirely upon the feeling of the reading public towards it.

"The Observer, having won recognition in North Carolina as a journal of the highest type, has from time to time, purposely omitted crime news for a day without saying anything about it. To all appearance there has been no unfavorable reaction. The 15-day test, however, will serve to give a continuity which cannot fail to be noticed, and the Observer's readers, being average readers such as will be found in the towns and cities the country over, will be watched and will be given an opportunity to express themselves either for or against the permanent abolition of crime stories. We expect that whatever our readers decide, their decision can be taken as sort of a barometer on the feelings which would be apparent in any other city which might try the same experiment.

"We believe that, with the publication of other activities than crime, our readers will be benefited thereby morally and mentally. We believe that crime with its lurid details, printed in the daily press, and played before the imaginations of the younger generations, may serve to implant a wrong mode of thinking in the minds of some and we feel that if, through one crime story, in one year, we have helped some misguided consciousness to scheme for the perpetration of some crime of like nature with the thought that he can escape justice and the consequences, we have done more harm to society at large than we could do good to the great majority who might be said to profit by reading of the crime and the punishment of that crime through the process of the law.

"We believe that the publication of the famous Loeb-Leopold case, for instance, with all its sidelights and so-called human interest treatment, together with its final results, has benefitted no one, but on the other hand has opened the avenue for further crimes of like nautre, provided the persons with such crime in mind feel they could get away with murder as easily as did these two youths.

"We feel that the Needleman case, in which a man in this State was horribly mutilated by a mob, is conducive to no good by publication. It is horribly filthy and a disgrace to North Carolina. A newspaper is supposed to print the news and many critics may say that by refusing to print crime, newspapers are lulling their readers into the belief that there is only good in the world and that there is no evil.

"We believe that good is the natural state of man and evil is unnatural. We feel it is our duty to our readers and the world at large to try, through our columns to preserve that which is natural and uplifting and to stamp out that which is evil and base, and while this line of reasoning may seem drastic today, we are firmly convinced that no good ever was accomplished by parading the misdeeds of a misguided and unfortunate criminal before the minds of his fellowmen. It cannot be denied that many a criminal has been tried by the press and many a juryman, no matter how honest he has felt at heart, has been subconsciously influenced one way or another through what newspapers have printed."

Young Woman Buys Oklahoma Paper

Miss Sarah Halliburton of Neosho, Mo., has purchased the *Newkirk* (Okla.) *News-Journal* from Erwin C. Conger and assumed control of the property April 15. Miss Halliburton, who was formerly news editor of the New Journal, has been connected with newspapers in Pawhuska, Okla., Neosho and Independence, Mo., since her graduation from the University of Missouri School of Journalism.

Griswold Joins Herald-Examiner

Walter J. Griswold who for the past five years has been Western representative of the *American Weekly* with headquarters in Chicago, has resigned to take the position of manager of the national advertising department on the *Chicago Herald-Examiner*.

Daily's Plant Razed by Fire

The plant of the *Sedalia* (Mo.) *Independent*, an evening newspaper, was totally destroyed by fire with a loss estimated at $50,000, the morning of April 3. The origin of the blaze is unknown.

ADDRESS WANTED
Miss Justine Mansfield

Flashlights of Famous People



Probably Joe Mitchell Chapple knows personally more famous people than any other man in the world.—The London Daily Mail, Paris Edition

JOE MITCHELL CHAPPLE

Waldorf-Astoria *"The Attic"* New York City

GUS AND GUSSIE
A new comic strip by Jack Lait
Already a big hit

TELL IT TO ELSIE
A distinctive, habit-forming "pal" feature

THE TRUTH
by ELINOR GLYN
Fearless articles on love and marriage. Three a week

BACK IN PRISON—WHY?
By Donald Lowrie
whose first story put on 25,000 for a San Francisco newspaper

DUMB DORA
Sensational new comic-strip success by Chic Young

"BUGS" BAER
A new laugh-column by America's best known slang-humorist

WANDA'S WONDERLAND
Delightful fairy stories with juvenile cross-word puzzles

JOHNNY FARRELL GOLF ARTICLES
A great sport page feature by America's champion medal player

TRAGEDIES OF GENIUS
Twenty-four interest-building stories by George T. Hargreaves.

New Circulation Winners for 1925

KING FEATURES SYNDICATE, Inc.

M. KOENIGSBERG, *President*

241 West 58th Street — New York City

Full details concerning any or all of these features will be supplied at once upon request.

ANTI-GAMBLING BILL PASSED IN MICHIGAN

Publication of Betting Information, Racing Odds and Contests of Any Sort Outlawed—Governor Expected to Sign

(*By Telegraph to* EDITOR & PUBLISHER)

LANSING, Mich, April 15.—Publication of betting information, racing forms and odds on contests of any sort will again be outlawed in Michigan within the next few days as soon as Governor Alex. J. Groesbeck signs the Bahorski anti-gambling bill which was passed today by the lower house without a dissenting vote.

The measure, which was the subject for a hot newspaper fight in 1923, when it was enacted in slightly different form, also was given the unanimous approval of the senate. Due to the fact that the supreme court threw out the old act on a technicality in the procedure of its passage, thereby reopening the state to many forms of gambling not covered in earlier statutes, an emergency was declared to exist and the present bill was given immediate effect.

The bill, while as drastic as its predecessor in those points affecting newspapers, even prohibiting quotation of betting odds after sporting events have occurred, is somewhat more lenient in its application to "frequenters" of gambling places and excludes entirely from its penalties persons on the premises able to prove themselves mere "innocent bystanders." Under the old act all persons found on the premises were subject to the full penalties of the law. These changes, it is believed, will make convictions easier under the new act and will render its constitutionality less liable to attack.

Some members of the house had expressed opposition to the Bahorski bill and it was believed that a few negative votes would be registered. The opposition however, evidently decided that its stand was hopeless. The only opponents are said to have considered some of the provisions uselessly drastic and they particularly objected to such phraseology as that used in the opening section which prohibits the payment of money or any valuable thing "contingent upon the result of any race, contest, or game or upon the happening of any event not known the parties to be certain." It is claimed that strict interpretation of this section would outlaw the writing of all forms of insurance but life.

In view of the fact that the supreme court did not rule on the merits of the act in the earlier decision it is believed that it will be taken before that body again for review.

The act not only applies to *Michigan* papers but to all publications entering the state. It is considered possible that a more serious effort will be taken this time to enforce this provision on out-of-state papers.

"R. H. L." MARRIES CONTRIB.

"Line-O-Type" Conductor Surprises Chicago Tribune Staff

Richard Henry Little, known more familiarly as R. H. L., and "Uncle Dick," conductor of the "Line o' Type or Two" column of the *Chicago Tribune*, was married recently to Miss Helen Melton, for more than two years one of his contributors and more lately associated with him in the compilation of the "line" book.

Without a word of his marital plans to any of his Tribune associates, "Dick" Little announced a vacation trip to Mexico. The simultaneous disappearance of Miss Melton, known as "Helen Henna" to the "Line," aroused suspicion, and the secret was divulged and the bridal couple finally located in Davenport, Ia.

Little, who is 56 years old, came to the Tribune in 1895, and has been a war correspondent of distinction. In 1922 he was made editor of the "Line," succeeding Bert Leston Taylor, its founder, on his death.

GANG THREATENS EDITOR

Berwyn, Ill., Man Forced to Flee in Election Row

Declaring that threats of death after he had been kidnapped shortly before last Monday has caused him to flee, Robert St. John, editor of the *Berwyn* (Ill.) *Tribune*, returned to his home Thursday and explained he had hidden with relatives in Joliet, fearing for his life.

St. John's kidnappers are alleged to have been a gang, opposing the political policy of his paper, who sought to prevent a special edition on election eve. His brother, Robert W. St. John, editor of the *Cicero* (Ill.) *Tribune*, with similar political tendencies, was attacked and beaten by gangsters the same day of the kidnapping.

STUDENTS ASSIGNED TO PAPERS

Seven Medill School Pupils to Work During Vacation

Supplementing their regular class work, seven students of the Medill school of Journalism were assignd to serve on newspapers during the May vacation to gain practical experience.

The students and the newspapers to which they were sent are: Miss Bess Pond and Miss Alice Smith, *Springfield* (Ill.) *State Register;* George C. Sippel, *La Salle* (Ill.) *Tribune;* Moses Jordan, *Chicago Defender;* Henry J. Wineberg, *Chicago Journal;* Miss Ruby Gerhardt, *Aurora* (Ill.) *Beacon-News;* Miss Alice L. Kling, *Evanston* (Ill.) *News-Index.*

News Men Acquire S. F. Argonaut

The *Argonaut,* San Francisco weekly, founded in 1877 has been acquired by Joshua Shandeling, Edward A. Morphy, Morton Todd and William Raymond, San Francisco newspaper men. Samuel Clover, editor of the *Los Angeles Saturday Night* has been publisher of the Argonaut.

CHINESE NEWSPAP IMPROVING FAST

Developing News Enterprise and ern Methods Says William Turn Far East Manager of Reuters Inc.

News of the newspaper field i Far East was told this week by W Turner, Far East Manager of Re Ltd., who stopped in New York for days en route for London where h spend a six months' leave.

Chinese newspapers are fast devel in the field of news enterprise, acc to Mr. Turner, although they are behind their Japanese contemporar this regard. The latter, he said, are abreast of the times in publishing ods and in news treatment are the of newspapers anywhere.

Conditions remain unsettled in following the recent civil war, and ness generally is hoping for a peri comparative peace, he declared. ever, the activities of the Tu Chens itary leaders, constantly disappoint hope.

"At the present time Reuters i livering about 1,000 words of fo news a day to newspapers in the East, of which more than one-thi American news," Mr. Turner said.

"Shanghai, because of its extr poor atmospheric conditions, has not fited much by the press use of radi developments in this line are expec the near future."

At the time of the Japanese earth in 1923 Mr. Turner was at Port A He proceeded at once to Tokio, ar there on an American destroyer a days after the disaster in time to covering the story.

The Reuters manager, whose quarters are in Shanghai, has spen past five years in the Far East.

He sailed for London April 18.

EASTERN STATES PAPER SALES CORPORATION

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Telephone Vanderbilt 2365

Exclusive Sales Representative for

OSWEGATCHIE PAPER COMPANY

NATURAL DAM, N. Y.

Manufacturers of Newsprint and Groundwood Magazine Grades



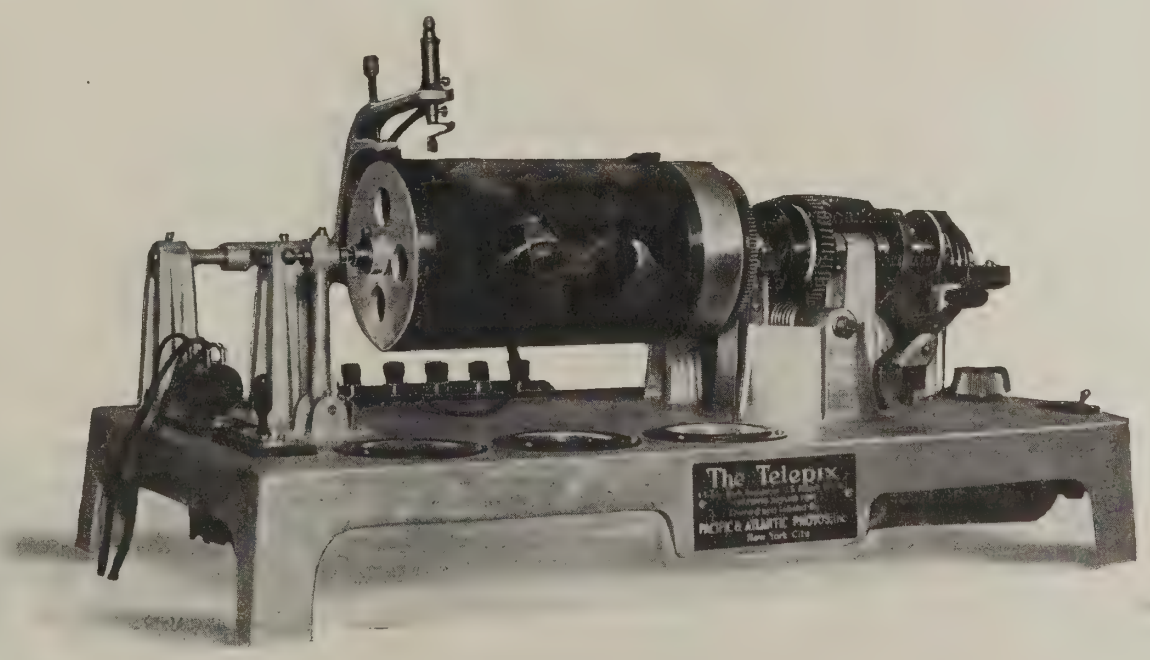
TELEPIX from Chicago, April 7, 1925—Dr. William D. McNulty, coroner's physician of Chicago, making germ tests for McClintock case. Unretouched picture, as received.

Present TELEPIX Clients

The News, New York
The Chicago Tribune
Philadelphia Ledger
Boston Post
Pittsburgh Post
St. Louis Globe Democrat
Detroit Free Press
Dallas News
Kansas City Star
Birmingham News
Atlanta Constitution
Denver Post
Los Angeles Times
San Francisco Bulletin
Portland Journal
Seattle Times
and other installations now pending

THE most important exhibit at the Convention

will be TELEPIX—which makes possible the practical, usable, every day transmission of pictures by wire! Fool-proof, positive, proven and past the experimental stage, Telepix is a working system of picture transmission, costing from one-third to one-fourth as much as any other system. Sixteen large metropolitan papers are now using Telepix, getting daily sendings of P&A pictures, first and best among all news pictures. SEE TELEPIX at work in P&A Convention headquarters, in the Men's Lounge at the Waldorf Astoria!



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Convention Headquarters
MEN'S LOUNGE—WALDORF ASTORIA
Home Office: 25 Park Place, New York

PRESS HORIZON UNCLOUDED AS PUBLISHERS ME

Press Progress During Year Has Been Even and Steady With Labor Quiescent and Newsprint Conditions Satisfactory—Radio, Newsprint and A. B. C. Discussions Loom Largest on Convention Program

WHAT'S going to take the place of the cross-word puzzle as the leader in "Newspaper Features of 1925"?

What is the public reaction to newspapers which have experimented with dropping crime news from Page One?

These apparently ephemeral questions are the ones that are agitating newspaper publishers and editors now, as the Waldorf-Astoria corridors fill with convention crowds. They are questions that concern the daily intimate contact of the press with the people who make its prosperity possible. They are the questions of the minute and it is likely that a good many of the 600 newspaper men who will be here next week will leave New York with workable answers. They will find them in the little conversations at the rear of the meeting hall and in strolls among the exhibits in the corridors—phases of convention activity which, while not on the program, are highly important aspects of the week's work.

In annual meetings assembled, too, the publishers will face an agenda of many and momentous topics, some of them unsolved problems of many years seniority, arising from events of the past year.

Newsprint and radio appear to be the two major subjects of the week, with the latter receiving attention from both A. P. and A. N. P. A. gatherings.

Associated Press members will precede their annual meeting with a half-day session on Monday, principally for the purpose of discussing the broadcasting of news which threatened to become acute in connection with the reporting of the 1924 national election returns. Not a great many newspapers added radio broadcasting to their undertakings during 1924, but many of those which already had stations exploited them more vigorously. A number of these publishers believed, and their opinion is generally echoed by the craft, that the distribution of important news by radio was a function to be performed by the newspaper and not by the department store, the motor manufacturer, or the radio dealer. As the Associated Press has held fast to the proposition that its by-laws prohibit members from making their news available to non-members, its report was automatically excluded from the radio news budgets, and broadcasting publishers bought service elsewhere.

Several publishers were summoned before the Associated Press directorate for questioning as to whether they had broadcast parts of the report received from the A. P. or of the news gathered by their staff, which, by A. P. rules, is the property of the organization. No decision has yet been rendered by the directors, and it is probable that the annual meeting will act to eliminate the apparent difference between the fundamental A. P. rule of property in news and the practice of a number of its important members.

The prevailing feeling among publishers is that radio manufacturers and dealers and others with no responsibility for public information should not be allowed by default to obtain a foothold in the business of communicating important spot news.

Radio added another link to its chain of commercial utility this past year when the transmission of pictures across the ocean was accomplished. This has not been devolped to so great a degree as has the sending of pictures by telegraph over the wires of the American Telephone & Telegraph Company. Several illustra- have appeared in newspapers after transmission by this process and the results were highly satisfactory. Service is still limited to three large cities and the cost does not yet permit the daily use of telegraphed pictures with the same ease as characterizes wired news, but the facilities are now available for annihilating time and space in another department of newspaper production. Advertising copy has been transmitted satisfactorily from Chicago to New York, and further development of this character can be expected. Publishers expect the cost to drop as the new service demonstrates its various uses.



Cable department in new Associated Press headquarters. (EDITOR & PUBLISHER photograph.)

Application of radio to regular news service transmission in this country made little visible progress throughout the year, but there has been tremendous activity in several news service laboratories and several successful experimental demonstrations. Announcement made last week that W. R. Hearst and the Schenck theatrical interests intended to erect four high-power stations across the country has not been amplified.

Newsprint returns to the center of the A. N. P. A. stage, as a result of the Treasury Department's recent proposal that standard newsprint be redefined for tariff purposes. A full exposition of this matter appears in another column.

Discussions of paper on the convention floor will probably touch upon the Canadian propaganda for limitation on the use of Canadian resources to make newsprint for United States consumption. Canadians a few months ago were enthusiastic in their arguments for stringent regulation of woodpulp and pulpwood exports and for a definite limitation on the annual timber cut, but the support of the Canadian pulpwood interests was not won and no action appears to be imminent. The A. N. P. A. and newspaper publishers on this side of the border as a general rule remained silent.

So far this year, large consumers of newsprint have been living within their contracted paper supplies, and, as the volume of advertising is little, if any, above that of last year, there is no prospect of a rush to the spot market. Under these conditions, publishers believe that contract prices of paper will remain as they are, with a slight possibility of a small downward revision.

Reforestation has received the study of an A. N. P. A. committee during the year and its report will detail the work undertaken to conserve present timber supplies and to furnish new forests. The committee participated in the forestry conference held in Washington last November and its report will no doubt deal largely with the conclusions and recommendations of that body as they apply to the press.

When the postal committee, headed by Jerome D. Barnum, *Syracuse Post-Standard*, reports, it is safe to forecast that every seat will be filled. A. N. P. A. strategy, worked out at the 1923 convention, proved its soundness during the last session of Congress, when the rates on second class mail recommended by the post office, as a means of paying increased salaries to postal workers, were discarded by Congress and a schedule less onerous upon the newspapers was adopted as a temporary measure. The committee's history of what has been done will no doubt be accompanied by its recommendations for proceedure when Congress begins revision the present act next December.

Closely related to the postal ra
ter is that of railway rates on new
shipped as baggage and by expre
vances in these tariffs have been
by some of the Eastern and Mid-
roads and express companies,
now held in abeyance pending
conferences with the A. N. P.
mittee.

Labor affairs have been quiesce
the last convention, with very f
ruptions of publication by strik
trend of wages continues upwar
renewals of contracts at prevaili
fairly usual, and reductions in sc
tremely rare.

Certain clauses now insisted t
the typographical union have me
ance from newspaper publishers t
out the country, but as a gener
they have been incorporated in t
tracts. The A. N. P. A. may rec
some new course of action with re
them.

All of these last three phases a
ters which vitally concern the
press associations, representati
which and those of several
press associations will meet nex
to form plans for closer integrat
exchange of information. Wh
A. N. P. A. is not officially a
these deliberations, it is possib
some form of co-operation on m
tivities will be worked out betw
great national organization and t
graphical groups, as well as betw
latter themselves.

It is not known whether the A
Society of Newspaper Editor
carry out the recommendation of
mittee on ethical standards last
that the Society's "Canons of Jour
be submitted to the A. N. P. A.
approval. While no vote was t
the Society, many editors prese
cated that they favored such

Throughout the program, there
no element which could divide th

(*Continued on Page 60*)

Billings (Montana) Gaz
display advertising

enabled New York Life Insur
Agent Greusel of Billings to c
a new world's policy recor
March—A remarkable tribut
the sterling worth of Gazette a
tising.

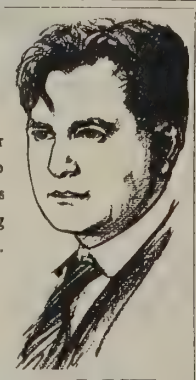
Satisfactory results are as
every Gazette space buyer-
out this inviting Northwe
field; there is none better.
Gazette absolutely dominates
ern Montana and Northern W
ing.

Prudden, King, & Prudden,
York, Chicago, Los Angeles
Seattle; Fred L. Hall, San
cisco, are our representatives

The Billings (Montana) Gaz

Elias Tobenkin

known to newspaper men from coast to coast as "Tobey" has written one of the big novels of recent years. Don't fail to read



GOD OF MIGHT

$2.00 at all booksellers or from

MINTON, BALCH & COMPANY
17 East 45th Street, New York

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, IN
National Advertising Representati
(New Jersey Newspapers Exclusive
New York Chicago Philadelphia

A Publicity Director who, in the past few years, has supervised the expenditure of many millions of dollars in advertising (largely in newspapers because of the character of his business), says in a recent letter:

"The A. B. C. is without the slightest question the most important factor in the whole advertising world today. *It has saved the advertiser literally millions of dollars.* It has developed into the one great stabilizing business-like activity in a field that is still characterized by too much guessing and too little definite knowledge. Its influence is wider than any of us imagine. The Bureau has lifted advertising from a more or less discredited activity to a high and honorable plane. These are large claims, but they are justified. I believe that with the passing of years the enormous importance of the Bureau will come to be more and more recognized by the entire business world of the United States and Canada."

The A. B. C. members of the A. N. P. A. who will assemble in New York City next week are urged to heartily encourage any constructive measures which may enhance and extend the confidence of national as well as local advertisers in advertising through A. B. C. mediums.

NEWSPAPER HORIZON CLEAR AS PUBLISHERS MEET

(*Concluded from page* 58)

P. A. into factions. Harmony reigns, as it has for many years past. President S. E. Thomason, business manager of the *Chicago Tribune*, will remain in office for at least another year, it is indicated, and no candidates have yet come forward to succeed any of the other retiring officers and directors.

As stated above, advertising volume is running on an even keel, the business outlook is good, and these conditions conduce to stability in relations between publishers and advertising agencies. As the A. N. P. A. is not concerned in the Federal Trade Commission's complaint against the agencies' association and two bodies of newspaper publishers with reference to the agency commission practice, it is probable that the report of the agency committee will be purely routine—a recital of its acts of 1924.

The one topic which is likely to produce heartfelt expressions of opinion is not one of the regular old stand-bys, but it is almost certain to be brought before the convention. That is what is regarded by many publishers as the ever-increasing tendency of the Audit Bureau of Circulations to increase its "police powers" over their methods of obtaining and holding readers. The recent difference of opinion in New York as to the right of the A. B. C. auditors under the by-laws to investigate any accounts which appeared to them to have a circulation ramification was settled amicably at the scene of action, but there are not a few traces of resentment among publishers toward the strict constructionists of the Audit Bureau. A committee was authorized by the A. N. P. A. convention two years ago to look into the matter of forming under A. N. P. A. auspices a circulation audit organization, and this committee was last year instructed to continue its work. What it will recommend is not known, but there is every prospect that the New York controversy and the old fight of publishers for reduction of newspaper dues to the A. B. C., with other minor complaints will be thoroughly ventilated.

The Associated Press meeting, it is thought likely, will end the confusion over broadcasting of news. Only three applications for membership are now scheduled to come before the annual meeting, and none of them is expected to arouse such a contest as marked last year's voting on the *Rochester Times-Union* and *Baltimore Evening Sun* applications. The meeting will also consider the appointment of a successor to Frederick Roy Martin, recently resigned as general manager, and it is stated that his name will be announced following the meeting of the new board of directors on Wednesday morning. Frank B. Noyes, as narrated on another page, will be fittingly honored for his quarter century as president.

Gen. Charles G. Dawes, Vice-President of the United States, will address the annual luncheon on April 21.

That event, judged by the Vice-President's oratorical record, ought to be the most spirited event of the week.

BRITISH AD IN U. S.

S. A. Barry & Co., Ltd., Tailoring House, Buying Newspaper Space

Copy in typical British style is appearing in newspapers in this country for S. A. Barry & Co., Ltd., of London, a tailoring house. It is handled by Pools' Advertising Service, London.

The advertisement carries the following statement:

"Our first appeal to American citizens resulted in so overwhelming a response that we were compelled to suspend out advertising in order to successfully cope with the work. Today we are thoroughly equipped for extra business, and every order will be faithfully dispatched within seven to ten days from the date of receiving same."

BUSY SCENE AT NEW ASSOCIATED PRESS HEADQUARTERS



View of Associated Press city department at new headquarters, 383 Madison Avenue. (EDITOR & PUBLISHER photograp

PRINTING RACING NEWS IN DAILIES SCORED

Periodical Attacks Newspapers for Aid in "Prostitution of 'Sport of Kings'"—Predicts Slow Clean-Up

An attack on newspapers which support race-horse gambling and encouragement to a growing list of dailies which do not aid in this "prostitution of 'the sport of kings,'" is contained in a recent issue of the *Manufacturers Record.*

"Horse-race gambling is sheer, unqualified robbery," the periodical declares.

"In short, horse-race gambling is a lottery, in which the odds are stacked against the 'player,' and even in states in which it is legalized it is a crime against God and man.

"Next to the national and state governments, many newspapers undoubtedly are the greatest supporters of this vicious gambling. Columns are devoted to details of the 'probable winners,' of the anticipated 'odds' against the horses at various tracks, of the 'past performances' of the horses entered, of the running of the races and of the 'prices' paid by the winners, either in the forbidden, straight-out betting system or the mutuel machines, or both.

"Such papers aver that their readers 'want' this 'news' and would turn to other papers if it were omitted. Such papers may be said to sell their honor and independence, to sell the trust reposed in them by their readers, for the miserable little pennies this information brings in from the gamblers among their clientele.

"To the honor of the newspaper profession and business, however, many papers prefer the course of decency and right and decline to print betting odds; many others refuse in other ways to help the horse-race gamblers fleece the amateurs and 'suckers.' In a pamphlet entitled 'Crimes and Tragedies of the Race Tracks,' published by the International Reform Federation, Washington, D. C., the nation's capital, is given a list of over 166 morning newspapers which do not print 'the odds,' and scores which in other ways decline to help the race gamblers. Also are named over 100 'tip' or 'dope' sheets, sold to the racing 'boobs' at prices ranging from 10 cents to $10—'about 12,000 news-stands in New York city sell a variety of these tip sheets and only Michigan prohibits these obvious frauds,' says the pamphlet.

"Through the black clouds of horse-race gambling which hang heavy over several states breaks a gleam of sunshine in a list of newspapers which do not cater to the gamblers, either professional or amateur, or contribute to the degradation of their Commonwealths by aiding, abetting, or encouraging the gamblers to continue this prostitution of 'the sport of kings.' One by one otherwise decent newspapers are falling into line, and in time it is possible that even the United States Government may become true to itself and to the people by prohibiting the use of the mails to horse-race gamblers, as it does to lotteries, to 'fake' financial promoters and other frauds."

WRITES MAYA OPERA

Press Congress Member Author of Book for "Quiche Vinac"

Virgilio R. Beteta, founder of the Geographical and Historical Society of Gautemala and for many years connected with the Press Congress of the World, is the author of the book of the Maya opera "Quiche Vinac" given for the first time recently in Gautemala and Salvador.

The music, written by Prof. Je Castillo, is said to have caught the p primitive tonal effects of Maya melo

There are, according to a recent co 70 independent nations in the world to The most independent, as we view it the national association of hotel clerk *Buffalo Express.*

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

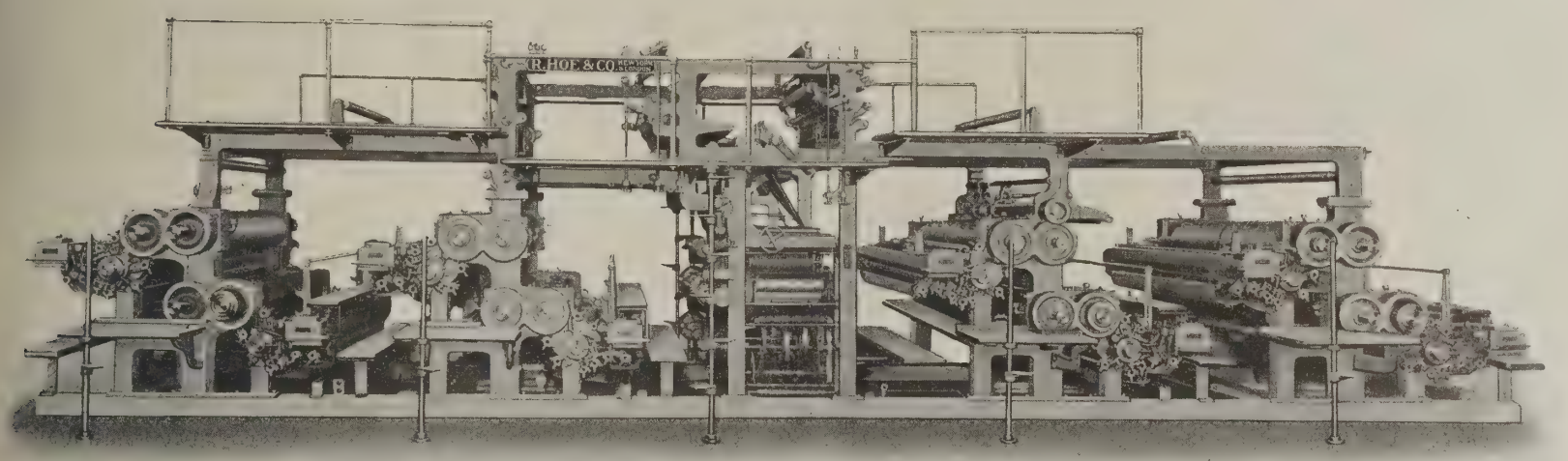
EVENING HERALD
Los Angeles, Calif.
Gained 3,749 Daily Average Circulati
Sworn Government Statement, Six Mont
Ending March 31, 1924, 173,549 Daily. S
Months, Ending March 31, 1925, 177,2
Daily. Increase in Daily Average Circu
tion, 3,749.
IT COVERS THE FIELD COMPLETEL
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New Yo
G. Logan Payne Co., 401 Tower Bldg.,
North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., S
Francisco, Calif.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42d Street. New Y

It covers an ideal test market used by
National Advertisers
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

EVERYWHERE AROUND THE WORLD WHERE SPEED AND ECONOMY COUNT HOE MACHINERY HOLDS THE RECORDS

Fifty per cent. less Paper Wastage than with any other Press is the experience of a prominent Newspaper Office with a H O E "Superspeed" Press, and the saving which this means in Paper Bills alone is one that no Progressive Publisher can afford to ignore.



HOE "SUPERSPEED" OCTUPLE PRESS

The Speediest, Most Efficient, and Most Dependable Newspaper Press Made

Equipped with the Hoe Patented Automatic Pump System of Ink Distribution, Solid Steel Plate and Impression Cylinders with Roller Bearings, Independent Vertical Shaft Drive for each Unit, Steel and Fabroil Gears, Extra Heavy Frames and other special features. Actual running speed capacity 80,000 Newspapers of 16 Pages an hour with other products in proportion.

New Production Records, being made continually on Hoe "Superspeed," Heavy-Design and Standard Pattern Unit-Type Presses, prove conclusively that the Hoe Improved Unit types of construction, although more costly to manufacture, are a better investment in the end. Publishers considering new equipment are urged to investigate thoroughly the greater output, versatility and economy of Hoe Presses, before giving undue attention to machines of cheaper design.

Meet us in the State Apartment at the Waldorf

R. HOE & CO., Inc.

504-520 GRAND STREET, NEW YORK CITY

7 South Dearborn Street
CHICAGO, ILL.

Also at
DUNELLEN, N. J. and LONDON, ENGLAND

7 Water Street
BOSTON, MASS.

SIGNPOSTS TO NEW YORK PLAYS WORTH SEEING

Critic Finds Twenty on Broadway from Which Publishers May Choose Their Evening Entertainm During Conventions Without Seeing a District Attorney

By JOHN ANDERSON

Dramatic Critic, New York Evening Post

SOMEHOW, through the efforts of the District Attorney and Mr. Golden, the impression has got around that there are only thirteen plays in New York and none of them fit to see.

Now it is impossible to say how many plays there are in New York. Nobody ever knows for certain, since they come and go with the swift persistence of an insurance agent, but it is safe to say that there are more than thirteen, and that many of them are worth seeing.

Nor is this said in any spirit of levity. The assurance that they are worth seeing is given with full realization of what it means.

It means that you have to kneel in silent prayer before some box office altar for several days until you can get near enough to the window for the high priest inside to say, with great disdain, that the agencies have all the tickets.

It means that you will have to telegraph home for twice the money you expected to spend in New York, haul a large part of it to some speculator, and wear out the knees of another pair of pants begging him to take it.

Naturally, nobody wants to spend a large part of even a long life in doing that without some understanding of why they do it. When you walk a mile for a cigarette, or run four blocks for a piece of gum you have an idea of what you want. You have an idea that you are going to get it when you've taken all that trouble. But you'd better think twice before so much as crossing the street for a play.

For, in addition to the usual risks of being run down by the taxi driver assigned to kill pedestrians in that territory, or being shot for a bootlegger by a cop because he never saw you before, there is the grievious risk of getting a bad play.

This does not mean the sort of bad play the District Attorney means. It is not to hint that you will stagger from your seat at the final curtain a leering and ribald rake, and go out and be wicked for the rest of your life.

No doubt a man strong willed enough to be a newspaper man, and go right on being a newspaper man, when so many weak souls are merely journalists, wouldn't be hurt morally. But he would be sadly hurt financially, and, worst of all, he would have committed the heinous offense of wasting time.

So the object of this piece, as far as it has any, is to stick up a sign post among the Broadway dramas, and direct strangers to this or that entertainment, helping them make discreet selections. Joe Leblang has built up a fine business out of people who don't.

It is easier to recommend a number of plays than to pick one. An actress asked this reporter the other day what play of the season he had enjoyed most. It took only a moment's thought to say "The Wild Duck," though stirring about in what passes locally for a mind, were memories of many things, of brilliant scenes and great acting, crying out for recognition.

But Ibsen's "The Wild Duck" has meat to it. It is drama with bone and sinews, stuff that you can think about and live with. And, in addition to all that, it has laughter, and penetrating wit, and a performance whose superior you will not find though you search the playhouses of town.

Alongside it should be put "Candida," for Shaw's play, revived by the same organization, the Actors' Theatre, is one of the big things of the year. Reviewers shot each other down in the street over the playing of Richard Bird as Marchbanks, but none of them shot Mr. Bird, for which omission this particular sector sends up two or more assorted cheers.

There is sure-fire entertainment in all of the Theatre Guild offerings, except "Processional," though it should be stated, lest this is taken for the opinion of a plebescite, that it is only my own. I hated "Processional," being irked to the point of public utterance at the invitation of the Guild and provoked the author to send an autographed volume to "my severest critic."

But you'll find much amusement in the subtle comedy of "The Guardsman," with Lynn Fontanne and her husband, Alfred Lunt, and there is poignant stuff and some brilliant acting by Pauline Lord in "They Knew What They Wanted." At this writing "Ceasar and Cleopatra" was not available for review, but any drama lover should go to the new Guild Theatre, which houses it, as on a pilgrimage, if for no other reason, in recognition of what the Guild has done for the American theatre.

In "The Firebrand" there is much beauty for the eye in the settings and costumes of medieval Florence, but there is more beauty still in the adroit spoofing of the swaggering heroes of the Renaissance, and, in particular, that lying murderous, rascally genius Cellini, who stabbed his contemporaries with a knife, and posterity with the brilliance of his art.

In "Old English" you have the sheer magic of an actor making something out of very little, for you have the masterly achievement of George Arliss making an absorbing tale out of a weakly piece by Mr. Galsworthy. But that single performance makes it a thing not to be missed.

New York has a rowdy play called "Is Zat So?" which it has taken to its heart, and another, "The Fall Guy," which ought to be made compulsory, especially for off-islanders, as they call strangers in Nantucket. It shows the New Yorker in his habitat, the tough, resilient hard guy stuff that underlies the mere fronts which casual visitors see along Broadway, and in the beaten path of tourists. It shows metropolitan humanity of the tenements with a humor and pathos which matches theirs and it catches, too, the twist of speech and the pace of life as it is lived on the Sidewalks of New York.

For those who love good, old-fashioned melodrama with bad men and lovely ladies, fine heroes and the bang-bang of illicit pistols there is "The Dove." It is a flashing tale of Mexico, of hot kisses and tamales, of guitars strumming in sensuous moonlight, and palm trees doing their stuff. There are two fine performances by Holbrook Blinn and Judith Anderson, and a flawless company, with the whole thing, from top to bottom, bathed in that softly luminous theatrical art of which Belasco is the chief exponent.

Other plays in town may be viewed with less ecstacy and yet provide fine entertainment. There is, for instance, "Silence," "Mrs. Partridge Presents," "White Collars," "Quarantine," and "Pigs."

This list, of course, has three glaring omissions, persceptible to anyone, so that it's perfectly safe to leave them off, but just to make safety perfectly safe they might as well be mentioned—"What Price Glory," "The Show-Off," and a fairly unknown piece which has been in town only three years, I believe, "Abie's Irish Rose."

This leaves out the musical shows altogether, and naturally they aren't going to be left. There is no method, at the moment, of indicating which theatre in town contains the largest acreage of bare skin, or the fewest yards of costumery.

But if you are questioning refreshment for the eye with a tune here and there for the ear, you may pick wisely from the following, blindfold, and not go far wrong: "The Follies," "The Student Prince," "Lady, Be Good," "Rose Marie," and "The Music Box."

There are more than twenty shows on this list, and the convention may not be long enough for you to see them all. In that case, you'd better become a Democratic delegate, for some of them are said to be here yet.

GUIDE FOR THEATREGOERS

ABIE'S IRISH ROSE, Republic—W. 42nd St.
AREN'T WE ALL? Globe—Broadway & 46th St.
BACK SLAPPER, THE, Hudson—W. 44th Street.
BLUE PETER, THE, Fifty-second Street—W. of Broadway.
CANDIDA, Ambassador—W. 49th St.
CAPE SMOKE, Martin Beck—W. 45th at 8th Ave.
CÆSAR AND CLEOPATRA, Guild—52nd St. W. of Broadway.
COMPLEX, THE, Princess.
DANCING MOTHERS, Maxine Elliott's—39th St. E. of Broadway
DESIRE UNDER THE ELMS, Earl Carroll—7th Ave. & 50th St.
DOVE, THE, Empire—Broadway & 40th St.
DUNCE BOY, THE, Daly's—A week play about a weak-minded youth.
FALL GUY, THE, Eltinge—W. 42nd St.
FIREBRAND, THE, Morosco—W. 45th St.
FOUR FLUSHER, THE, Apollo—W. 45th St.
GUARDSMAN, THE, Booth—W. 45th St.
HAREM, THE, Belasco—W. 44th Street.
HELL'S BELLS, Cohan—Broadway & 43rd Street.
IS ZAT SO? Forty-sixth Street—W. of Broadway.
KNIFE IN THE WALL, THE, Frolic—W. 42nd St.
LADIES OF THE EVENING, Lyceum—W. 45th Street.
LOVE FOR LOVE, Greenwich Village—7th Ave. & 4th St.
MISMATES, Times Square—W. 42nd St.
MRS. PARTRIDGE PRESENTS, Belmont—48th St. E. of Broadway.
MY SON, Bayes—A play about mother love and other things.
NIGHT HAWK, THE, Bijou—45th St. W. of Broadway.
OLD ENGLISH, Ritz—48th St. W. of Broadway.
PALACE THEATRE—Clara Kimball Young heads vaudeville bill.
PIGS, Little—W. 44th St.
PROCESSIONAL, Garrick—65 W. 35th St.
QUARANTINE, Henry Miller—W. 43rd St.
RAT, THE, Colonial—62nd St. & Broadway.
RUINT, Provincetown—133 Macdougal.
SHOW-OFF, Playhouse—48th St. E. of Bway.
SILENCE, National—41st St. W. of Bway.
STARLIGHT, Wallack's—Doris Keane, pretending she is Bernhardt and making a poor job.
TAPS, Broadhurst—44th St. W. of Broadway.
THEY KNEW WHAT THEY WANTED, Klaw—W. 45th St.
WHAT PRICE GLORY, Plymouth—45th St. W. of Broadway.
WHITE CARGO, Thirty-ninth Street—39th St.
WHITE COLLARS, Cort—
WILD BIRDS, Cherry Lane—
WILD DUCK, THE, Forty-eight Stree St.

Musical Plays

ARTISTS AND MODELS, Casino—Br at 39th St.
BRINGING UP FATHER, Lyric.
CHINA ROSE, Knickerbocker—Broad 38th St.
LADY, BE GOOD, Liberty—W. 42nd
LEGEND OF THE DANCE and SC AND LATER, Neighborhood—Fine mimes.
LOUIE, THE 14TH, Cosmopolitan—C Circle, at 59th Street.
LOVE SONG, THE, Century—62nd & Park West.
MIKADO, THE, Shubert—44th St. Broadway.
MUSIC BOX REVUE, Music Box—V Street.
MY GIRL, Vanderbilt—48th St. & Br
MERCENARY MARY, Longacre—W.
PRINCESS IDA, Shubert—44th St. Broadway.
PUZZLES OF 1925, Fulton—W. 46th
ROSE MARIE, Imperial—45th St. Broadway.
SKY HIGH, Winter Garden.
STUDENT PRINCE, THE, Jolson—5 & 7th Ave.
TELL ME MORE, Gaiety—Broadway St.
TOPSY AND EVA, Sam H. Harris—W St.
ZIEGFELD FOLLIES, New Amsterd 42nd St.

MOST of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Assn.

Executive Offices, Evening Star Building, Washington, D. C.

N. Y. Times Breaks Traditio

The *New York Times* broke lo tablished custom this week by givi lines to its baseball writers.

Daily Adds Page of Picture

The New York World has added page of sports pictures to its dai ture list.

Meredith Re-elected by A. A.

E. T. Meredith, publisher of *S ful Farming,* was re-elected a men the board of directors of the Ass Advertising Clubs of the World, senting the sustaining members.

FIRST IN OHI

4,923,701 LINES

JANUARY 1st to MARCH 31st, 192

The Dispatch published durin the first three months approxi mately 54% of all Columbu newspaper advertising and 785,6 lines more than all other Colum bus newspapers combined.

In 1924 it exceeded the ne largest Ohio newspaper b 2,500,909 lines.

NET PAID CIRCULATION

City	54,851
Suburban	28,024
Country	22,944
GRAND TOTAL	105,819

LARGEST IN CENTRAL OHI

Columbus Dispat

OHIO'S GREATEST HOME DAILY

In New Orleans It's

THE MORNING TRIBU

(Published week-day mornin

THE NEW ORLEANS IT

(Published week-day afternoo

THE ITEM TRIBUNE

(Published Sunday morning

Sold to National Advertisers combination rate 15c a week-days and 18c a line days.

MONEY SAVED MEANS MONEY TO SPEND

NEW ENGLAND HAS 40% OF THE NATION'S SAVINGS DEPOSITS

People who save have money to invest, and to invest one must have money! New England is and has been proven to be the best field for advertising good investments and properties.

It must also be remembered that these six New England States lead the country in the proportion of its population that is classed as urban population—79.2% live in cities. Here you will find a freer spending of money.

The significance of the supremacy of New England savings deposits and the concentration of purchasing power makes this a market to which National Manufacturers should advertise, through this list of daily newspapers.

"Pin" this list where you can lay your finger on it the minute you start to lay out your next campaign.

USE
NEW ENGLAND DAILY NEWSPAPERS

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,628	.0275	.0175
*Boston Globe	(M&E)	274,892	.50	.50
*Boston Globe	(S)	322,030	.55	.55
††Boston Transcript	(E)	38,201	.20	.20
*Boston Post	(M)	371,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
**Fall River Herald	(E)	15,972	.05	.05
**Fitchburg Sentinel	(E)	11,702	.055	.045
*Haverhill Gazette	(E)	15,400	.065	.05
††Lynn Item	(E)	16,640	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
*North Adams Transcript	(E)	9,491	.04	.035
**Salem News	(E)	21,325	.08	.07
**Taunton Gazette	(E)	8,895	.045	.03
**Worcester Telegram-Gazette	(M&E)	91,177	.26	.23
**Worcester Sunday Telegram	(S)	51,784	.19	.16

MAINE—Population, 768,014

		Circulation	2,500 lines	10,000 lines
*Augusta Kennebec Journal	(M)	11,264	.05	.05
†Bangor Daily Commercial	(E)	14,750	.055	.05
**Portland Express	(E)	29,548	.10	.07
**Portland Telegram (Sunday Edition Express)	(S)	28,977	.10	.07

NEW HAMPSHIRE—Population, 443,683

		Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patriot	(E)	5,258	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
**Manchester Union Leader	(M&E)	29,692	.13	.10

RHODE ISLAND—Population, 604,397

		Circulation	2,500 lines	10,000 lines
††Newport Daily News	(E)	6,273	.0336	.0296
††Pawtucket Times	(E)	26,921	.07	.07
††Providence Bulletin	(E)	66,674	.17	(B).23
††Providence Journal	(M)	35,668	.10	(B).23
††Providence Journal	(S)	63,549	.15	.15
**Providence News	(E)	27,006	.07	.07
††Providence Tribune	(E)	23,211	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
**Woonsocket Call	(E)	14,075	.05	.05

VERMONT—Population, 352,428

		Circulation	2,500 lines	10,000 lines
**Barre Times	(E)	7,121	.03	.015
††Bennington Banner	(E)	3,104	.0125	.0125
**Burlington Free Press	(M)	13,157	.05	.05
**Rutland Herald	(M)	10,878	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

		Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
††Hartford Times	(E)	49,566	.12	.12
**Meriden Record	(M)	7,506	.045	.03
**Middletown Press	(E)	8,239	.0325	.025
††New Haven Register	(E&S)	43,196	.12	.11
**New London Day	(E)	11,761	.06	.045
††Norwich Bulletin	(M)	12,592	.07	.05
*Norwalk Hour	(E)	5,842	.04	.04
†South Norwalk Sentinel	(E)	4,415	.025	.025
*Stamford Advocate	(E)	9,774	.05	.04
**Waterbury Republican American	(M&E)	23,467	.08	.08
**Waterbury Republican	(S)	15,073	.08	.08

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.
†Government Statement, Sept. 30, 1924.
*A. B. C. Statement, Sept. 30, 1924.
**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

BRIDGING THE SUMMER DEPRESSION GAP

R. V. Titus, Advertising Director, Brooklyn Eagle, Compiles List of Business Building Suggestions; Space Sellers—Attacks "Week-End Traffic Jam"

By PHLLIP SCHUYLER

SUMMER depression—business always dries up, rots, and falls off during June, July and August.

The big department store owner is opposed to the newspaper. He cannot be reasoned out of his opposition.

The owner of that small store really ought to be buying space; but he cannot be taught.

The week-end traffic jam in newspaper advertising crowds business into a few days, when it should be spread evenly over the week.

I have found the optimist who fails to be depressed over such storm signals—Robert V. Titus, new advertising director of the *Brooklyn Eagle.*

Into an informal conversation with the writer this week, Mr. Titus crammed a dictionary of tips on how to build business against odds. Mr. Titus easily answers the question: "Why is an advertising man?"

"Because," is the reply, "his is a vital, glowing, interesting and well paid business."

An attacker of conventions, boob notions, and outworn beliefs is Mr. Titus. He played a successful Don Quixotic role this week and smashed down bugaboo windmills with surprising ease. It was fun being his Sancho Panza.

"There need be no summer depression as far as newspaper advertising lineage is concerned," was his opening thrust.

The windmill in this case took the form of a lineage chart, with an upward jump, reaching a peak in May, then slumping to a hollow gap during the summer months, before swooping upwards in the fall. Titus offered suggestions on how to bridge that gap.

"The most striking thing, the most assuring thing about advertising," he began, "is its responsiveness to constant selling pressure.

"So often summer depression, so-called, is accepted as an expected phenomenon. Yet there is no need in many cases for such acceptance.

"Try this—it's old, but not too frequently done—begin this month building summer business. Give vacations to solicitors in the spring and fall, and keep them working during the summer months.

"Solicitors, keeping after business throughout the summer, will find the store owner sweltering among his shoe boxes or bathing suit bargains. No other solicitor will be coming near him.

"Now is the time to bring into play the most necessary thing in space selling—the constructive notion.

"If you have a creative idea, no matter how poor it is, you will be better equipped than the man who calls on an advertiser merely to boost or gloat over his medium

"It is not smartness that counts in space selling. It is ideas. A creative idea insures an advertising solicitor a welcome, wherever he goes.

"As much time should be spent in thought as in talk and door-bell ringing. Before calling on a sales manager, store owner, or bank official, the solicitor should try to put himself in the place of the advertiser, consider his problems, have some constructive suggestion to make in regard to his copy.

"He is trying to interest a bank, for instance. The bank is decorated with excellent Doric columns.

"'See,' he may tell the man inside in charge of advertising, 'a good drawing of you bank front, showing those fine pillars, would make your copy breathe substantiality, would accentuate the reliability of your message.'

"Suppose the advertising policy of a big department store is opposed to your newspaper. It isn't the big guns, the owner, or the advertising manager, who should be attacked. The selling pressure should be brought to bear upon the different department heads. Sell the store in chunks on the necessity of using your medium.



ROBERT V. TITUS

"Very few realize how important to the big store policy, the individual buyers and department managers are. They may have nothing to do with that policy directly. But they are working on some bonus arrangement, their thoughts are on sales increases and commissions, on looking for a raise in salary.

"In the case of the small store owner, talk to him in a small way, and talk last about your paper, your selfish interest. You may have an idea for dressing up his window. Offer it to him. Perhaps you might interest him in building up a list for direct-by-mail advertising. By degrees you will be making him friendly to you and your paper.

"You notice he has two clerks, working probably on a salary of $35 a week. Ask him, then, if he can afford to carry another clerk on his payroll at the same wage, whose duty would be to work on the outside, calling on people's homes, and telling them the bargains available inside the shop.

"'Well,' the store owner may remark, 'I might be able to afford that.'

"'Let's fix up a small piece of copy then for the newspaper, to run one day a week,' is the reply. 'It will cost you the wage of a clerk, and will tell the story of your store to thousands.'

"Don't scare him. Don't try to sell him more than he will be able to pay for easily. If he has any trouble in paying for the space sold him, he will damn advertising heartily, and it will be hard to teach him all over again. Befriend him gradually and you will have a permanent friend.

"It is poor policy, I think, to try to drag small store owners into group advertising stunts. The time spent selling such space, could be better spent in concentration upon two or three of the most progressive in efforts to make them permanent space buyers."

Mr. Titus' next tilt was with the "week-end traffic jam" windmill.

"The talk that Saturday is the best selling day is an age-old tradition, a relic of the Pilgrims, poor roads, Saturday pay day and Saturday baths. The Saturday shopping custom has outlived all the factors that brought it about. This is not a day of horses, bad roads, long hours and small towns.

"But because such a convention rules the minds of so many people today, the average store builds up from cobwebs over the door on Mondays to regular Subway traffic jams on the last day of the week.

"Advertising could sway this custom, if the advertiser could be taught to spread his space over the week. Every one per cent of business pushed into the early part of the week is so much velvet for the advertiser, who now is losing friends by the Saturday crowd with concomitant bad service, disruption of courtesy policies, poor change making, and crush.

"One of the best ways of controverting the peak load idea is to study the payrolls of a city. Nine times out of ten, you will find paydays are split up over the week, with hardly six per cent difference between one day and another.

"Banks and the local food people form a wonderful example of a group which could better their business practice if they placed their advertising emphasis on other days than Friday or Saturday. And national advertisers could get much more attention value for their money, if they stayed away from days of heavy local advertising"

At one thing, Mr. Titus was depressed —the manner in which newspa vertise themselves.

"Like Billy Sunday," he declar text seems to be Don't do as as I say.'

"In consequence, they issue sort of advertising copy in e interest space-buyers. They outt the financial men. Space is used papers for egotistical blasts ab advertising domination and c coverage.

"The same space might be much better advantage, in telli the personalities of newspape human qualities. One of the mo things you could tell an advertis answer to the question: 'Why n paper has become an institutio town.'"

Mr. Titus came to newspap from the ranks of advertisers. ing graduation from the Univ Chicago in 1911, he joined the ad department of Marshall Field & Chicago. For two years he wr and for five managed various me departments throughout the store

When the World War bega listed as a private. He was mus a first lieutenant.

Then he entered newspaper the advertising staff of the *Los Examiner,* remaining there t as local advertising manager und Swasey, to whom he feels he ow he has ever learned about adverti Hearst next brought him to the *American and Journal,* from was transferred to the *New Yo ican* and put in charge of the Ha Bronx section. He was appoint tising director of the Eagle th and assumed his duties April 6.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

"FIRST IN PUBLIC SERVI

The World

MORNING EDITION

The World and the Ev ning World have a com bined circulation daily, 750,000 for $1.20 per aga line gross, subject to co tract discounts. These tw papers are read b more jobbers, departme and chain store buyers, an by more retailers; off more circulation per doll and a more concentrate circulation; a reader and dealer influence more loca ized than any other mor ing and evening combinatio

The World

Pulitzer Building, New Yo
Mallers Bldg. General Motor
Chicago Detroi

San Francis Chronicl

PAYING circulati determines the lo cal choice of an adv tising medium. In S Francisco and Nor ern California it is recognized fact The Chronicle follo ing has the buyi power.

National Representatives
Williams, Lawrence & Cres
360 N. Michigan Ave., Chic
225 Fifth Ave., New York

LIES RAISED HUGE JM TO AID FRANCE

$2,000,000 Collected for War asted Areas by Newspapers 56 Cities, Committee Report Shows

ummarized statement of the work American Committee for Deva- France, Inc., covering the period April 1, 1918 to March 31, 1924, that of the $4,341,391.09 raised by mmittee, nearly $2,000,000 of that t was raised through the efforts y newspapers in 56 cities.

newspapers, in co-operation with committees held Good Will Elec- each 10c contribution to the fund ig the donor to one vote for a lelegate, the winner to be sent to by the committee as a good will try.

following table shows the cities h delegates were elected, the news- which conducted the elections and nount raised in each instance:

wspaper	Amount Raised
ork Sun and Globe	$606,124.95
News	150,310.00
Herald	93,374.56
n Daily Eagle	90,040.00
ati Enquirer	72,067.46
polis News	65,525.43
Daily News	63,196.00
lphia Bulletin	53,722.00
Bee	48,933.87
re News	48,773.55
Blade	45,405.67
Rapids Press	43,557.99
gh Chronicle-Telegraph	34,757.80
Journal	33,333.54
is Globe-Democrat	30,024.21
polis Tribune	28,485.40
ield Union	24,751.95
nd News-Leader	24,001.70
lle Herald	23,000.00
kee Sentinel	22,369.58
aven Journal-Courier	18,082.00
d News	17,750.00
le Tennessean-American	16,500.00
Evening Herald	15,856.20
nd News	14,198.62
rleans Item	12,936.50
ter Telegram & Gazette	12,705.60
Auspices Buffalo Express, ier, Evening News, Evening s, Commercial, Enquirer and ram	12,553.00
nton Press	12,516.66
nsport Gazette & Bulletin	11,515.80
Times-Herald	11,396.70
City Journal	10,708.00
ancisco Bulletin	10,424.00
ver Globe	10,350.44
Post	10,000.00
n Press-Guardian	9,238.00
City Press-Union	9,128.98
Star Eagle	8,599.43
Star	8,125.07
end News-Times	8,082.00
d Times	8,036.00
ayne Journal-Gazette	6,873.70
a Evening News	6,682.90
gton Evening Journal	6,544.28
Beacon	6,468.64
Star-Gazette	6,265.40
tady Union Star	5,931.25
imes	5,212.40
burg Telegraph	4,675.70
Tribune	3,467.60
ort Times	3,365.90
in, Wisconsin State Journal	2,611.20

CLEARY RESIGNS

ger Business Survey Dept., Chi- Tribune Joins Studebaker Corp.

es E. Cleary, manager of the busi- urvey department of the *Chicago ne* for the past eight years, has re- to join the Studebaker Corporation uth Bend, Ind. Mr. Cleary is suc- by George Morris, editor of *The* the Tribune's house paper, who will ver his work on May 1.

Cleary, a University of Illinois ite, became associated with the ne in 1908 as a reporter. He d the business survey department in and has been credited with the kable development of that depart-

TUDENTS PROTEST VETO

Texas Journalism Classes Resent Closing of Department

TIN, Tex., April 16.—A protest by ts in the University of Texas alism Department, which is to be in June as a result of Governor Miriam A. Ferguson's veto of all salaries for the school, was filed with the University board of regents at its meeting this week. The regents decided to wait until the next meeting May 19, to go into the matter. But there is little hope held out the school can now be saved.

James E. Ferguson, husband of Governor Ferguson, has intimated there will be a special session of the Texas legislature next January, when the University summer school can be provided for before closing in 1926, but the journalism department will have closed a year.

The protest was in the form of a petition urging that the regents take steps if possible to save the journalism school.

HAAS NAMED QUILL EDITOR

American Boy Staff Man Joins Sigma Delta Chi Publication

Mark L. Haas of the editorial staff of *The American Boy,* Detroit, has been appointed editor of *The Quill,* official publication of Sigma Delta Chi, by national officers of the professional journalistic fraternity. Mr. Haas assumes charge of the magazine at once. He succeeds Chester W. Cleveland of Chicago, resigned.

Mr. Haas recently left the managing editorship of the *Fullerton* (Cal.) *Tribune* to join the *American Boy.* He was graduated from the University of Washington School of Journalism at Seattle in the class of 1920.

Mr. Haas's first issue of The Quill, published six times a year, will appear in May. Sigma Delta Chi now has 39 chapters, more than 4,000 members on newspapers and magazines and in colleges and universities throughout the country.

WHEN A BRICK IS A BRICK

National Vigilance Committee Defines Just What It Is

The contention of architects, builders, and building material experts that any kind of a solid building unit of a certain size is entitled to be called a brick is upheld in a bulletin just issued by the National Vigilance Committee of the Advertising Clubs of the World.

Referring to attempts made to associate the term "brick" with the specific material, the bulletin stated: "Reactions obtained show that the word when used alone is not sufficiently definite in that it is understood by many persons to refer to more than one kind of solid building unit of an approximate size—2¼x3¾x8."

After further investigation of the various materials in manufacturing methods, the Committee recommends that to avoid any confusion and in the interest of clarity all advertisers of brick, whether of clay, concrete, sand, lime or other material, state in their advertising matter, the material content of the products.

Tennessee forbids teaching evolution. How about practising it?—*Dallas News.*

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

Transatlantic Thoughts



"Nothing is more calculated to improve international relations than better acquaintance and more intimate understanding between the peoples of different countries."

PRESIDENT COOLIDGE
to the Order of Scottish Clans, July 5, 1924

"But in these days international friendship is not based upon official friendship alone. To be fruitful and enduring, it needs the sanction of popular sympathy. The individuals who constitute the democracies of the English-speaking countries must learn to understand each other as in private life real friends understand each other—laughing sometimes at each other, sometimes holding different views, but always cordial and feeling the uniting influence of good-fellowship—if they are ever to see their ideals adequately translated into practice in international affairs."

HONORABLE RAMSAY MACDONALD
Former Prime Minister of Great Britain
—American Newspaper Publishers' Association, April 24, 1924

"America taught Great Britain her greatest lesson one hundred and fifty years ago—how to manage her colonies. . . . Important as was Columbus' discovery, there is no more important discovery today than the discovery of England by Americans and the discovery of America by Englishmen. . . . *In the future the sea must be a highway and not a separator.*"

HONORABLE STANLEY BALDWIN
Prime Minister of Great Britain
at Walter Hines Page Memorial, Westminster, Nov. 11, 1924

For over eight decades Cunard Ships have been among the strongest links between America and Europe and have figured prominently in the annals of important missions crossing the seas.

During 1924 Cunard and Associated Lines carried 203,343 passengers to and from Europe, the largest number carried by any line or group of lines on the Atlantic.

CUNARD
and ANCHOR *Lines*

25 Broadway, New York or Branches and Agencies

ADVERTISING PROFESSION MOURNS J. A. WOOD

Two Funeral Services Held for Senior Member of N. W. Ayer & Son, Who Died in Philadelphia April 9—Served 37 Years With Agency and Was Internationally Known in Business and Advertising Circles

TWO funeral services were held for Jarvis A. Wood, senior member of the firm of N. W. Ayer & Son, Philadelphia, president of the Poor Richard Club, and one of the most widely known advertising men in the world, who died late Thursday, April 9, at his home in Wayne, a suburb of Philadelphia.

The regular services were held Monday afternoon in the North Baptist Church, Camden, in which city Mr. Wood formerly lived for a number of years, but an unusual tribute was paid the dearly loved man by the arrangement of what the organizers termed a "neighborhood service," which was held Sunday afternoon at the Central Baptist Church, Wayne, in which suburb Mr. Wood had made his home for some time.

He was senior deacon and chairman of the board of deacons in the Wayne church and for many years led the men's Bible class. His body lay in state from 3:30 until 4 o'clock Easter Sunday and hundreds of persons viewed it, after which a special service of an hour's duration was held by the Rev. Roy E. Whittemore, pastor of the church. Members of the Poor Richard Club attended.

The club attended in a body Monday when the address was made by the Rev. Edward C. Pollard, of Crozier Theological Seminary, Chester, Pa., assisted by the Rev. James Dalton Morrison.

Mr. Wood was taken ill Palm Sunday, but the day before had been at his desk as usual. Pneumonia developed. Associates said that he had been working hard for years and never had been known to spare himself, consequently he had little reserve force. Another associate said that when Mr. Ayer passed away Mr. Wood said he would be the next to go and none could rid his mind of that idea.

It has been said of Mr. Wood that he had the widest acquaintance of any man in America. He numbered among his friends and acquaintances ministers of the gospel, publishers, advertising and newspaper men, politicians, church workers and business men.

He was born February 12, 1854, at Oyster Bay and would jestingly say that he ought to be a great man since one President of the United States had made his (Mr. Wood's) birthday famous by selecting it as his own and another President had made his birthplace famous by selecting it for his home.

At the age of 14, the boy Jarvis entered a provision store in New York, where he remained for eight years. Then he was drawn to Philadelphia by the Centennial Exposition. He liked the city so much that he decided to remain and obtained employment with the C. W. Nichols Company, a chair and box manufacturing concern.

On April 1, 1888, he joined the staff of N. W. Ayer & Son, advertising agency, 308 Chestnut street, and a few months short of his tenth anniversary with the firm was made a partner.

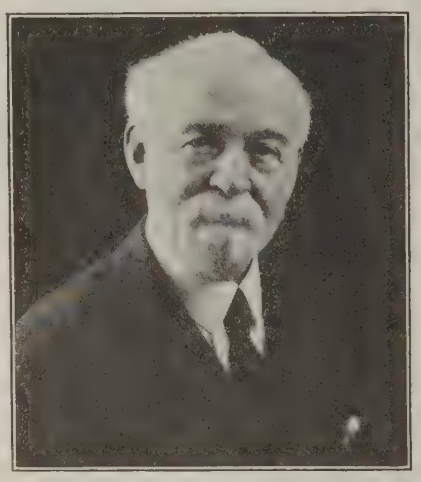
From then on he rose until he became virtually an international figure in the world of advertising.

Two outstanding beliefs characterized all Mr. Wood's advertising life. He believed in truth and in the power of the slogan. He also fathered the beautiful in advertisements.

At all times he insisted on absolute honesty in all the advertisements prepared by the organization of which he became head. Nothing that could be construed as being in any way misleading was permitted. He was largely responsible for the coining of the slogan "Truth in Advertising," which for years has been the watchword of advertising men.

His definition of advertising is considered a classic: "Advertising is the causing to know, the causing to remember, the causing to do."

It is difficult to say just what Mr. Wood inaugurated because of his innate modesty and his reluctance to take credit for anything, and also because he was so close to Mr. Ayer and his son that the innovations they inaugurated and which later were adopted all over the advertising world, came about at conferences, with the suggestions coming from one or the other to be at once eagerly discussed and amplified and enlarged and worked out by all three. Yet it is widely known that Mr. Wood was one of the foremost men to bring advertising to its present commanding position. At the time of his entrance to the Ayer organization, advertising was a poor thing compared with what it is now. The advertisements were small, there was a great desire, on the part of many, to obtain purchasers at any cost, even that of misrepresentation, and there was no attempt to make an appeal to the eye.



The late Jarvis A. Wood

The Messrs. Ayer and Wood were pioneers in the field of illustrated advertising first using mere pictures of the goods advertised and later the excellent drawings and illustrations such as we are familiar with in connection with automobiles, cameras, hosiery, etc.

It was due to Mr. Ayer's suggestion and Mr. Wood's hearty co-operation that the present system of the advertising agency was built up. Prior to this inauguration, the advertiser dealt direct with the newspapers and magazines and charges and service varied so that the advertiser never knew what to expect. The Ayer agency, with Mr. Wood and Mr. Ayer working valiantly to bring it about, began to build up a system whereby the advertiser went to the agency, talked over his requirements, then left it to the organization which prepared pictures and script and made arrangements with the newspapers and magazines. In connection with this work, Messrs. Ayer & Wood built up a wonderful statistical department from which data concerning any advertisible product in any part of the world could be given the client. Mr. Wood also made up the first directory of mediums of advertising, including in his volume newspapers and magazines down to the most obscure trade journal.

Mr. Wood was the first head of the publicity department of the Ayer agency. He was active in the growth of the big campaigns that are planned in their entirety sometimes to extend over a period of many years.

Because of being drawn to Philadelphia by the Centennial Exposition, Mr. Wood was a staunch supporter of the Sesquicentennial. He claimed that the 150th anniversary of American independence would be of value to the city, because it would attract enterprising young people who would decide to remain.

At the last annual election of the Poor Richard Club, Mr. Wood was chosen president, and shortly after his installation as chief officer headed the Philadelphia delegation to the convention of Associated Advertising Clubs of the World held in London last summer.

Once abroad, a veritable ovation was given Mr. Wood everywhere he went. Receptions and banquets were given in his honor and his visit with the club and his subsequent tour were in the nature of a triumphant procession. It was his first trip abroad and it seemed that none could do enough for him. He was one of the guests of honor at a garden party arranged by the King and Queen of England and given in the grounds surrounding the palace, and, later, after the close of the convention, the President of France had him as guest in his home.

Under his administration the Poor Richard Club's membership drive was inaugurated which has resulted in the mark set being in sight, although the time for the close of the drive has not arrived.

He looked after the club's charities in person and started a fund for the poor. Annually he headed the Christmas dinner movement of the club.

To Mr. Wood and Bartley J. Doyle is due the credit of establishing the School for Advertising and Journalism that is part of the Poor Richard Club, and the first commencement of which was held recently. Mr. Wood was keenly interested in young people and in seeing that they had a proper foundation for their careers. And it was due to this interest in youth of the day that the school became a reality.

It was also under his administration that the club's new home was purchased and the work of remodeling began. Only a week before being taken ill, Mr. Wood, using the same mallet that was used in starting alterations in the old headquarters on Camac street, many years ago, knocked down a partition, thus formally beginning alterations in the new house.

At the last annual banquet of the Poor Richard Club, one of the greatest in the history of the organization, Mr. Wood was presiding officer, and made a stirring speech on the beauty of service and Americanism.

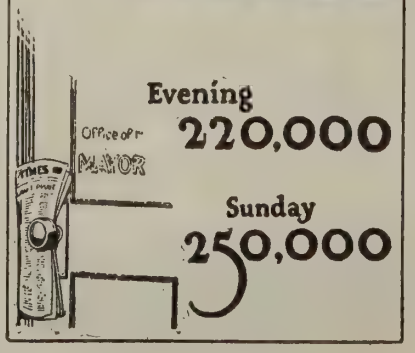
The banquet was broadcast and many radio fans enjoyed "Papa" Wood's efforts to keep his unruly children quiet during the speeches. Many a listener-in will recall his quiet, pleading voice saying, "List-en, now list-en, people, list-en! We want to hear this speech. Please, list-en!" The dear old patriarch said it so often that the minute he began with his drawl "List-en," everyone shouted with mirth and made the tumult worse.

For the last 14 years Mr. Wood sent all his friends and business associates, everyone he knew, in fact, all over the country, a Christmas greeting he prepared himself. He scorned the printed greeting card as being insufficient to express up friendship and prepared a booklet embodying a message of cheer, humor, shrewd philosophy and a resume of what he had been doing in the year that had elapsed since the last message. These were always sent by special delivery because of that Mr. Wood gave his messenger let the same name. They were sent out by the hundreds and were eagerly awaited in homes and offices. The message annually showed his natural optimism, his great kindness and love of fun.

In all his stress of work he never seemed to become embittered, nor had his character been warped by the selfish, sordid side of business.

He believed in work and was against men retiring when years pressed heavily upon them. He celebrated his last birthday by working at his desk as on other days. When interviewed on his 70th birthday he said he expected to keep on working. "T. F.," the advertising man's motto, "Copy that is to run until recalled or forbid." He attributed his long life of activity to his quiet life and his interest in his hobbies, which included the welfare of the young people and his "Special Delivery." He never went in for athletics, even in his youth, and had never been interested in golf, but he kept himself in trim by walking. He scorned to ride a car from his home to Wayne station and walked twice daily.

Beaumont and 20-mile area
Population over 150,0
Ranks in importance to the o four large Texas markets. S managers cannot cover T with only four papers.
The BEAUMON ENTERPRIS
AND
The BEAUMON JOURNA
cover the Fifth Market in Texas the Third Market in Louisiana.
"Ask Beckwith—He Know

Detroit Times


Evening 220,000
Sunday 250,000

THE First thought f those who advert to Texans is usua

The Dallas Morni News
—the pape
Prosperity Zo

CHILDREN GUESTS ON DAILY'S TOUR

urgh Chronicle Telegraph's Bird use Club Winners Spend Four Days in Washington—J. M. Aylward in Charge

Pittsburgh Chronicle Telegraph, veral days ending Saturday, April ntertained 40 boys and girls and l teachers in Washington. The sters were prize winners in the icle Telegraph Bird House Club, ganization sponsored by the news- and which has grown from a few d when founded to approximately this year.

boys of the club build bird houses mpetition, while the girls make s or aprons. This year almost oxes were submitted to the judges many garments were turned in. boxes and articles were placed on ion in Pittsburgh where they were by the judges and thousands of s of the city and surrounding terri- From this exhibition the 20 best uses and the 20 best garments were and those making them were de- the winners.

children, properly chaperoned, brought to Washington by the per and entertained for four days, rty returning to Pittsburgh Satur- idnight on specially chartered Pull- ars. This was the third visit made National Capitol by as many dif- parties. Two years ago the bird were presented to President Hard- be placed in the White House ls. Last year they were given to chitect of the capitol, while this hey were given to Walter Reed l, where more than 1,000 former men are under treatment.

bird house carried a specially plate which read, "To Our Service t Walter Reed Hospital From the House Club of the *Pittsburgh icle Telegraph.*

J. D. Glennan, commander of the tion, with many of his aides and of nurses and service men received rty, conducted them through the tion and provided a bounteous at the end of the festivities.

ing their stay in the capitol the icle Telegraph party were received esident Coolidge, visited the army avy aviation fields where those in gave exhibition flights, toured the building from pit to dome, went unt Vernon and Arlington national ry and wound up their stay by entertained by the newspaper at Washington's leading theatres.

ing their time in Washington the icle Telegraph chartered large obiles and carried their guests over tally all of the city.

Bird House Club has the endorse- tof the Pittsburgh school officials any educators of the city take an part in the organization. Joseph lward, circulation manager of the icle Telegraph, who is head of the was in charge of the party in ngton and directed the week's

ers, Pioneer Paper Man, Dead

dard Covell Rogers, 86, one of the paper manufacturers of the Con- t Valley, died in Springfield, April 13. He was a director in merican Paper and Pulp Associa- and a former president of the an Papermakers' Association.

Mrs. Sydney Smith Dies

Sydney Smith, wife of the creator "Andy Gump" comic strip, died ly in her Lake Geneva (Wis.) April 11.

klahoma Paper Chartered

ate charter has been granted the (Okla.) *News-Democrat,* with capital. Julian I. Copeland, Burris nn and Rex H. Moore, all of , are the incorporators.

Obituary

DAVID T. MONTIETH, 43, former managing editor of the *Port Huron* (Mich.) *Times-Herald,* died suddenly while sitting in his office, April 11. He has been in the insurance and real estate business for some time past.

WILLIAM A. CROW, 75, for a half century a printer on newspapers in various parts of the United States, died a few days ago at Pomeroy, O.

ISSAC B. HARRINGTON, Boston news agent died at his home in Newton, Mass., recently.

MRS. SARAH JACKSON FARR, 83, who for 43 years kept open house for newsboys at her home in Minneapolis, died April 7. She was founder and hostess of the Farr Newsboys' Club.

IRVING C. HARGRAVES, for more than 50 years employed on the *Providence* (R. I.) *Journal and Evening Bulletin* as proof reader, compositor and correspondent, died at his home in Lakewood, R. I., on April 11.

CHARLES W. LAMB, advertising counsel for the Milwaukee Electric Railway nad Light Company, and former newspaper man, died April 9. Mr. Lamb was the founder of the *Menasha* (Wis.) *Record* and had been a member of the editorial staffs of the *Milwaukee Journal, Sentinel, Daily News and Free Press.*

JOHN G. OSTRANDER, 54, president of the Ostrander-Seymour Company, Chicago, electrotypers, stereotypers and photo engravers, died at his home in Chicago on April 13.

Wisconsin Editor Dies at 91

Dudley S. Crandall, believed to be the oldest editor in the United States, died April 11 from the effects of a fall at Sturgeon Bay, Wis., in his 91st year. Son of a Lockport, N. Y., printer, he was born Sept. 17, 1824. He picked up telegraphy when it was a novelty and worked at the key in Illinois and Iowa but went back to his first love, newspaper work, at Champaign, Ill.

He was successively the editor of the *Chicago Union Park Banner,* the *Menominee* (Mich.) *Herald* and the *Sturgeon Bay Advocate.*

Kent Shaffer Dies in Los Angeles

Kent Shaffer, 39, son of John C. Shaffer, Chicago, Ill., newspaper publisher, died April 5, at his home in Los Angeles, after an illness of about five weeks. Until about three years ago when he came to Los Angeles from Denver, he was associated with his father, who publishes a string of papers including the *Chicago Post, Indianapolis Star, Muncie* (Ind.) *Star, Terre Haute* (Ind.) *Star, Denver* (Col.) *Rocky Mountain News and Denver Times.*

Veteran Iowa News Man Dies

Maj. Frank E. Lyman, Jr., one of the best known newspaper men in Iowa, died April 13 at his home in Des Moines after an illness extending over a period of two years. Major Lyman started his newspaper career with the *Iowa State Register* 35 years ago. Later he went to the *Des Moines News,* where he eventually became managing editor. When the World War opened Mr. Lyman was with the *Des Moines Register.* He resigned his position when appointed to take charge of the draft in the office of the adjutant general of Iowa, with a rank of major.

Fred Allen, Ink Salesman, Dies

Fred Allen, 60, since 1909 salesman for the J. M. Huber, Inc., manufacturers of printers' inks, died at his home in Brooklyn, N. Y., April 10.

Palmyra (N. Y.) Courier Incorporated

The Palmyra (N. Y.) Courier Company has been incorporated to publish the *Palmyra Courier,* a weekly, the incorporation being for $10,000.

YES

There's a word to work with during this year of 1925.

Yes-newspapers are going ahead—and they'll keep going. *No-newspapers* are standing pat—and standing still.

It's our privilege to serve nearly a hundred and fifty of this country's *yes-newspapers* in the successful promotion of their classified advertising.

We are using *yes-methods*—the best in campaigns, illustrated promotion copy, counsel and all-round service.

We ought to be working with you

The Basil L. Smith System, Inc.

International Classified Advertising Counsellors

Packard Building Philadelphia

LETTERS FROM OUR READERS

Advertising Town Proceedings

To Editor & Publisher: On the editorial page of Editor & Publisher for April 4 under the heading "Wrong Principle" you have a comment on the Michigan proposal that the proceedings of village councils should be published in the local newspapers as advertising.

I think this editorial is based on a lack of understanding of the functions of the average village council and of its tendency to get by with many little transactions concerning people in the city without due publicity thereof.

This contention that such council proceedings is news of value to the community and as such should be published by the newspaper as good journalism, would apply to a very small part of the council proceedings in the average village. For instance: the bills allowed and paid by the council for small services or supplies furnished the city is not news that would interest even one per cent of the newspaper's subscribers, and yet as publicity of the council's actions in spending the money of the community every coal dealer would be interested in noting the amount paid to another dealer for coal used or ordered by the city. The same is true with other things of that kind which the newspaper would not display under a news head and probably would not print at all without pay for doing it.

In Iowa a *condensed* report of council proceedings is required and that condensed report briefly summarizes the general activities of the council with a complete report of the schedule of bills allowed.

The newspaper on its own volition would not publish all this matter regularly because it might lack general news interest, but where published by the city, the very fact that it is to be published has a wonderful influence toward careful and honest transactions concerning the public funds. In the latter respect alone it is economy for cities and towns to publish summaries of their council proceedings and from such summaries the newspaper can extract that which is of real general news value and enlarge on it as required.

Viewing it in this light, I would not think that you are correct in stating that requiring publication of council proceedings is "wrong principle."

G. L. Caswell,
Managing Director,
Iowa Press Association.

U. S. Complaint Misinterpreted

To Editor & Publisher:—In your issue of March 20, 1925, we have noticed the article under the heading of "Engraving Company Cited." We regret to inform you that your notice is entirely a misconception of the Federal Trade Commission's complaint, and that it is a false statement of facts.

The Federal Trade Commission does not cite the Non-Plate Engraving Company for attempting to sell its products as engraving.

The Federal Trade Commission does cite the Non-Plate Engraving Company, Inc., for stating Engraved Effects produced without copperplates or steel dies, and for using the name Non-Plate Engraving Company, Inc. Their contention is that the use of the word engraving might possibly mislead the public into believing that the work was engraving, but not that the Non-Plate Engraving Company, Inc., has represented its products as engraving, for we quite distinctly state in all places, that our effects are produced without copperplates or steel dies.

We trust that you will see fit to correct this in the next issue of your publication, as necessarily any adverse criticism is decidedly detrimental to any company. The contention of the Non-Plate Engraving Company, Inc., that they produce an effect similar to that of engraving, without copperplates or steel dies, I believe that you will concede to be correct.

Non-Plate Engraving Company, Inc.
R. O. H. Hill, President.

"Crime and the Newspapers"

To Editor & Publisher: In the name of the Prophet, bunk! I'm referring to an article in the *New York World* of March 23d which contains what I assume to be correct quotations from a speech made by your Dr. James Melvin Lee before the Young People's Society of the Park Avenue Baptist church on "Crime and the Newspapers." And I'm writing, too, as a former newspaper man of more than 25 years' experience, most of it on metropolitan newspapers.

I've no quarrel with the eminent Doctor, either in a Pickwickian, or a sterner sense, if he elects to essay the role of a modern journalistic Dr. Pangloss in proclaiming this to be the best of all possible newspaper worlds. That is between him and his God. But when I find myself confronted with his dictum that "newspapers may need reform but newspaper readers need it still more," I gag and heave at him, kindly, but firmly. His case demands chastisement.

Not that I am not constrained to go along with him thus far: That the bulk of the big daily newspapers today feed the public the high red meat of crime news because that is what a majority of the reading public unquestionably want, and because crime news makes circulation and because circulation is what makes the wheels of the newspaper business go 'round. Isn't that in itself, though, a sad indictment of the spiritual forces, or lack of them, perhaps, which motivate latter-day journalism?

But Dr. Lee's statement is an out-and-out admission that in recognizing the existence of this avid appetite for crime news, he also recognizes that the papers yield to it and profit by it by catering to it, deliberately. I am no soft-hearted altruist, but I refuse to subscribe to the doctrine inferentially and defensively enunciated by Dr. Lee which is: on account of the existence of this appetite, the newspapers, therefore, are forced into the position of being reluctantly compelled to state it because it does exist and not because their editors would not vastly prefer to omit crime news. In other words, that there is no way out of it, that an inexorable necessity lies upon the editors to meet this demand merely because it does exist. He might as well argue affirmatively the wisdom and righteousness of a parent permitting his offspring to swig down a draught of carbolic acid from a pretty red bottle, solely because the pretty red bottle excites the admiration of the child and he cries for its possession.

If by some drastic legal, or moral force, all newspapers and kindred mediums might be inhibited from printing more than the bare facts of crimes—terse statements that John Doe had slain Mary Roe with an axe and was arrested for said infraction of the law—it would be found that within a year the gross circulation of all the newspapers put together would not be appreciably diminished. Editors, if they and their papers were worth their salt, would seek and find other and less pernicious means of interesting and holding their readers.

When anyone tells me that newspapers cannot make ends meet financially without pandering to the public's zest for crime news, I invite his especial attention to the *Christian Science Monitor*. I am not a Scientist and I do not read the Monitor, and I lick my chops with as much gusto as the average unregenerate Babbitt over a good juicy murder, or scandal story, but you know and I know that there isn't a big newspaper in the country that couldn't do what the Monitor does and keep on paying its way. But they don't want to. That's the trouble. I'll wager that every honest newspaper man, whose opinion is worth a whoop, will agree with me, if he'll own up and come clean.

Neither to my keen regret do I find it possible to mingle my paeans with those of Dr. Lee in his laudation of those editors who, as he told the young people of the Park Avenue Baptist church strain at news gnats in their virtuously desperate endeavors not to print things that are calculated to damage the reputations of men, or women. This is the Ossa of bunk piled on the Pelion of blather. And mighty cheap bunk and blather, too, with all respect to the good Doctor.

The actual and lamentable fact is that the average editor who sits in judgment upon news in the offices of the metropolitan newspapers are notoriously merciless and incorrigible in this respect. If by rare circumstances a story, the printing of which might brutally and irretrievably injure the repute, or the feelings of either a man, or a woman, is killed, it is not killed because of this consideration. Not in a million miles. If such a story never gets into print it is, in nine cases out of ten, for one, two or all of three reasons: fear of a libel suit, the exceptional social, financial, political, or official position held by the target of the story or for that the person whom the story concerns has sufficient pull with the owner, the editor, or one of the big advertisers to keep it out. And, in the very exceptional cases wherein neither of these three reasons, possibly barring the first, operates and the paper lets the story run, the paper will seize every opportunity of beating the tom-tom and vociferously directing attention to the remarkable fact that this particular newspaper is wholly, absolutely, completely and teetotally independent of man, God, or the devil in its selection of the news matter which goes into its columns. Which is more bunk. But I don't think they get away with it, at that. Current mistrust of the news independence of the newspapers of the country is too firmly rooted among the people to be removed by this sort of a red herring drawn across the trail.

The reputations of scores of women and men, of high, low and middling degree daily are attacked—usually well within the libel line—by newspapers, coldly, deliberately brutally, cynically, with a complete and contemptuous disdain for the facts, or, when it comes down to it, for the actual news value of the story. I'll prove it, in at least one typical instance. Readers of the New York newspapers cannot so soon have forgotten the recent outrageous and criminal publicity given an unfortunate man of irreproachable life and standing, a resident of Westchester county, who was accused by a swarm of disgruntled busy-bodies, relatives and so-called friends of his wife, of poisoning the wife, in order that he might inherit her considerable fortune. The man, who was not even placed under arrest, was tried and convicted of the crime in the columns of the New York press. The only conclusion which the intelligent reader could possibly draw from these stories was that the man was an ice-blooded deliberate wife-murderer. He was completely absolved. Did one of these fair-minded editors who Dr. Lee eulogizes have the grace, or the decency to print an apology to their victim. There wasn't one!

In a large percentage of these and similar cases the victim has no redress. Usually the news writers and the editors are cunning enough to keep away from direct and provable libel. Unless the victim has means of making his complaints heard, listened to and respected in the office of the offending newspaper, the original defamatory story stands, without correction, or retraction.

I know of only one great newspaper which makes a practice of affording even an approximately fair show to a person who has been injured in reputation, or personal feelings, or who deems himself so, by the publication of an incorrect, or a distorted news item. This is the New York World. All praise to it. The general rule seems to me—and I am speaking in full knowledge of what I am talking about, through experience inside and outside of newspaper offices—to treat legitimate complaints and grievances of this nature with indifference, defiance and incivility.

Even when it is clearly demonstrated to an editor, or his representative that a libelous publication has been made, he usually will bluster, bluff, wiggle and squirm to the limit to avoid printing a retraction or an explanation or even a statement from the injured person. When he does do this, he is forced into it. He doesn't do it voluntarily, as a matter of fairness, or decency. Not infrequently the editor will carry his bull-headedness to the degree of actually forcing the victim into a libel suit. Of this I have two recent cases in mind, one a personal experience, the other that of a friend.

A New York newspaper—the *Times*, if you wish to know—in a news article printed statements which I am advised by my attorney are libelous. I called at the office of the newspaper, in a wholly amicable spirit, and solely for the purpose of obtaining information concerning the source of the article, to enable me to fix the responsibility where it belonged. My attitude was that the paper had been imposed upon, as it was. All this I carefully explained to the editor with whom I talked and showed him most clearly where the article had wronged and libeled me. The editor's attitude was one of indifference, skepticism, vagueness. All information bearing upon the mechanical processes by which the libel was transmitted to the paper and got into print was premptorily refused. Did the paper print a retraction, after the editor had been told of the libel? It did not.

In the case of my friend a libel even more gross, damaging and inexcusable was printed. He complained to the editor who was shown, beyond any question of doubt that not only was the publication criminally unfair and incorrect, but also that it had been published upon information given it by a reporter who had not the slightest pains to verify his report, who was, in addition, a former convict. The editor declined to retract. My friend was forced to sue. He will win his suit. In the meantime, the paper, in its stubborn pretence to justify in court a wholly unjust publication, has spent in fees to lawyers and detectives probably $10,000 in vain attempt to "get something on" my friend to assist in putting up a successful defense against him.

Hence, when I read of Dr. Lee rhapsodizing over the struggles of editors to keep from defaming reputations, I am compelled to wrinkle my nose in derision and remark: "Bla..." also strikes me, somehow, that the whole newspaper business these days is suspiciously on the defensive. There be guilty consciences a-ween, in editorial offices and counting rooms.

Robert H. Mur...

Cartoons and Success

To Editor & Publisher: Being interested in the discussion that you seem to have stirred up with an editorial some time ago on "Keeping the Cartoon," I have looked up a few issues in your edition of February 28, this year, which you give the list of lineage leaders for last year. The things I find are startling to those who think the local cartoon is dying. If Mr. Marcus is still cartooning for the *New York Times* the first five newspapers in point of advertising lineage last year all had cartoonists. Of the next five three of them have cartoonist and the same percentage holds to the third five. The fourth five support cartoonists and the next group of five have but one cartoonist. In other words, the first 15 leading advertising lineage newspapers all have cartoonists but four. . . . Of the 15 are "Keeping the Cartoon." In the next ten, the percentage is 3 to 7 against cartoon. The nearer the top we get the thicker are the cartoonists. And it can be argued that it is only the leaders that afford cartoonists because a great many of the country's most famous cartoonists are on newspapers that have no chance as to get up near the top in a list of lineage leaders. Mr. Babson could probably explain in a way that would make an argument that would sound good to the cartooning fraternity but not being a Babson I will quit and let the facts speak for themselves. They say something.

A Small Town Cartoo...

FORESHADOWED EVENTS

April 25—Georgia Press Assn., co... vention ta Savannah, Ga., w... trip to New York, April 28.
April 25-May 2—League of Ame... can Pen Women, Inc., annu... authors' congress, Washingto... D. C.
April 26-May 2—National Bo... Week.
May 1—National Child Health D...
May 4-9—16th annual Journali... Week, University of Missou... Columbia, Mo.
May 6-7-8—Association of Natio... Advertisers, spring conventi... Chicago.
May 8-9—Oklahoma Press As... annual spring convention, ... Sulphur, Okla.
May 9-14—Associated Advertisi... Clubs of the World, 21st annu... convention, Houston, Tex.
May 14-16—Arkansas Press As... summer meeting, El Dora... Ark.
May 21-27—Inland Daily Pr... Assn., special cnovention, W... Baden, Ind.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the

Publishers Financial Bureau—Babson Park, Mass...

"The Largest Statistical Community in America"

ADE PAPER WRITERS A SOURCE FOR BUSINESS PAGE COPY

ipped to Handle Business Subjects They Can Write Accu- ately on Local Conditions, Writer Believes, Supplanting Work of Staff Reporters

By WARNER BATES

W many newspaper publishers ho cater to the business element eir community are obtaining a while local service of editorial ial with business interest? So a survey of scores of newspapers umber of larger cities reveals, few lhers are taking advantage of this unity for increasing circulation and g a hold on a definite class of read- at will result in increased adver- patronage.

ting stock market reports, together ews service or syndicate summaries day in the stock market or out- ng business developments in New Chicago or one or two other met- tan centers, grain reports, produce s, syndicate paragraph reports of nds or other important develop- in the larger corporations, local and bond exchange reports and oc- al publicity stories put out by local ns covers the contents of the busi- s pages of most newspapers, the y over. In the volume and variety is class of news carried, the dis- with which it is handled and its ac- , many newspapers outside the politan centers are doing notable and achieving results.

addition to the factors mentioned make up the average business page, newspapers print daily editorial ent by their business editors, which onsiderably to the sprightliness of ge and give a desirable local flavor terest. But beyond this, the aver- ewspaper's coverage of local busi- s meagre and spasmodic, for a few can afford to employ staff men of ent ability for handling business s only.

writer of local business articles l be well grounded in the funda- ls of business methods in general, gement, office technique, production, casing, transportation, advertising, g, wholesaling, retailing, store man- nt, display work and many other ts that are of interest to business Such a writer would command out of propodtion with the value service to the average newspaper, e amount of such material that can d is limited. In fact, writers with per understanding of all the sub- enumerated would be hard to find r the newspaper to employ a staff cialists in various phases of business be out of the question.

ne publishers find it possible to ob- sufficient supply of material of this rom local writers for business and al magazines, paying them space r so much per article for acceptable ial, and therein is the tip that it is rpose of this article to give. Most of 100,000 and up have men who their entire time to writing for magazines or class publications. with considerable experience along ne become more or less specialists ious phases of business. At least, re better equipped to handle busi- tories than the average staff writer. handling the business or technical s a difficult proposition. Accuracy, knowledge of the subject in hand understanding of business funda- ls, combined with the faculty of g interesting copy that can be un- od by many classes of readers are the requirements for this profes- . When such a story occasionally to the lot of the usual staff man, s far more used to writing about rs, divorces, court proceedings, s, sob stuff, ball games, prize fights, riangles, shows, books, moving pic- actors and actresses, scandals and e hundred and one divisions into news of the day divides itself, he usually makes mistakes that are obvious to the most casual observer with a knowledge of the subject in hand, and one or two slips of this kind tend to discredit the whole article and perhaps the newspaper in the mind of the business reader.

Writing for business and technical publications, being free lance work, is more or less precarious, no matter how successful the writer, and consequently many such writers would welcome an opportunity to earn a little side money at home, payment for which can be obtained any time after publication by calling at the newspaper's counting room. Also it happens that most such writers can give a local newspaper a worthwhile service of this kind, using for the large part their by product material.

Publication of a business story locally rarely detracts in any way from its value to a national business or technical magazine, provided that the two stories are written along different lines. In fact, the process that the writer is advocating is occasionally reversed and more than one good trade magazine story has been built up out of material previously printed in a local paper. It is easy to make the two stories essentially different because the newspaper wants the emphasis on the local facts, while the national magazine wants its subject matter of a more general application. But there is a distinct advantage to the writer in being able to make two distinct sales from his notes.

From the newspaper angle, there is interest for a considerable portion of its readers in stories such as the following: important changes in advertising, selling or other plans of a local industry or other business, especially when a more or less full description of these will have a tendency to give other business men ideas applicable to their own businesses; stories based on trends and developments of certain retail trades, in wholesaling or in manufacturing; stories that have to do with the fundamenals of advertising and salesmanship, with the practice, the technique and the principles of these twin subjects and of the training of salesmen; autobiographical stories of conspicuous local successes in the business or industrial world; historial sketches of local businesses that have made a worthwhile success, etc., etc. The possibilities of such a service are many.

Newspaper publishers will find a surprising amount of reader interest in such subjects if properly handled and presented. For instance, consider the people who would be interested in an article having to do with advertising, especially with a local slant. The heads of almost any business, manufacturer, wholesaler, broker, manufacturer's representative, retailer, realtor, banker, butcher, baker and candlestick maker are interested in this vital twentieth century subject. All he employes of a business house who have any contact with advertising or executive management are interested; then there are the advertising agency men and independent advertising writers of the city to figure in.

As for selling, the possibilities of reader interest in any article on salesmanship are almost infinite when one considers the thousands and thousands of any city's population who are in one way or another interested in selling. So with other subjects that might be mentioned.

Of course, not all the subjects that a trade or technical magazine writer might cover would have sufficient interest for newspaper publication, but if handled by a newspaper editor who knows just how much of this kind of material and exactly what kind he wants to add interest and value to his business news pages, such a free lance connection by the newspaper with one or more class magazine writers of the city will prove profitable.

IOWA

PROGRESSIVE CITIES

The cities of Iowa owe their wealth and growth indirectly to their proximity to fertile farm lands.

There are eighteen cities in Iowa with populations of 10,000 inhabitants or more. They are thriving, modern, progressive cities all symbolizing the great and limitless possibilities that await the "up and going" advertisers in the Middle West.

The industrial development, during the last decade, of what was primarily an agricultural state, has done much toward the financial and commercial advancement of her cities.

PRODUCTIVE FARMS

More than 213,000 productive farms dot this state of 55,586 sq. miles of land surface thereby placing it in the front from the standpoint of agricultural wealth. The soil of the state is very rich and easily tilled—a fact which has raised the farms to the highest points of efficiency and productiveness.

Of Iowa's 213,439 farms, 121,439 are operated by owners and 2,487 by managers. Fifty-one per cent of the farms of the state are of areas varying from 100 to 499 acres in size.

More than 85 per cent of the farm land of Iowa is improved and under a high state of cultivation.

PROFITABLE ADVERTISING

is afforded you through this list of daily newspapers which thoroughly cover the state.

	Circulation	Rate for 5,000 lines
*Burlington Gazette .....(E)	10,164	.045
**Cedar Rapids Gazette .....(E)	21,300	.07
**Davenport Democrat & Leader...(E)	14,811	.06
**Davenport Democrat & Leader...(S)	17,626	.06
††Davenport Times .....(E)	25,031	.07
*Iowa City Press-Citizen.....(E)	6,387	.035
*Mason City Globe Gazette.....(E)	12,622	.04
*Muscatine Journal .....(E)	7,762	.035
*Ottumwa Courier .....(E)	12,852	.05
*Waterloo Evening Courier .....(E)	17,071	.06

*A. B. C. Statement, Sept. 30, 1924.
††Government Statement, March 31, 1925.
**A. B. C. Statement, March 31, 1925.

CHICAGO LEASE FORCES TENANT TO ADVERTISE

Unusual Contract Signed in Chicago Whereby Store Agrees to Spend $50,000 Yearly in Newspapers

A lease requiring the lessee to start advertising in Chicago newspapers at a schedule of $50,000 yearly, and increasing at the rate of 5 per cent of gross sales, is the unusual feature of the rental agreement signed whereby Joseph Hilton, Inc., New York haberdasher and men's clothier, becomes a tenant in the Republic building, South State and Adams streets, Chicago.

Pointing out that the matter of rental is largely a partnership affair between lanlord and tenant, Col. Gordon Strong, of Gordon Strong & Co., managers of the Republic building, called attention to the interesting particulars of the Hilton lease, a percentage agreement.

"A percentage rental," Col. Strong said, "depends upon gross sales. But gross sales, depend, among other things, on advertising. Accordingly, to be sure of a maximum of percentage rental we should insure a full allotment of advertising. A lease carrying a percentage rental is not a complete lease unless it carries a definite agreement on advertising.

"Again, a percentage rental depends on gross sales. But gross sales depend on the dollar's worth of merchandise. The more the merchant gives by way of value, the more the public will purchase. Accordingly, the mercahnt must not only use newspaper space—he must have a message to fill the space—a message to the customer's pocketbook.

"A lease carrying a percentage rental is not a complete lease unless it carries a definite agreement on the dollar's worth of merchandise.

"All these matters are included in starting advertising at a $50,000 a year rate. He agrees to increase this according to gross sales made, at a rate of 5 per cent on such sales. The Chicago papers and the Chicago public can expect to see this advertising in full effect in a month or so."

UNUSUAL REPORTER "PAIRS"

Two Man and Wife Teams on Chicago Tribune Staff

The editorial staff of the *Chicago Tribune* boasts two unusual reporting combinations, if they can be referred to as such, in two married couples. They are Genevieve Forbes Herrick, and John Herrick, two of the most capable assignment reporters on the Tribune staff, who frequently write parallel stories on the same "yarn." Mrs. Herrick is a graduate of Northwestern University, and has received a master's degree from the University of Chicago. Mr. Herrick has received honors from Yale and Harvard.

The other couple is Caroline Sanborn Krum and Morrow Krum. Mrs. Krum writes a daily society story, while Morrow Krum has recently been made golf editor. Previously, he was a general assignment man.

Lockard Heads Printing Company

Ray Lockard, head of the Periodical Publishers Service bureau, and president of the Des Moines Advertising Club, is head of a new printing company, the Plymouth Press, Inc. Other officers are B. F. Spry of the Des Moines Duplicating Company, vice-president, and C. A. Lockard, secretary-treasurer.

Colorado Houston Delegates Picked

Eight delegates from Denver, Col., two from Pueblo and one from Boulder will represent the state at the annual convention of the Associated Advertising Clubs of America at Houston, May 9 to 14, it has been announced.

PAWHUSKA DAILIES MERGE

Journal, Morning, Absorbs Capital, Evening and Takes Latter's Field

The *Pawhuska* (Okla.) *Daily Journal,* morning publication, has taken over the equipment, stock and circulation of the *Pawhuska Daily Capital,* afternoon publication, the combination having been effected April 5.

J. A. Knight and E. L. Gay, business manager and managing editor respectively of the *Daily Journal,* will head the new paper which will be known as the *Daily Capital Journal* and will be published each afternoon except Saturday, and Sunday morning.

56 ENTRIES IN A. N. P. A. GOLF TOURNAMENT

First Annual Meet to Be Held on Westchester-Biltmore Links April 20—Trophies to Be Awarded

Fifty-six newspaper publishers and executives have signed up for the first annual golf tournament of the American Newspaper Publishers' Association to be held April 20, all day, at the Westchester-Biltmore Country Club, Rye, N. Y.

Others are expected to take part in the play.

Trophies will be awarded winners. Entrants, however, are limited to members of the association only.

"The purpose of the tournament," L. B. Palmer, association manager explained," is to allow members to get together by themselves in an informal way, before the actual convention begins April 22."

Among the golf players will be:

J. B. Woodward, *Chicago News;* Harry S. Talmadge, *Toledo Blade;* S. E. Thomason, *Chicago Tribune;* Rowe Stewart, *Philadelphia Record;* R. L. Smith, *Charleston Gazette;* W. H. Sammons, *Sioux City Journal;* Elzey Roberts, *St. Louis Star;* Wm. H. Reed, *Taunton Gazette;* R. C. Patterson, *Toledo Times.*

J. D. Dun, *Toledo Times;* Paul Patterson, *Baltimore Sun;* Joseph A. Blondell, *Baltimore Sun;* G. J. Palmer, *Houston Chronicle;* Charles D. Osborn, *Auburn Citizen;* Wallace Odell, *Tarrytown News;* L. K. Nicholson, *New Orleans Times-Picayune;* Leslie Neafie, *Toledo Blade;* William F. Metten, *Wilmington Every Evening.*

John C. Martin, *Philadelphia Public Ledger;* R. L. McKenney, *Macon* (Ga.) *News;* A. N. Liecty, *Schenectady Gazette;* F. E. Messenger, *Rome Sentinel;* Elisha Hanson, *Washington, D. C.;* George E. Graff, *Williamsport Sun;* Frank P. Glass, *St. Louis Star;* J. F. Fitzpatrick; Walter Dear, *Jersey City Journal.*

Elmer E. Clark, *Little Rock Democrat;* F. W. Bush, *Athens* (O.) *Messenger;* L. B. Palmer; J. W. Barnhart, *New York Daily News;* R. C. Holliss, *Chicago Tribune;* Victor F. Ridder, *New York Staats-Herold;* Bernard H. Ridder, *New York Staats-Herold;* C. C. Marquis, *Blomington Pantagraph;* Davis Merwin.

Adlai Stevenson, *Blomington Bulletin;* W. G. Chandler, *Cleveland Press;* H. C. Milholland, *Pittsburgh Press;* Prentiss Bailey, *Utica Observer-Dispatch;* A. B. Chivers, *New York Daily Mirror;* Joel H. Bixby, *Muskogee Phoenix;* Charles D. Osborne, *Auburn Citizen;* Arthur D. Hecox, *Albany Knickerbocker Press & News;* W. E. Buckingham.

Hilton U. Brown, *Indianapolis News;* J. D. Barnum, *Syracuse Post-Standard* E. K. Gaylord, *Oklahoma City Oklahoman;* Chas. R. Long, *Chester Times;* T. R. Williams, *Pittsburgh Gazette-Times;* Roy W. Howard, *Scripps-Howard Newspapers;* J. F. Bresnahan, *New York World;* R. C. Hoiles, *Lorain Times-Herald.*

Elmer E. Stoll, *Pittsburgh Newspaper Publishers Association;* Urban E. Dice, *Pittsburgh Gazette-Times;* W. W. Hawkins, *Scripps-Howard Newspapers.*

WOMEN'S VIEWPOINT ON ADVERTISING TOLD

Congresswoman and Actress Discuss Copy Before San Francisco Ad Club—Value of Pictures Stressed

The woman's viewpoint on advertising was explained to the San Francisco Advertising Club at a recent luncheon by Congresswoman Florence Prag Kahn, of the 4th California district and Miss Helen Menken, star of "Seventh Heaven."

"While I am an inveterate newspaper reader, I never read the ads, and so knowing nothing of the effect of advertisements on the readers, I decided to make a 'scientific survey' of my friends," Mrs. Kahn said. "Going to luncheon one day at the Woman's Athletic Club, and while waiting for my hostess, I was joined by another one of the guests; I asked, 'What do you think of advertising?' She answered, 'Perfectly wonderful. My husband has been getting the most remarkable results.' 'Where?' She answered, 'From an ad run in the *Saturday Evening Post.*' But she acknowledged that she personally seldom read an ad.

"A second friend joined us, and I asked, 'What do you think of advertising?' She said, 'What do you mean?' Knowing her so well, I asked, 'What do you consider the psychological effect of an advertisement upon a reader?' She answered, 'Vicious! It induces many women to spend more money than they have any right to.'

"Just then our hostess rushed in breathlessly, and I said to her, 'What do you think of advertising?' She answered, 'Rotten, disgusted! I have just come from an advertised sale of Midinette dresses, and not one of them comes up to the specifications of the ad.'

"The next person I accosted answered, 'We rich never read the ads.' I immediately visualized my wealthy friend shopping in the basement.

"But the one great fact that I realized from this survey was that pictures count. I gathered that the illustrations attract and then lead to the reading of the ads. One of my friends assured me that the pictures in the advertisements—especially in the fashion magazines—keep her informed regarding the 'new things.' So I want to emphasize that thought 'Your story in pictures leaves nothing untold.'

"I made two other discoveries. One was that all my life the ads had been unconsciously registering with me. That the constant reiteration of spring, spring, spring, certainly called my attention to the fact that my winter clothes were shabby. The other was that one of the most extensive retailers did little or no advertising. I mean the five and ten cent stores. And I realize too the difference in salesmanship. They say to the customer 'There it is,' and you say to the customer, 'Here it is.'"

Miss Menken pointed out the disadvantages to be suffered from untruthful advertising.

DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it.
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

"I had a press agent at one time who thought it would be a good stunt to have I went about every place carrying a bowl of goldfish," she said. "Of course, that was not true and it acted as a boomerang. One critic wrote to me, 'poor little Miss Menken, she weeps enough at every performance to fill the bowl for her goldfish.' Stories that actresses take milk baths and such things do them very little good because any thinking person knows that is not true. Let us have more truth in advertising and publicity."

SON JOINS FATHER'S FIRM

D. J. Randall, Jr., Now With D. J. Randall Company

The D. J. Randall Company, New York, special newspaper representative, have announced that D. J. Randall, Jr., has been taken into the organization.

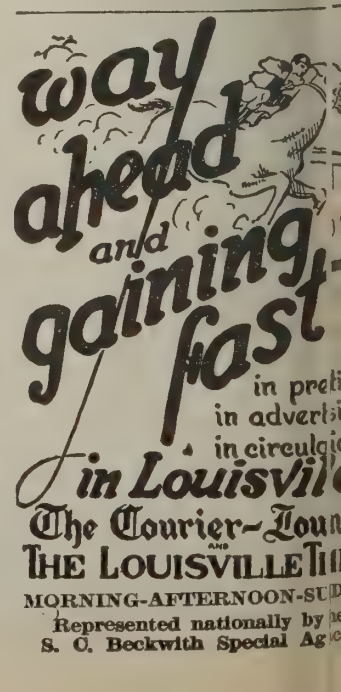


D. J. Randall

After leaving school in Virginia in 1920, young Randall joined the firm of White, Weld & Co., brokers as a Wall street runner. Within a short time he was made head of the department. Later he became a trader in unlisted securities for the firm.

The D. J. Randall Company was formed in 1912 by D. J. Randall, who for a number of years prior to that was Eastern manager of the old McRae League of Newspapers.

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, progressive, carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News with its effective coverage and responsive reader interest offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1924, *124,468 net paid.
Cover the Buffalo Market with
BUFFALO EVENING NEWS
*Present average circulation 125,000
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago



in prestige
in advertising
in circulation
The Courier-Journal
AND
THE LOUISVILLE TIMES
MORNING-AFTERNOON-SUNDAY
Represented nationally by
S. C. Beckwith Special Agency

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



James M. Thomson: "Publishers pay too little attention to the heart-beats of their properties—editors and reporters."

C. of individuality is the curse of tl newspaper business today, in the ic of James M. Thomson, publisher ne*New Orleans Item* and the *Morn-Tribune.*

"this curse," he explained in an vw this week, "is due to the de-ul: present tendency of overlooking pnting of news, in order to give ence to features.

"call some time ago we were hold-a editorial staff conference on the , nd asked for suggestions as to v could interest readers. T resulting suggestions all con-ed features, and enough ideas were e to fill two newspapers our size. ll some one remarked ironically i might be well to segregate one pi of the newspaper and make a r of the news,—a remark that, of s was mightily appreciated by the d telegraph editors.

"one incident, I believe, describes y ell a tendency in newspaper mak-: has gone altogether too far.

"h root of the trouble is that too tention is being paid by owners pblishers of newspapers generally to vitable heart-beat of their proper-mean the reporters and editors. odevelop good reporters and prop-cnpensate them has been made sec-: to the stress laid on other phases vpaper publishing.

"i class mechanical superintendents, rting men, circulation men and e-getters are being fattened and ped by many publishers, who seem a forgotten that after all a news-should have some news to run e the ads—that their newspapers dhave individuality and character c own.

"H only way to get this individuality jy continually increasing sums for sn the editorial department."

r. Thomson has spent 25 years as sr, but he has not forgotten that ta ed as a reporter. Now, in ad-n his morning and evening news-she publishes *The Modern Farmer* T*e Woman's Home Review.*

"h he started the Tribune last year, re many people were surprised. no any preliminary announcements, ny daily suddenly appeared one ir. It was just before a heated city c campaign, and, of course, the in-b whisper went the rounds. s just a political move," gossips t.

This, however, was emphatically denied this week by Mr. Thomson.

"I have been in politics 25 years," he laughed. "I certainly know better than to put up money for a political organ.

"No, the Tribune was started absolutely as a commercial venture. Few realize, how much real manufacturing economy is possible through running a plant to its full capacity. And another reason was the peculiar situation of our city, New Orleans.

"There is a feature of newspaper publication in isolated cities that is not entirely understood. New Orleans is very different from the average city of 400,000. The entire population is crowded into a comparatively small territory. There are few outlying districts available for expansion. We wanted to give a well rounded twenty-four-hour news service to our public, and, since we couldn't possibly give it all in one newspaper, we started the Tribune. The Tribune serves New Orleans and the immediate suburbs, while the Item and the Sunday Tribune-Item while continuing their hold in the city could also be pushed into the outlying sections. We have increased our circulation accordingly."

Mr. Thomson is proud of his new newspaper venture.

"We wanted to make the Tribune a complete review of the news, a real *news*paper. While we stress local news, we also take complete reports of the United News, United Press, and Consolidated Press.

"Look," he said, and spread a recent copy of the paper on the table before him. "See, we only run one comic feature. With this exception, and the editorial page, the paper is devoted to news. Not that I deprecate features entirely. We use them in plenty on the Item, and certainly they have their appeal.

"But since the Tribune started we have only run four pictures on the front page. We take pride in this front page. Every story on it is complete. There is no break-over to inside pages.

"We have been astounded at how the masses have responded to a newspaper devoted to news. It has more than met our expectations in both circulation and the response of local advertisers."

Mr. Thomson's interest in editing and publishing dates back to college days. When he was at Johns Hopkins University in Baltimore in 1896, he started the *Johns Hopkins News Letter.* After being graduated, he started to enter law, but within a few months he went to Washington, where he became a reporter on the *Washington Post.*

Three years later he went to Norfolk and purchased the *Norfolk Dispatch,* which he published for seven years. Then he went to New Orleans, where he has now been a publisher for 18 years.

Chivers on N. Y. Mirror

A. B. Chivers, after two years and a half as general manager of the *Atlanta* (Ga.) *Georgian,* has been transferred to the *New York Mirror.* Prior to his Atlanta connection with Mr. Hearst, Mr. Chivers was for several years business manager of the *New York Globe.*

Publishers Aid Florida Ad Men

The Florida State Press Association is assisting the advertising clubs of Florida in their efforts to obtain the 1926 convention of the Associated Advertising Clubs for St. Petersburgh.

We Print
COMICS
and
MAGAZINE SECTIONS

High Quality
COLOR WORK

Let Us Quote On Your Next Contract

Missouri Agricultural Publishing Co.
J. E. NICHOLSON, Mgr.
2206 Pine Street, St. Louis, Mo.

Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.
33 West 42nd Street **New York City**
Telephone Penn. 7443

Reprint from

THE OAKLAND POST-ENQUIRER

OAKLAND, CALIFORNIA

MARCH 25, 1925

A NEWSPAPER which talks about such an amazing and diverse number of things every day should be allowed to talk about itself at least once in a while, especially if it has something worth talking about. This newspaper thinks it has something worth talking about; something of interest not only to itself, but to the community it serves.

In the first place there's the matter of circulation. The circulation of this newspaper has passed the 40,000 mark, and most of that is solid HOME circulation—the kind that counts the most.

In three years, from a very small original circulation, THE POST-ENQUIRER has grown to the point where it has a daily circulation of more than 40,000. And this is just the beginning.

Also, there is another fact about THE POST-ENQUIRER which deserves the attention of the community. There are six daily newspapers publishing six issues a week in Oakland and San Francisco. Last month THE POST-ENQUIRER led the field in total advertising. The nearest competitor, a San Francisco evening paper, was more than 25,000 agate lines behind THE POST-ENQUIRER at the end of the month.

Growing as the community grows, and faster if possible, circulating ideas and thinking always of the community's interests, THE POST-ENQUIRER will continue to be a wide-awake, vigorous newspaper in a young man's town.

Serving Oakland and the Great East Bay Cities

—the fastest growing and most important industrial center on the Pacific Coast.

One-half Million Population

TEAPOT DOME HANDOUT SENT TO EDITORS

Anonymous Mat and Sugared Story "Predicts" Sinclair Victory—Propaganda Exposed by Cleveland Press

Reproduced on this page is a piece of publicity which was sent to daily newspapers throughout the United States within the past two weeks by anonymous "public relations experts," obviously working in the interest of the defendants in the trial instituted by the Government of the United States to break the Harry Sinclair lease of the Teapot Dome naval oil reserve.

The three-column art lay-out, showing the judge, the court house and the Sinclair lawyers smilingly engaged in a street conversation, was distributed in matrix form. The head-line and the story were also matted and gratuitiously distributed to newspapers.

Who paid for this expensive publicity job is not known, but the envelope containing the mat and a proof sheet was labelled: "From Western Newspaper Union, 210 South Desplaines Street, Chicago, Ill."

Both in the headline and in the story a Sinclair "victory" was predicted, although the matter was before the court. Whether or not this would constitute "constructive contempt" is not known, but there is no news of any attention being paid to the matter by Judge T. Blake Kennedy, who presides over the trial.

Nor is it known how many newspapers published the propaganda, or if any such newspaper could possibly be shown to have been an influence in the case.

There is record of one newspaper that not only did not use the press agent's propaganda but, on the contrary, exposed it in the editorial columns. This paper was the *Cleveland Press*. Its editorial follows:

"A beautiful example of how press agent machinery is operating in connection with the Teapot Dome case appears in a 'ready print' being received by editors throughout the country.

"A picture—with matrix—for publication purposes—showing the Federal Building at Cheyenne, Sinclair counsel, and Judge T. Blake Kennedy, accompanies the article.

"Bearing all the typographical appearance of a regular newspaper article, this piece of writing, sent unsolicited, paints Harry Sinclair in glowing colors, the action of A. B. Fall as entirely justified, says the prosecution has been unconvincing, and 'that the government has made out an entirely weak case,' * * * *

"This sort of handout is nothing new to American newspaper editors. They are used to having somebody try to get something by the news desk, and into the paper. 'Propaganda' has become a profession in these latter days, the hired press agent waxes fat.

"There is a difference, however, between receiving and printing.

"And rare indeed is the editor who is fooled by the handout."

E. C. Johnston, manager of the New York office of the Western Newspaper Union, when requested for information regarding the press agent material, denied any knowledge of its being handled by the organization he represents.

"As you understand," he said, "we act like any other mat manufacturer, and prepare considerable material from time to time for interested parties, which we send out to a list of newspapers furnished by them.

"It is our practice, however, to indicate the source of any material offered for publication, either by a letter accompanying it or on the proof.

"No one has enough money to pay for the insertion of propaganda in any service we furnish newspaper publishers, which is paid for by the publishers."

It will soon be time to start liking winter better than summer.—*Sandusky Register.*

SINCLAIR VICTORY PREDICTED IN TRIAL OF TEAPOT DOME OIL CAS



Federal building at Cheyenne, Wyo., scene of the Teapot Dome oil trial. Left to right—John W. Lacey, Martin L. Littleton and George P. Hoover of Sinclair counsel, discussing the case. Inset—Judge T. Blake Kennedy of the United States District court, who is presiding at the trial.

Cheyenne, Wyo.—With the evidence of the government completed in the trial here to break the Sinclair lease of the Teapot Dome naval oil reserve, it is the consensus of opinion of lawyers and laymen who have followed the hearing in the United States District court that the government has made out an extremely weak case. Predictions are that Judge T. Blake Kennedy's decision will sustain the validity of the Sinclair contract.

Uncolored by the hysteria of rumors and suspicions incident to the investigation of the Teapot Dome affair before the senatorial committee last year, the issue has simmered down to the question whether President Harding had the right under a law admittedly ambiguous to transfer the leasing of the Teapot Dome field from the Navy department to the Department of the Interior. As President Harding acted in good faith and under the authority of law as construed by his legal advisers, his executive order unquestionably warranted Secretary of the Interior A. B. Fall in leasing the oil field to Sinclair. The court evidence proved conclusively that Fall did not make the lease secretly but after thrashing out the contract with Secretary of the Navy Denby and officials and lawyers of both Navy and Interior departments.

Politics and an inflamed public sentiment have had nothing to do with the court trial. Evidence of conspiracy has been unconvincing. Judge Kennedy, reputed eminently fair, will render his decision o on the law and the evidence.

Sinclair is a business man. seems fatuous to suppose that would have invested millions i fraudulent contract, the validity which might be questioned which might be canceled at time. That would not have b good business nor the logical cou of a good business man.

Former Senator Atlee Pomer of Ohio and Owen J. Roberts Philadelphia have conducted government's case in court. Sinclair defense has been in hands of Martin L. Littleton of N York, John W. Lacey of Cheyen George P. Hoover of Washing and a battery of other high-pri lawyers.

The above, both cuts and type, is printed from a stereotype plate made from a matrix anonymously sent to a newspaper editor who mailed it to EDITOR & PUBLISHER.

GOOD HUMOR VITAL IN ADS

Also Truth and Timeliness, Says Rogers Peet Advertising Manager

Truth, timeliness and good humor are the three essentials on which the advertising of the Rogers-Peet stores of New York is founded, according to A. C. M. Azoy, Jr., advertising manager of the company, who gave an informal talk before the publicity Club of Springfield, Mass., Tuesday, April 14. Advertisements of "rotten raincoats" and "ugly suits," followed by an explanation that the goods have been so reduced in prices that "they're not so bad after all," have proved successful business getters, he said.

Mr. Azoy said that the company's style of cartoon display advertising was started in that form by a stray English artist whose name cannot be found in any records.

Cleveland Times in New Home

The *Cleveland Times* on Friday and Saturday of this week formally opened its new home at Payne avenue and East 22nd street by holding open house.

Detroit Weekly Increases (p

The Saturday Night Press, company publishing the *Detroit Night*, has filed notice of an in capitalization with the secretary The boost, understood to be in of a stock dividend, is from $1 $150,000.

Dramatic Critic Travels

Quinn Martin, dramatic crit *New York World*, and Mrs. M New York this week to spen weeks traveling abroad.

ILICITY MAN TELLS ON TO "WIN" EDITORS

Own With Them, Explain "Injus-s" of Editorial Attacks and T-y'll "Make Amends," Stand-ard Oil Man Says

-ge M. Cook, director of the De-nt of Public Relations of the d-d Oil Company of Indiana, ad-s the Medill School of Journalism, -ago, on Thursday of this week, youth under instruction there for n journalism what the difference -een a press agent and a public -s expert and declaring that the -as developed "into a distinct pro-"

Cook went over the ground very -hly, making it plain however -e accomplishments of the past by -n of his profession are not to be -ed with the great things that lay -them to do. He told of the stu-o- advances that industry has made, -ving old methods, and asserted -e new slogan was "the public be -."

-peaker said: "Although, six years -l stock-holders of the Standard Oil -ny (Indiana) were 4,500 in num-d one individual owned 30 per -f the stock, today 50,000 American -l are shareholders, of whom 15,000 -ployes and accordingly partners. -n unjustifiable attack upon a cor-ti- now not only hurts the manage-, ut hundreds of thousands of good -r who are stockholders."

-aid that he did not deal with the -hrough business office executives, -lough editorial departments.

-ing the past couple of years", said -peaker, "there have been perhaps -dozen or more editorials printed -newspapers about our company -h thought were unjust and unfair. -e instances the author of the edi-l was either partially advised or not -e at all about the situation. In -ne of these instances I called upon -itor, sat down with him in his -nd went over the situation en-ng to show him where he did us -nstice that was harmful to the -ment, to the employes and stock-r. In each case, I was successful -rincing the editor that he was in -ng, and he was anxious to make -amends. I think every editor said -had been properly advised in the -ace he would never have written -orial."

Cook then furnished to his audi-me illustrations of the work of the -h of the new public relations pro-n including the following:

-ew years ago there was an im-rt bill pending in one of the large -ees of the United States Senate, -ng for the regulation of one of the -industries in the country. Hear-re ordered by the Senate com-e and the industry decided natural-f course, to oppose this bill because -ined many radical innovations.

"I suggested to the industry that the hearings should be fully reported. Having had some experience in Washington as a newspaper man, I knew how impossible it was for correspondents to cover every news source in Washington, as there are many times, dozens and dozens of hearings going on at the same time. I said to the people I represented, that I wanted to have those hearings covered as a big newspaper would do it—if some one testified that the industry was crooked, and the men were dishonest, we should say so in our story. It always had been the custom in Washington at previous hearings, when some publicity man was on the job, for him to tell only his client's side of the question. But I took the position that a partisan, colored story would get nowhere and that we might as well attempt nothing unless we told the whole story. This was agreed to. I employed two Washington newspaper men to help me and told them to forget that they were being paid by the industry, but as far as possible to write a fair and impartial story. Naturally, of course, they were not to neglect or overlook anything favorable to our side, but to be fair, and not to make it a partisan thing.

"So we started in on that basis, and there was always one of those reporters present while the hearing was going on. About 11 a. m. we wrote a story covering what had happened so far that day. This was neatly mimeographed and distributed by messenger to every newspaper and correspondent in Washington. At the end of the day, a comprehensive story was written covering the whole day's proceedings, and copies of it were made and sent, in the same way, to the newspaper men in Washington. This sort of thing was unprecedented and so unusual that many of the correspondents could not understand it and asked me about it. It was not long until all of the newspapers, with the exception of one press association, withdrew their representatives from the hearing and left the matter entirely in our hands. In other words, it was only a short time until we had the confidence of the correspondents, and they realized we were not trying to put something over. One government official was kind enough to say that it was the best job he had ever heard of and called it "The 1920 model of Publicity." Now, I take the position that while I was trying to help my clients as much as I could, yet I know I was of great help to the newspaper men. All they or any honest newspaper man cares about, are the facts, and he cares little where he gets them, if he has confidence in the man who gives them to him. I think that experience there changed the whole attitude of business organizations that had any business in Washington and needed publicity in connection with it. We didn't write partisan stuff, we didn't try to be propagandists. I maintain that was constructive publicity."

HOUGHTON IS DINNER GUEST

Ivy L. Lee Is Host to Ambassador and Publishers

Alanson B. Houghton, American Ambassador to Great Britain, was the principal guest at a dinner given by Ivy L. Lee at the Metropolitan Club April 9.

Other guests were Adolph S. Ochs, publisher of the *New York Times;* Frank A. Munsey, publisher of the *Sun;* Ogden Reid, editor of the *Herald-Tribune;* Herbert Bayard Swope, executive editor of the *World;* Cyrus H. K. Curtis, president of the Curtis Publishing Company; Dr. John H. Finley and Rollo Ogden, of the *Times;* Arthur Brisbane, editor of the *Evening Journal;* Ernest H. Abbott, editor of the *Outlook;* Karl A. Bickel, president of the United Press Association; Herbert Croly, of the *New Republic;* W. P. Hamilton, of the *Wall Street Journal;* Herbert S. Houston, of *Our World;* James G. McDonald, of the Foreign Policy Association; Frank O'Brien, of the *Sun;* Arthur W. Page, of *World's Work;* Daniel T. Pierce, Dr. Albert Shaw, of the *Review of Reviews,* David E. Smiley, of the *Evening Post.*

LOUISIANA

is so situated geographically that her publishers must rely upon European mills for their principal sources of supply of NEWSPRINT PAPER.

Before placing their contracts it is of course essential that these publishers carefully scrutinize the various propositions submitted to them so as to buy the best paper obtainable at the lowest obtainable price.

We, therefore, consider it significant that we are today supplying because of our various contracts in NEW ORLEANS, SHREVEPORT, BATON ROUGE and LAKE CHARLES, MORE THAN SEVENTY-FIVE PERCENT OF THE TOTAL AMOUNT OF NEWSPRINT PAPER CONSUMED IN THAT STATE.

If you are now purchasing or considering purchasing foreign newsprint paper it would prove, we are sure, to our mutual advantage for you to communicate with us.

WM. HARTMANN & CO., INC.

342 Madison Avenue **New York City**

s Angeles Times

he only great morning ewspaper in the Pacific outhwest whose owner-ip, control, direction d whole interests are in e territory which it serves.

Vorld Leader in Advertising r Three Consecutive Years

Why Keep On Paying This Tax?

Everybody expects to pay some taxes, but why impose unnecessary taxes on yourself?

Do you realize that every time you drive your car on an unpaved highway you are actually taxing yourself one to four cents a mile?

This is the cost of increased repair, tire and gasoline bills.

Highway research has definitely established these facts.

Each year you tax yourself in this way a good many dollars.

Instead of spending this money for increased transportation costs, why not invest it in Concrete Highways and pay yourself some dividends?

Concrete Roads and Streets pay for themselves in the saving they effect on the cost of motoring.

Their maintenance cost is so low that this saving alone returns good dividends on the investment, year after year.

You are imposing an unnecessary tax on yourself from which you get no return, by failing to work for more Concrete Highways.

Not in a long time have general conditions been so favorable for carrying on such public works as permanent highway building.

Your highway authorities are ready to carry on their share of this great public work. But they must have your support.

Tell them you are ready to invest in more Concrete Highways, now.

PORTLAND CEMENT ASSOCIATION

111 W. Washington St.
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

URGES USE OF MINERALS TO SAVE FORESTS

Substitution of Mineral Products for Wood in Industry Asked by Director of U. S. Geological Su —See Hope in Increased Use of Clay Products and Steel

Excerpts from an Interview with Dr. GOERGE OTIS SMITH, Director, U. S. Geological Survey

By G. G. WHEAT

CONSERVATION is largely a matter of time values and the contrast between the temporary use of a forest product and the long-term use of a mineral product cannot be put too strongly.

Our forests have been the great reservoir for the building materials that enabled our civilization and development to race across the continent and helped us to become the nation that we are today. From the forests we have drawn, in the 60 years since woodpulp paper was first produced, the materials that have made us the greatest nation of printers, publishers, and readers that the world has ever known. The utilization of our forests has been so large a factor, and so many times has it been almost the controlling factor in our onward progress, that it would take a far search to find a well-informed man who would say that progress should have been halted in order to keep the trees.

In common with all citizens I feel a real interest in all these matters which so vitally affect the standards of our living, and, in addition to this, I have nearly a lifetime of work dealing directly with the utilization of our resources in fuels, metals, and minerals, the resources which supply the larger volume of our fuel and power, all of our metals, and our principal engineering and structural materials.

A period of expansion and development of our mineral resources began in 1880. There has been marked increase in production and use of mechanical power from coal and oil, a like increase in production of several principal metals, but even more striking is the increase in the utilization of our minerals for engineering and building purposes. This period has brought changes in the relative demands upon our forests and mineral use has given relief to the forest in many ways.

President Coolidge, addressing the forestry conference in Washington last November, said that it had been called in the hope that it would "lead to such care in the manufacture and use of our forest products that we could greatly lessen the severity of the prolonged timber shortage, of which we are entering the first stage." The President further said that we are being forced to adopt a drastic program of forest thrift.

As I came from that meeting of the conference, I was depressed at the slowness of our national awakening to the great need for forests and forests upon forests, but I was cheered by one other great aspect in the whole matter of our raw material supplies. The increase in the development and use of our mineral resources makes a remarkable story—a story of how drains on the forests have been reduced and the road by which increased reductions of these drains may be expected to come.

In the war year of 1914 the Geological Survey made studies of our producing strength in the minerals, chiefly metals, covering the statistical record since 1880. During that period of 33 years, the per capita consumption of coal had increased from less than a ton and a half to nearly six tons—an increase of 357 per cent. Similarly, the production of iron ore had increased 357 per cent; petroleum 391 per cent; copper, 1,200 per cent; cement, 2,087 per cent. Gold and silver increased only 22 and 23 per cent, respectively, while with lead the increase was 125 per cent and zinc 638 per cent.

The two leading grains, corn and wheat, show no such record. Both about kept pace with the growth of population, corn production being slightly more than doubled, wheat not quite doubled in this third of a century, so that per capita production shows only a small per cent of increase.

In textiles, cotton had increased 130 per cent or slightly faster than the population, while wool had failed to keep pace with the population. Sugar alone showed a large increase, both in domestic production and consumption, the per capita increase being 394 per cent.

Lumber had passed the peak of its total annual production in the years 1906 to 1909 and was already showing a sharp decline. The available supplies of timber, upon which the lumber output depends, requires many decades to produce, and, as President Coolidge told the conference, we have not yet acquired the sense of timber as a crop, to be expanded or reduced, as our needs require.

The materials whose use has served to reduce the relative drain on the forests, are, on the other hand, illimitable. The word applies without qualification to such supplies as clay and shale for all burned clay products; to the clays, shales and limestones, for the production of all cements and limes; to all the large variety of building stones, including slate; to the supplies of sands, gravels, and stone, suitable for the aggregates in making concrete. It is practically unthinkable that the economic limit of production of any or all of these materials can ever be reached, because of a sometime-coming shortage of raw materials. We will never become short of them.

The matter of prices cannot be passed over lightly, although brief comment will be enough. All the improvement of old and development of new manufacturing processes and entirely new industries that has accompanied this great advance in utilization of minerals, accompanied by a rapid steady rise in production to meet rapidly growing demands, has brought about relatively large reductions in the unit cost. This is a mere matter of record. The fortunate fact of the wide distribution of raw materials, especially of the non-metal minerals, permits the development of producing plants throughout the consuming territory. This again tends to hold transportation costs down to the minimum for a very large proportion of the tonnage can be delivered by truck from the producing plant directly to the place of use. It is a noteworthy fact, in this connection, that all these many mineral products are being used to serve as barriers to fire. None of them can burn or oxidize again. They are already fully oxidized by nature or by man's manufacturing processes.

On every side the eye is met with visible evidence of how these minerals are now serving us in places and for uses that had formerly to be supplied by the forest. One might well begin at the coal mine where works are designed to serve only until the coal at that place had been mined out. Formerly all buildings, mine engineering works, props, and retaining walls demanded wood throughout. Now one may see many uses of concrete above ground. Inside the mine, concrete forms the walls of shaft and drift, also many of the columns and posts for roof support, for which wood was formerly the only available practicable material.

On the railway right-of-way, solid arch bridges of concrete, or steel resting on concrete piers and abutments, prevail everywhere. Highway bridges show the same story. A few short years ago these uses demanded the strongest timbers. Wooden fences by the roadside have given way before wire mesh, fastened to concrete posts. Poles for street service and lighting are now commonly of iron or concrete. Piling and underpinning for foundations are now made of concrete.

Rolling stock is now practically all steel, and practically the only remaining drain by the railroads upon the forest is for the wooden cross-ties. Many agencies are making tests to perfect ties of other materials, progress is being made with their use in city streets, and it seems to me that it requires a little vision to forsee the day when the use of large amounts of timber by the railroads will be as much out of date as is now the use of wood to fire the locomotives. The cordwood available in our forests, as estimated by the Forest Service, would last less than five years if it all were converted into the equivalent of locomotive coal, and even if all the standing timber of lumber value should be added to use and used for locomotive fuel, it would replace coal for less than eight years more.

Secretary Hoover has said that there is a great difference between the production of goods to be used and goods to be used up, and I shall be holding true to that principle when I contrast the building which houses the Geological Survey with the frame structures in Washington which are monuments to the acute demands for housing Government war activities. They are even now falling down over the heads of the unfortunate occupants. They are also, it was stated at the forestry conference, decaying up from the ground. They are a nightmare to the fire department 24 hours of the day. The Department of the Interior building, on the other hand, is so permanent that it will give service for centuries, so far as destruction of its materials by fire, water, or air, or decay from fungi or bacteria are concerned. It represents a permanent increase in our wealth. The structures that we build should, and can be produced to be used and not to be used up. These buildings, wisely produced, will serve to take care of us and our lives and our labor's product, the most of our families, instead of forcing us to take constant care of them to prevent fire and decay and to give them constant care in correction and repairs. The timber we put into our houses has a life measured by decades, but the stone and brick of our Colonial houses have watched the centuries pass.

From these and a hundred other facts which cannot be cited in this brief summary, the conclusion can safely be drawn that the mineral building materials have been filling the need for building materials at a rapidly increasing rate. Aside from other considerations, such as permanency, fire safety, and general utility, it should be a source of gratitude that our need for structural materials h met by our mineral resources a this need can be so met in the fu

For the United States is now and studying conditions of timber so straitened that the situation called an emergency. We are t more than half our total pulpwoo is now being met by importation pulpwood, and paper; and that th been a steady decrease in the tot ber output since 1906, this in the a steadily and rapidly increasing program.

The situation, as regards timb plies, was clearly set forth by P Coolidge when he said: "E roughly, we have left about 745,0 000 cubic feet of timber. From annual drain is about 25,000,000,0 feet. This total drain is most si when we reflect that, toward o it, we have an annual timber gr only 6,000,000,000 cubic feet. our young forests, where this g taking place, cutting has alrea stripped growth. We must face uation that at this rate, we are from timber exhaustion.

"To bridge this fatal gap betw and growth, we have never tak cient action. In fact, our wealth growth timber has made us pror nore the gap and leave our less f descendants to struggle with it. cannot escape the penalties of tional neglect. They are alread ning to be felt. Since 1870 lumb have risen much more rapidly

La Palina Cig
is another of the nationall mous accounts which has r nized the fact that the Was ton, D. C., territory cann adequately covered without
The Washington Times
The futility of the "one buy" argument is nowhere illustrated than in the exper of its national advertisers.
PAYNE, BURNS & S
New York City—Boston
G. LOGAN PAYNE
Chicago - Detroit - St. Louis - L

394 Columns
increase in Paid Advertising in March, 1925, over March, 1924, indicates a newspaper with Public Confidence.
Norristown Times Herald
National Representative
PAUL BLOCK, Inc.
New York Chicago Detroit Boston

Pittsburg Press
"Giant of the Newspaper World"
A Scripps-Howard Newspa
Represented by
ALLIED NEWSPAP INC.

of other commodities. Per capita
l consumption of sawed lumber,
in 1906 had reached 525 board feet,
ropped to 285, and, in some of
stern states to 160 board feet. We
ying a yearly freight bill of $250,-
0 which could better be used for
ng timber than for transporting it."
U. S. Geological Survey some
ago made investigations of the fire
d wastes of structural materials in
nited States—for the primary pur-
f guiding the government in its own
building expenditures—and when
eat contrast was noted between the
losses by fire to government build-
and the immense losses reported
the country as a whole, a further
was made here and abroad.
orts from consular offices in other
ries showed: no frame buildings
allowed in the cities, and few else-
; personal responsibility for the
and spead of fire, and, although
e departments and equipments were
ously inadequate, judged by Amer-
tandards, the fire losses of Europe
relatively small.
stigations in the United States
d: first, that our annual fire tax
lly double the actual reported fire
or the cost of public and private
rotection, maintenance of depart-
excessive water works, etc., was
a dollar for dollar with the actual
fire loss; second, that were we on
e a basis of construction practice
sponsibility for fires as prevails in
e, our total fire tax could be re-
by just four-fifths. In other
we lose just five times as much
would if we had European stand-
f safety established here.
results also indicated that the fire-
ng buildings would be constructed
e expense in the future than in the
nd that the difference in relative
f fireproof and inflammable build-
ould soon cease to be an encour-
nt to flimsy construction. These
rs, made in 1910, stand good today.
, with the minerals doing their
share in building homes and busi-
ructures the work will not have to
one thirty or fifty years from now,
e drain on the forests can be lim-
those industries to which wood is
ime essential. Paper manufacture,
it takes only a very small propor-
f the nation's annual timber cut,
that share, with less proportionate
into products whose manufactured
is not surpassed by that of any
wood-using industry. This subject
es all of the deep thought that
per publishers and paper manu-
rs have given it in recent years
that they can give it in future.

Attach Plant for Libel Award

ity sheriffs have served an attach-
ton the plant of the *Marshfield*
Coos Bay Times for $1,500
d A. K. Peck in a libel suit against
mes. The deputies kept possession
plant until the editor, M. C.
ey, executed a bond for $4,000.
laction was based on a charge in
ution with the Ku Klux Klan.

LEAGUE URGES DELAY IN RADIO MEET

Committee Suggests Washington Conference be Postponed Until 1927 to Revise 1912 Code and Discuss Radiotelegraphy

The Committee on Radio Telegraphy of the League of Nations, which ended its conference in Geneva April 15, suggested that the Washington Conference on Radio Telegraphy to revise the convention of 1912 scheduled for this fall, be postponed until 1927.

At this conference a group representing press associations of the world hope to devise means to protect the broadcasting of news, making wider use of wireless by newspapers possible.

A radio telegraphic conference, the Committee points out, could profit from the results of the Telegraphic Union Conference which the French Government has convoked for next Autumn, and could consider questions which are not in the Washington agenda, such as radio telephony.

The International Radio-telegraph Convention, signed at London July 5, 1912, by delegates representing the United States and other powers provided that the convention might at any time be modified by the high contracting parties by common consent and that conferences of plenipotentiaries to modify the convention and adopt regulations should take place from time to time, each coference being empowdered to fix the time and place of the next meeting. At the London conference the United States invited the signatory governments to hold the next conference in Washington, which invitation was unanimously accepted and 1917 was fixed as the date. Owing to the war the conference was postponed.

During the Peace Conference at Paris a protocol was signed by representatives of the principal allied and associated powers providing that as soon as possible arrangements should be made for the convoking of an international congress to consider all international aspects of communication by land telegraphs, cables, or wireless telegraphy, and to make recommendations with a view to providing the entire world with adequate facilities of that nature on a fair and equitable basis. A preliminary conference of representatives of Great Britain, France, Japan, and the United States was held at Washington, October 8, 1920, which proposed that the International Telegraph Convention and Regulations and the International Radiotelegraph Convention and Regulations should be consolidated into a single convention with a single set of regulations. It was decided later that by the French Government that it would proceed to hold the conference of the parties to the International Telegraph Convention in Paris during the coming summer. It is understood this conference probably will not be held until September.

The American Government, therefore, has proceeded with the original plan to hold a conference of the parties to the International Radiotelegraph Convention in Washington. It was planned to hold it in September but the date perhaps will be later in view of the holding of the international telegraph convention in Paris in that month.

The London radiotelegraph convention dealt only with communications between ship and shore stations.

A telegraph convention was signed at St. Petersburgh in 1875. That was revised at a conference held at Lisbon in 1908 when it was decided to hold the next conference in Paris in 1915. This was postponed because of the war and is to be held by France this year. The United States is not a party to the telegraph convention.

New Radio Magazine Published

The Radiograph, a weekly publication issued for radio enthusiasts, made its first appearance April 11. It is published by Don Short at 81 Nassau street, New York.

Opportunity of a Life Time!!

Having purchased the entire plant of the Press Publishing Company of Newark, N. J., we own and offer the press described below, for immediate delivery:

HOE QUAD WEB NEWSPAPER PRESS—suitable for 16 or 32 pages, with color attachment; 23 9/16" cut-off; with full electrical equipment and stereotyping accessories.

This press is only ten years old, and can be inspected at any time. Suitable for a regular newspaper or tabloid and especially for color section work.

We also have other Newspaper presses which we can offer at very reasonable prices. Also all kinds of newspaper plant equipment. Call in and see our full line of rebuilt machinery and supplies.

"Everything from a Pin to a Press"

THOMAS W. HALL CO., Inc.
512 West 41st Street New York
Phone: Chickering 2307

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

Imperial



THE Imperial Plus Metal Plan is well liked in the State of Michigan. We draw that conclusion from the fact that publishers of many of Michigan's leading Dailies are depending upon the reliability of the Plus Plan. Then in addition to these individual dailies the Plus Plan is mighty pleased to serve the Booth Family.

The Booth Newspapers comprised of the following splendid papers, Grand Rapids Press, Flint Daily Journal, Saginaw News Courier, Kalamazoo Gazette, Jackson Citizen Patriot, Bay City Times Tribune, Muskegon Chronicle and the Ann Arbor Times, have made certain of efficient type metal through the selection of the Plus Plan.

Serving Family Groups of newspapers is becoming a regular feature with the Plus Plan. In addition to the Booth Newspapers, there's the Scripps-Howard Newspapers, the Star League of Indiana, and the James M. Cox Group.

There are just two reasons why the Plus Plan is popular with these groups. First, it intelligently keeps Type Metal FIT at all times. Second, it adds years of working life to your metal.

Yours for the Asking

A request on your letterhead brings a copy of this Plus Plan to your desk. Shall we send it?

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



McCLURE AGAIN HEADS ILLINOIS AD CLUBS

Passage of Statute Prohibiting Fraudulent Advertising Urged Upon Legislators at Group Meeting in Springfield

First steps toward the successful passage of the Printer's Ink Statute, prohibiting fraudulent advertising, in Illinois met with a responsive reception when a special committee of the Illinois Advertising Clubs, holding its first convention in Springfield, appeared in the state house before the judiciary committee of the house of representatives in behalf of the measure, Wednesday, April 8.

The fight against fraudulent advertising has been maintained by the Illinois Clubs since the inception of the organization several months ago, and the first convention was purposely located in Springfield to emphasize to the legislature the need in the state for such a measure already a law in 26 states.

In the opening address to the convention, President W. Frank McClure expressed the need for such legislation in Illinois, and told the members Illinois was the second state to organize its ad clubs in a statewide fashion.

William P. Green, present from New York as a member of the National Vigilance Committee, Associated Advertising Clubs of the World, and Roscoe Herget, manager—counsel of the Better Business Bureau of Peoria, spoke to the delegates of the war against fake promoters, crooked merchandisers, and fraudulent advertisers.

Homer J. Buckley, chairman of the advertising council of the Chicago Association of Commerce, gave an address on "Plugging the Leaks in Business," and pointed out that business is lost by merchandising organizations. Clifford J. Ireland director of trade and commerce welcomed the delegates officially for the state of Illinois, while J. Emil Smith, commissioner of finance, greeted the men and women for the city.

Other speakers were Lou Holland, Kansas City, president of the A. A. C. W., who told of "Recent Developments in Organized Advertising," Judge E. Allan Frost, general counsel Poster Advertising Association, spoke on "Background," Mrs. Bernice Blackwood, president Women's Advertising Clubs of the World, told of "Women's Contributions to Organized Advertising," and Charles C. Younggreen, Milwaukee, district president, spoke on "The Work of the Advertising Clubs in This District."

Officers of the club were all re-elected. W. Frank McClure was chosen to retain the presidency, C. C. Blair, Peoria, vice-president; Miss Minerva Augur, Chicago, secretary, and Charles J. Schettz, Joliet, treasurer. The organization voted to hold its 1926 convention in Peoria.

The delegates were entertained at a banquet and dinner dance at the Elks Club in the evening, and during the afternoon an auto tour of the city was made.

TO STUDY CONSUMER DEMAND

Stanley Resor Announces Meeting for Purpose Next Month

Stanley Resor, president of the J. Walter Thompson Company, and chairman of the committee on market analysis, advertising, and advertising mediums, appointed following the National Distribution Conference in Washington last January, announced this week his committee would meet in New York the latter part of May.

The committee was organized at a private meeting held in New York early this month. Its purpose is to co-ordinate market analyses, which are now made by private enterprises to determine the consumer demand or purchasing power for various commodities among the different classes of population in different sections of the United States, to the end that duplication of these efforts may be avoided and that the net results may be increased.

Members of the committee include:

E. T. Meredith, former secretary of Agriculture, Mededith Publications, Des-Moines, Ia.; Lew O. Jones, Eastman Kodak Co., Rochester, N. Y.; Dr. Daniel Starch, American Association of Advertising Agencies; Stanley Resor, J. Walter Thompson Co.; Elmer L. Cline, Continental Baking Corporation; A. Heath Onthank, Department of Commerce, Washington, D. C.; Malcolm Muir, McGraw-Hill Co.; George S. Fowler, Colgate & Co.; Theodore Whitmarsh, chairman of steering committee.

P. L. Thomson, Western Electric Co.; C. C. Carlin, Curtis Publishing Co., Philadelphia; J. W. Hayes, Crowell Publishing Co.; John H. Fahy, Boston; A. U. Chaney, American Cranberry Exchange; Mr. Swazey, Fuller & Smith, Cleveland, O., and Mr. Johnson, General Outdoor Advertising Co.

Other mambers of the committee are: G. W. Parsons, *Chicago Tribune;* Homer J. Buckley, Franklin Press, Detroit; William H. Johns, George Batten, Inc.; L. E. Holland, Holland Engraving Co.; H. K. McCann, H. K. McCann Co., and Mr. Groom, of J. Walter Thompson Co.

PREDICT BIG BOOM IN RADIO ADVERTISING

Announcement of Improved Sets June 1 to Boost Newspaper Lineage, Is Belief—Present District Let-Up Causes Comment

Announcement will be made June 1 of new and improved radio parts and sets with resulting increased use of newspaper advertising space by radio manufacturers, Editor & Publisher learned this week from a reliable source.

The distinct falling off in radio advertising since Christmas has caused considerable comment in newspaper circles. This week a sudden further drop was recorded throughout the country according to reports.

Overproduction is the reason assigned to this advertising let-up by authorities close to the radio industry in New York. Others declare it to be due to the tendency towards consumer demand for complete sets instead of separate parts.

Commenting on the situation, E. L. Bragdon, radio editor of the *New York Sun* said:

"Since January 1st radio sales have been decreasing slightly. Radio interest on the other hand has not suffered. It would appear that radio manufacturers with few exceptions expended their sales energy on the hoped-for holiday trade and failed to take advantage of the natural upward trend of business from inventory time to the present.

"The radio buying public right now are bargain hunters. Whenever a merchandizing concern offers a nationally advertised product at a bargain price whatever the amount involved the full allottment is taken up in rapid fire time.

"This is the first year that radio has not shown a distinct advance in sales between January 15th and April 1st. It seems in retrospect as if many manufacturers relied too much on the momentum of their holiday advertising."

Sun-Herald Reunion Planned

A reunion of present and former employes of the *New York Sun* and the old *New York Herald* is being planned for Thursday evening, April 30 when The Sun Club composed of employes of the Sun, holds its spring dance in the Grand Ballroom of the Hotel Pennsylvania, Einar O. Petersen, president of the club has announced.

Girl Edits Kentucky Weekly

Adelaide Hazeltine, 22, a graduate of the University of Missouri School of Journalism, Class of 1924, has been named editor of the *Harlan* (Ky.) *American,* succeeding George Roebuck, resigned. The American is a tabloid publication.

N. Y. CIRCULATION MEN TO MEET NEXT WEEK

"Brass Tacks" Program Scheduled for Semi-Annual State Convention at Albany, N. Y., April 21-22

The spring convention of the New York State Circulation Managers' Association will be held Tuesday and Wednesday, April 21-22 at the Ten Eyck Hotel, Albany, N. Y.

A "brass tacks" program of talks and general discussions upon vital circulation problems has been arranged. The first address of the meeting will be made Tuesday morning by Glenn S. England of the *Johnstown Leader-Republican* whose topic will be, "Is Newspaper Circulation to be Recognized as a Business Commodity?" Following Mr. England A. A. Cockerill of the *Utica Press,* R. D. M. Decker, *Rochester Democrat and Chronicle* and James J. Allardyce, *Albany Knickerbocker Press* will speak.

Tuesday afternoon the value of street car vending boxes, personal work with newsboys, transportation of newspapers by bus, street car or baggage, will be discussed respectively by D. W. Tanner of the *Utica Observer Dispatch,* A. Miner, *Syracuse Post-Standa* W. C. Hixson, of the same pape R. Arn will speak on "The Bes of Increasing circulation at the dealers" and Edward S. Dobson *Brooklyn Times* will tell how h lished and maintained a carrier service on a metropolitan newsp

"Are newspapers to blame for creasing crime by publishing s destructive articles?" is a topic slated for general discussion f the talks noted above.

On Wednesday morning the the Audit Bureau of Circulations discussed by George S. Erb, Jr. *Buffalo News* under the subject " Audit Bureau of Circulations Rai culation Standards, or Helped E Undesirable Circulation Practice

Robert Weir of the *Syracuse* will speak on the benefits deriv membership in the I. C. M. A. lowing him C. H. Congdon of the *town Times* will talk on "Wha Will the New Postal Law Have Subscriptions?

A general discussion will close vention.

Frank H. Roberts of the *R Times-Union* is president of th ciation.

Wilke's METALS
THE HIGHEST STANDARD

Type Metal Insuranc

The Evidence

"Wilke's" Type Metal Insurance Plan is yo guarantee against deterioration of your Linoty Monotype and Stereotype Metals. It has receiv the endorsement of many newspaper publishers, w recognize its protective features and economi advantages, among them being the following:

The Pittsburgh Chronicle Telegra
The Milwaukee Journal
The Minneapolis Evening Tribune
The St. Paul Dispatch
The Chicago Daily Journal
The Pittsburgh Gazette Times

We will be pleased to furnish full information c cerning this policy on which we pay the premiu and you collect the dividends. Write us.

METALS REFINING COMPAN
HAMMOND, INDIANA
Warehouses in All Principal Cities

WHEN YOU THINK OF METAL THINK OF "WILK

MPIRE STATE SCHOOL OF PRINTING OFFERS TEN SCHOLARSHIPS

Valued at $200 Each, for New York State Residents and Four, Worth $100 Each, for Nearby Territory, Available, Soon

TH the beginning of its fourth year, ne Empire State School of Print- thaca, N. Y., which has already introduced several new ideas into the problem of training printers, has anounced a competitive scholarship plan which will go into effect at once. The plan, as explained by Ross W. Kellogg, director of the school, in a letter to members of the New York State Publishers' Association, the lhers' Association of New York nd the American Newspaper Pub- ' Association who are supporting hool, has several novel features.



d W. KELLOGG

"primary object," states Mr. Kel- g, "is to bring to our school a care- elected group of students who, by r bility and earnestness, will help to e the standard of scholarship. We e that the competition for the scho- hs, six with a cash value of $200 nd four with a cash value of $100 will result in keen competition.

e committee on education of the York State Publishers' Association has charge of the school has for etime considered the advisability of d fund. Several worthy students already been assisted when it be- evident that they could not com- heir courses without more funds. olicy will be continued as far as nds at the disposal of the commit- l permit.

the ten scholarships, six will be sidents of New York State and or residents of other states. The York State scholarships will carry ition, $180; entrance fee of $10 and ition fee of $10 each, a total value 0.

mpetition for the scholarships will districts. The first examination held May 9 in Buffalo for candi- in Western New York. In July a examination will be held in Syra- followed by others at two-month in- , in Mount Vernon, Rochester, Al- nd Binghamton. Counties conven- situated around the city where the nation will be held will comprise ction of the state from which can- s will be eligible.

e scholarships will each be named nor of some newspaper publisher used) whose work still lives in the aper he founded or built up in the rt. A referendum of members of ew York State Publishers in each rt will be taken to decide upon the f the scholarships.

ung men and young women over 18 years of age and under 28 years who have successfully completed at least two years of approved high school work and who can furnish satisfactory references will be eligible to compete for the scholarships. The New York State Department of Education which has expressed much interest in the work of the Empire State School of Printing, has been invited to co-operate in giving publicity to the plan and in preparing and conducting the examinations.

"The four additional scholarships valued at $100 as payment on tuition, will be open one each to residents of New England, New Jersey-Pennsylvania, Ohio-Indiana, Canada. Examinations for these scholarships will be in the nature of essays, the aim of which will be to ascertain primarily the candidate's knowledge of English. The scholarships will be available in June, December, February and April."

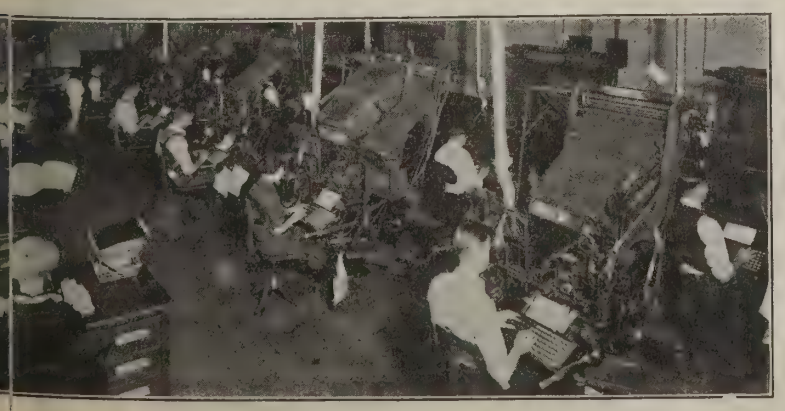
The Empire State School of Printing, which started operation on May 1, 1922, with six Model 1 linotypes loaned by the Mergenthaler Company, and a hand composition department, has doubled its equipment. The most recent addition consisted of six Model 5 linotypes loaned by the Mergenthaler Linotype Company to replace the Model 1's, one of which has been retained for instruction in mechanism. The school has purchased from the Mergenthaler Company one Model 8 and a new single keyboard Model 14.

The Intertype Corporation has loaned the school a Model B intertype and the school has purchased a Model C 2sm. The floor space of the school has been more than doubled and the hand composition and platen press departments doubled in the three years of its operation.

Starting out with a capacity of 24 students or 48 graduates from the complete six months' course annually, the capacity has now been increased to 40 students or 80 graduates per year. The school has furnished training to 132 students, of which number 105 are classed as graduates. The difference is represented by the young men now in school or by those who did not complete the full course.

"The esprit de corps noted by EDITOR & PUBLISHER at the school in March, 1923, still continues," says Director Kellogg. "Graduates are members of a fast-growing fraternity. The proximity of Cornell University makes it an easy matter to put some of the college spirit into our work. Our graduates look upon the school as their alma mater. By personal visits and by mail they are in frequent touch with the school. The graduates who have been out a year or two frequently lend a helping hand to the more recent graduates and best of all their recommendations are responsible for about half of the enrollment we obtain each month.

"The members of the New York State Publishers' Association have done a unique thing in founding, equipping and supporting the Empire State School of Printing. They have raised by quarterly assessments on the basis of $5 per journeyman printer employed by them, the sum of $65,000, and placed it at the disposal of their committee on education composed of John W. Baker, *Ithaca Journal-News;* chairman; Jerome D. Barnum, *Syracuse Post Standard;* Ralph E. Bennett, *Binghamton Press;* William O. Dapping, *Auburn Citizen,* and John F. Rolfe, *Corning Leader.* Members of the Publishers' Association of New York City have contributed nearly $5,000 to the cause and more than $4,000 has been received from the printing trades school fund of the American Newspaper Publishers' Association."



rn machinery and equipment has been installed throughout the plant of the Empire State School of Printing, a view of which appears above

Sun Alumni to Celebrate

The Sun Alumni Association, composed of men who were members of the *New York Sun* staff up to the time Chester S. Lord retired in 1913, will hold a reunion dinner and celebration at the New York Advertising Club, April 28.

State House Writers Honor Grant

The press room of the state capitol, Austin, Tex., last week gave a farewell banquet for W. C. Grant, Associated Press correspondent, upon his being promoted to the Dallas office. John C. Leissler has succeeded Grant at Austin.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
25 H. P. 220 Volt Variable speed D. C. Motor with six push button Stations together with Cutler-Hammer Wall Panel. Suitable for driving three deck press. Complete and in wonderful condition. Roy C. Goodwin, Geneva, N. Y.

Two Newspaper Plants
complete, installed anywhere, or sold in lots, 16-page Hoe (fine press for tabloid) 32-page Duplex, steel cabinets, Ludlow equipment, large quantity new type, Models 5, 8, 14 linotypes, A. B. C., Intertypes. Complete Job Plant, 2-revolution Miller Feeder, 4 jobbers, power cutter, punch, perforator, for $5,000, good terms. Daily newspaper plant, with building, city of 65,000, $40,000, good terms. Peckham Machinery Co., 1328 Broadway (at 34th) New York City.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.
Two Deck, Two Plate wide Goss, Sixteen page press. In A-1 condition; complete with all stereotyping equipment. Ready for delivery. Roy C. Goodwin, Geneva, N. Y.

We can increase your business—you want it increased.

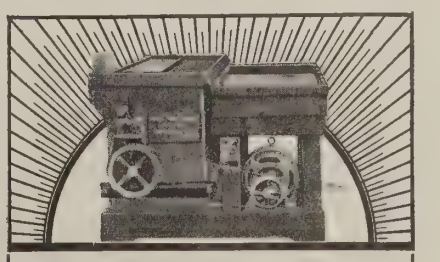
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

FOR ALL NEWSPAPERS
DUPLEX PRESSES
"OUR CUSTOMERS WRITE OUR ADS"
DUPLEX TUBULAR
"The Duplex Tubular in our plant has made the publishing business in Wooster a *real pleasure.*"
Wooster, Ohio, Daily Record
Duplex Printing Press Co.
BATTLE CREEK, MICH.

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.



THE APPROPRIATE ETCHING DEVICE FOR THE NEWS PAPER
NEW PRICES:
"MIGNON" .....$ 625
"SIRIUS" .....$ 890
"DIAMOND" $1025
AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut St., PHILADELPHIA, PA.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."
18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.
6c per word per insertion, cash with order, for advertisements under any other classification.
36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager
with eleven years' successful experience on leading dailies, desires a permanent connection as an advertising or business executive. I am a man with broad vision and high standards, with ability to produce and hold the confidence of both publisher and public. Age 32, married. College education. Address Box C-900, Editor & Publisher.

Advertising Manager.
A thoroughly experienced newspaper executive will be available about May 15th. Eighteen years' experience in cities up to a million population. I want to connect with some publisher who is convinced that he is not getting the maximum lineage in local, classified and national advertising and is looking for the right man to put it over. Second or third paper preferred. I have an enviable record for results. Desire a permanent connection where my ability will be recognized. Am young and aggressive. Write for full particulars. Address Box C-928, Editor & Publisher.

All-round Newspaperman.
Can you use a man who writes, draws cartoons, speaks French and can work a press wire in an emergency. C-901, Editor & Publisher.

Assistant Business Manager.
If you are looking for such a party to relieve you of some of your burdens, give me a chance to talk with you. I believe I can convince you I would be a valuable help in your organization. My experience began in a country office where I "learned the trade." Am particularly strong on circulation matters. Recommendations from several of the best-known publishers in the country. Good reasons for severing present connections. Box C-917, Editor & Publisher.

Business Executive.
and for past several years Business Manager of medium size Eastern paper, contemplates making change. Unquestionable record as to ability and character and particularly strong in increase of business and production at minimum cost. Experience covers Morning, Evening, Metropolitan and Provincial fields. No situation too difficult, but will consider only proposition combining permanency with something more than a job. Will meet you at the A. N. P. A. meeting if you wish. Box No. C-849, are Editor & Publisher.

Classified Manager.
Now assistant on large leading daily, wants position as classified manager. Prefer paper that requires building up. Best of references. Box C-924, Editor & Publisher.

Classified Manager.
One who is capable of producing real results. Details of past performances will convince you. Presently employed, but am desirous of a permanent position in a larger field where ability and hard work will be rewarded by success. For further information address Box No. C-925, Editor & Publisher.

YOUR CLASSIFIED AD

in

EDITOR & PUBLISHER

is read by the man you want to reach

Situations Wanted

Classified Manager.
Successful record on Daily of 18,000. Young. Experienced in a system that builds and holds volume and reader interest. Can prove ability. Let me send a copy of my classified page. Must be permanent. Fair salary and commission bases desired. Box C-919, Editor & Publisher.

Classified Advertising Manager.
Young man, 28, married, with six years' experience as classified manager on southern daily of 15,000 circulation desires connections with larger paper in the South or South West where there are larger opportunities, either as manager or assistant to Classified manager. Can furnish the very best of references. Address C-913, care Editor & Publisher.

Classified Advertising Manager
with a successful record on one of the leading classified mediums in the country. Will furnish reference that will show a gain of over a million lines, a change in the classification system that saved time in composing room an increase of 4 cents per line. Creating new classification and ideas that benefit the advertiser and newspaper, economical system of covering territories. Good reason for leaving. Prefer paper that is second in field but one that has as good a circulation. Box C-926, Editor & Publisher.

Circulation Manager.
Now Circulation Manager in town of 200,000 wishes to make change. Has had experience on both morning and evening daily and Sunday. Can furnish the very best of reference. C-879, Editor & Publisher.

Circulation Manager.
Now employed; desires change higher climate. Can secure business and revenue. Connections include some leading papers of South. Can give best of references and bond. Prefer paper with 15,000 to 40,000 circulation. C-920, Editor & Publisher.

Circulation Manager.
Available for position in some large city by May 15—or preferably June 15. Many years' experience on morning, evening and Sunday papers. Familiar with every feature of circulation work. Unqualified recommendations. Excellent reasons for change decided upon. Will meet any interested publisher at A. N. P. A. meeting. Box C-916, Editor & Publisher.

Circulation Manager Seeks Change.
Efficient, energetic, tactful, enthusiastic working circulation manager, 30 years of age; 15 years' working experience in every angle of circulation work from carrier boy to circulation manager on papers of 5,000 to 27,000 circulation seeks change for reason has reached top in present field. Have added 4,000 daily and 7,000 Sunday in present connection during past two years and have increased cash revenue 40 per cent with the advantage of having an excellent newspaper to sell. Expense of department up only 3 per cent. Best of references from all past employers. Salary $60 and commission; more if I earn it. Ask and pledge confidence. Thoroughly understand promotion, administration, A. B. C. requirements, routine, delivery, mail room and distribution from actual working experience. C-922, Editor & Publisher.

Editorial Writer,
highly identified, now with large, nationally known publishers, desires change. Strong foundation of news and executive experience. Effective paragrapher. Address C-907, Editor & Publisher.

Mechanical Engineer for Publisher.
Will assume entire responsibility for mechanical operations, labor and production of large publishing organization. Young, practical, technical and all-around executive; member Typographical Union. Now with largest newspaper corporation in America, but desire connection where initiative, ability, reliabilty, energy, loyalty, honesty and Merits mean something to employer. C-886, care Editor & Publisher.

Executive Editor.
The executive editor of an important daily in a northern city desires to locate, at any time now or before next autumn, in the Atlantic States anywhere from Pennsylvania South. Chiefs of three nationally known newspapers, one of them a former A. N. P. A. director, and the proprietor with whom he is now associated, will say that he is an exceedingly resourceful and capable Managing Editor. Of 18 years in journalism he has spent 12 in executive positions. Within three years his paper has taken from a bright ably edited and wealthy rival the position of leadership it had always previously held. The A. B. C. report will verify the claim. Present salary $6,000. New York conference if desired and at most any time. Box C-929, Editor & Publisher.

Situations Wanted

Metropolitan Editorial Writer
Wants to make acquaintance of publisher preparing for reorganization. I have unusual record of responsibility in proportion to age in work that has developed me each year. Now ready for permanent connection. Prepared to take charge of editorial page, assist in development of news and features, relieve an overburdened editor and publisher. Will go anywhere; first consideration, good home city for small family; second, opportunity to prosper with paper in proportion to services. Before changing from present employment want time to study paper, city and prospects, and to put my record, work and suggestions under scrutiny. I am looking for a lifework, not for a job. Address C-898, Editor & Publisher.

Newspaperman,
25, American, healthy, experienced all branches reporting, desk work. Wants position on staff of paper preferably in East. At present telegraph editor. $40 to start. Box C-921, Editor & Publisher.

Newspaper Promotion Man
wants to hear of opening for Business or Advertising Manager or both. Advertiser a man of proven ability, now employed. Calibre of opportunity, business and business personnel of more importance than location. Address C-918, Editor & Publisher.

Proofreader.
Five years of experience in editorial, job and advertising matter seeks position. Has done editorial and news writing on country weekly. Can also edit copy. Twenty-seven years old. College education and commercial training. Box C-927, Editor & Publisher.

Publisher or Business Manager,
43. Capable of assuming entire responsibility of daily paper ten thousand or more circulation. Successful record but no capital. C-881, Editor & Publisher.

Reporter.
I don't know anything about advertising, circulation, job printing or running a column, but I am a good reporter. Single, 25. Seek position near New York. C-915, Editor & Publisher.

Reporter.
Young man, 30, nine years' experience, desires position as reporter on constructive daily; salary $40. Might also do some editing. One year Rochester Herald, court reporter; two years Plattsburgh Press, reporter-editor; Poughkeepsie Eagle-News, eight months; also worked on Detroit Free-Press and Schenectady Gazette. Can report immediately. Lester S. McWilliams, 58 Linden avenue, Middletown, N. Y.

Special Correspondent.
Am now open for a connection with a first class newspaper as special news correspondent in New York. Have had special training in this work and can furnish the best of references. Want to work for a newspaper that demands conscientious and above the average service. Box C-923, care Editor & Publisher.

HELP WANTED

Pub'lishing Positions.
Display and Classified Solicitors; Desk Man, $40; Retoucher, $100; Mechanical Production Foreman, $150; Advertising Manager, furniture experience, $150. Other Vacancies. Write for contract. Publishers' Placement Service, 401-403 Seitz Bldg., Syracuse, N. Y.

Society Editress.
Wanted: Competent newspaper woman to build up society page and handle similar work. Progressive Western New York State afternoon daily; city 24,000. State experience, religion, salary. C-914, Editor & Publisher.

Opportunity
for middle aged New York newspaper man whose ambition is to have a chicken farm with meal ticket on the side. All replies confidential. C-930, Editor & Publisher.

S. C. Dobbs on Savage Arms Board

S. C. Dobbs, of Atlanta, Ga., former president of the Associated Advertising Clubs of the World, has been elected a director of the Savage Arms Corporation and the Kelvinator Corporation.

Tokio Plans Printers' Exhibit

An International Printers' Exhibit will be held in Tokio, Japan, during April, 1926, under the auspices of the Japan Typothetæ, that organization has announced. K. Ohashi, president, is leaving Japan this month to visit printers in the United States and Europe in behalf of the Exhibit.

Because of interests loc elsewhere which require his attention, owner of d newspaper (evening) Ohio city of 16,000 is wil to sell property. Price terms favorable. Busi shows profits and of splendid opportunity for velopment.

Palmer, Dewitt & Pal
Newspaper Properties,
350 Madison Ave. New

Successful Performan
This firm has a record of a 15 years of successful performan the difficult work of
PURCHASE, CONSOLIDATIO SALE AND APPRAISAL
of newspaper and magazine prop throughout the U. S.
HARWELL & CANN
Times Bldg. New Y

WE CONNECT THE WIRES
AGRICULTURAL WRITE AND EDITOR seeks posi tion with newspaper, farm jour nal or house organ. Know farming, livestock and poultry well up in cooperative market ing; expert in organization an publicity. Possesses writing executive and promotive ability backed by Iowa college degre and a dozen years in two re sponsible positions. Would ad the prestige of authority to you farm pages. Our No. 1039.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MA

TIRE COMPANY SOLD

Buffalo Firm Plans Larger Adv Campaign

J. H. Kelly and F. V. Springe purchased a controlling interest Hewitt Rubber Company, Buffalo, f H. H. Hewitt estate. Mr. Kelly, v been vice-president of the concer 1917, will become president and manager, and Mr. Springer will b ciated with him in the manageme ing general supervision of sales.

E. J. Clare, formerly advertisin ager of the Wire Wheel Corpora America, was recently employed as tising manager of the Hewitt Co and the advertising, which has her been supervised by the sales depa will from now on be operated as rate department.

Plans have already been comple expansion of the business under t ownership. A program of natio vertising on Hewitt Tires, and p on some others of the company's ucts, will be worked out at once, c officials stated.

R. Hoe & Co. to Exhibit New

R. Hoe & Co., Inc., will exhibit design heavy-duty matrix roller Waldorf-Astoria Hotel, New Yor week, during the convention American Newspaper Publishers' ciation. The matrix roller will be in operation to show publishers th city and strength of this new desig

EWYN WOULD BAR IST NIGHT CRITICS

ter Returning from London nlifies Attack He Made There n Play Reviewers—Favors Retiring Them

matic critics aren't newspaper men. lus, tired and bored with the round r nights, they cease to function as s of the drama and begin exploiting s ves at the expense of others.

e were the indictments of New newspaper dramatic critics issued ek by Edgar Selwyn, theatrical r, in an interview upon his return e York from London, where he had e the attack on the critics in state- given London newspapers.

is remarks, as reported by the *New Times,* follow:

y aren't newspaper men. The per men give us an even break, t critics don't. New York has no c critics. They are all reviewers. ey all mentally review a play be- ey ever go to the theatre. They llous, they get tired, they get d

Di you say callous or careless?" someone who heard Mr. Selwyn in- ay.

'e can say both," he asserted. ood play will survive despite all ics can say," continued Mr. Sel- "But a play and a young play- which need only a little encou- nt to make a start can be damned critics.

time that someone told the truth the dramatic critics. They control id of dramatic criticism in New ecause they have acquired title to ire dramatic page of the newspa- They will let nothing appear on ages which is contrary to what emselves think.

y don't stop when they condemn a e first night. They continue the in the following Sunday's paper y don't quit hammering until they e their destruction. Under such nering there are few shows that rvive. 'Abie's Irish Rose' is a instance of a play that did sur-

Course, a play benefits largely from lto-mouth advertising by those who een it. Five years ago I had a 'The Mirage.' The critics all d it. Next morning when I went o the theatre my brother was at the ice and he was very disconsolate. d: 'They've wrecked the show.' at night the house was sold out. expected 400 and we had 2,000."

r Selwyn said if he had his way he 't invite critics to see his shows e end of a week's run. He ex- that he couldn't afford to take course, while other producers e their houses to critics on first t. He was asked if he believed the ers would ever try to reach an eent to bar critics on first nights. d:

producers can't agree on any- g.

ouldn't ask the critics to review a the first night for another rea- e explained. "It's a commercial o The first night is the only night ch we always are sure we can sell house. As it is now we have to way about 190 free tickets to the ers on first nights."

r Selwyn was asked if, in view of ticism of the critics, he felt they ut looking for what was wrong e than what was commendable in ma. His reply was:

if they went out to find what was with a play, they could be really lpful. They could show us how ect faults and to improve plays. ve no constructive critics in New oday.

ink it would be a splendid idea to some of the critics. They should ed on pensions, and George Jean h should be employed to lecture nce daily on dramatic criticism."

r Selwyn said he singled out Mr. because he was the pioneer in the modern metropolitan dramatic criticism. "All the critics have adopted his pose," he added.

Mr. Selwyn said the only reason that indecent plays were produced today was that the new playwrights and producers were encouraged by the laudation given by the critics to "a certain class of smutty drama." The novices not only tried to imitate indecent drama, but tried to go it one better, according to Mr. Selwyn.

The producer declared there were no more good dramatic critics for the same reason that there were no more good stage directors. All had been attracted to other fields by more money. Mr. Selwyn proposed a remedy for what he described as decadent dramatic criticism, saying that what was needed was "new blood."

"New York has plenty of reviewers, but no critics. The reviewers would not be bad if they did not place themselves first of all. They see everything from their own personal angle. They write everything with the personal pronoun, 'I.'"

LONG ISLAND EDITORS MEET

Elect Fifty New Members at Luncheon Meeting in N. Y. Times Office

Fifty new members were accepted by the Long Island Press Association, at a luncheon meeting held April 13, in the *New York Times* Annex.

Taps were sounded for Harry Kates, of the *Jamaica Herald,* and James A. Canfield, of the *Patchogue Advance,* who died during the year.

At luncheon the guests, numbering about 100, were greeted by Adolph S. Ochs, publisher of the Times, and speeches were made by Rollo Ogden, editor-in-chief; Dr. John H. Finley, associate editor; Louis Wiley, business manager; President McCarthy of the Long Island Press Association; Mrs. Mabel Merritt, treasurer, and David Murray and George Schubel, former presidents, and F. D. Waterman.

In welcoming members of the association Mr. Ochs told them what is necessary for the making of a successful newspaper.

"You see here how this great newspaper is 'made-up' and what goes into its making," he said. "I hope you have learned that what is necessary to publish a great newspaper is to get together the men and women who are competent to make it, house them in a good establishment, try to make them happy and contented, and have them united in one specific thing, and that in this case is to publish a first class newspaper."

The officers of the association are William McCarthy, president; Mrs. Adeline M. Huntington, first vice-president; Mark M. Marlow, second vice-president; Alfred J. Ball, third vice-president; Mrs. Merritt, treasurer, and Morris Friedman of Rockville Centre, secretary.

TO VISIT N. Y. TIMES PLANT

New Jersey Press Association Accepts Invitation for May 5

The Executive Committee of the New Jersey Press Association, meeting on April 13, in Newark, decided to accept on behalf of the members, an invitation of Louis Wiley, business manager of the *New York Times,* to visit the Times plant on Tuesday evening, May 5. Preceding the visit to the plant, the Association will hold a dinner at which Mr. Wiley and other executives of the Times will be guests. A committee consisting of R. E. Lent, *Passaic Daily News,* president of the Association, and W. B. Bryant, *Paterson Press Guardian,* an ex-president, will arrange the details of the dinner.

The annual meeting and outing of the Association will be held this year from June 26 to 29, place to be determined later.

If only the brakes would get tight when the driver does.—*St. Thomas Times-Journal.*

Insure your National Campaign, by Distribution In these cities And using the listed Newspapers for your Advertising

Co-operation all "along the way" from dealers to hustling local advertising managers moves the goods from store shelves to kitchen doors.

In no state has co-operation between newspapers and national advertisers been developed to a greater degree than in Indiana.

Those who appreciate this fact should, therefore, get in touch with these papers where it really pays to promote products of merit.

USE INDIANA NEWSPAPERS FOR INDIANA TRADE

	Circulation	Rate for 5,000 lines
**Columbus Republican	3,618	.03
††Connersville News-Examiner	4,805	.025
††Decatur Democrat (E)	3,194	.025
**Fort Wayne Journal-Gazette (M)	32,662	.08
**Fort Wayne Journal-Gazette (S)	34,487	.08
**Fort Wayne News-Sentinel (E)	42,860	.10
**Gary Evening Post-Tribune (E)	14,772	.055
††Hammond Times (E)	15,610	.07
**Huntington Press (M&S)	3,655	.025
**Indianapolis News (E)	133,880	.25
**Lafayette Journal & Courier (M) 7,915 (E) 13,302	21,217	.06
††La Porte Herald-Argus (E)	6,432	.025
††Shelbyville Democrat	3,968	.02
**South Bend News-Times (M) 9,803 (E) 14,225	24,028	.06
**South Bend News-Times (S)	22,275	.06
††South Bend Tribune (S) 19,388 (E)	21,031	.06
**Terre Haute Tribune (E&S)	23,710	.06

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



THIS is the season when builders and those who supply building materials need the assistance of newspaper advertising. Some newspapers have developed excellent and permanent departments for this class of business on classified pages. A first-class letter to builders and supply men should bring in the nucleus of a department of this sort.

AN Ohio daily paper has sold to members of a large club the idea of discontinuing their club publication, and buying paid advertising space once a week in the daily for club news and announcements.—H. H. H., Cleveland.

As President Coolidge has endorsed the movement for a nationwide observance of May First as Children's Day, some good advertising copy may be obtained in advance of this date for children's frocks, millinery, outdoor recreation articles, and other material, that may be sold in preparation for this event.—C. M. L.

Zippy publicity may be given a want-ad solicitation campaign and business results obtained by following the *Danville* (Ill.) *Commercial News*' Want-Ad Week Contest, now in progress. Page lay-outs were used to introduce the five members of the want ad staff, their pictures used, and on the want-ad page itself from day to day appeared the leader for the day. The city directory was divided into five parts and letters assigned each member of the staff. These key letters were alternated during the contest and the day's layout indicated who was calling any particular group that day. It brought results.—J. L.

Under the head, "Remember Way Back When—" one advertiser runs a bit of old time history (local) and then ties up with his paint and wall paper he has for sale. It is one of the best ads in the paper and most people read it regularly and it gets results.—Donald O. Ross, *Washington* (Ia.) *Democrat.*

In former years small dailies and weekly papers printed obituaries free. The demand for space and the presentation of large numbers of obituaries forced the publishers to start charging for publication of such submitted articles. Many people resent this not knowing the attitude that the publisher was forced to take. At Logansport the leading undertaker of the city was sold on the idea of taking out regular advertising space and printing within it the obituaries. This he did as an added service to people he served. It was well appreciated by the relatives and proved profitable to both the undertaker and the paper.—Lewis Hyman.

An enterprising newspaper advertising salesman accompanied a furniture retailer on a trip to several furniture factories and succeeded in selling several quarter-page ads for the dealer paid for by the manufacturers. The same plan could be used in other lines.—H. H. H., Cleveland.

More candy is being consumed in your city than ever before. Why is this the case? The excellence of the candy made by the local manufacturers has much to do with it. Run a page of ads with a heading emphasizing this thought and get the local candy manufacturers and dealers to come in on this with ads.—Frank H. Williams.

Fishing will soon be the big outdoor sport. Why not run a series of articles on the subject along with tips to the best pools, etc., and in conjunction with this advertisements from supply houses.—C. E. Pellissier, Boston, Mass.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"IS your dog a good investment?" ask your readers. Some will tell you there are no rats in the neighborhood with "Jack" around. Another watches for the mail man. Still, others will tell you of the tricks their dogs will do. Many good stories can be developed. One newspaper tried it out for a month and was swamped with material, running from three to seven short stories each day.—Abe Smith, Marietta, O.

A very good little daily feature, which can be obtained without very much effort, is to have a reporter look over the hotel registers and select the name of the man registered who is farthest from home. This makes a nice box feature and often leads to a good interview.—W. C. Stouffer, Roanoke, Va.

Did you ever run an "Honest Person" contest? Offer a few prizes for the most honest person in your community, the prizes to be awarded to candidates nominated by letters from friends and others telling why they believe their candidate should receive the award. You'll get a lot of letters and it will create a lot of fun and discussion, all of which is a good advertisement and means more readers.—B. A. T.

Do you know what is beneath the streets of your city? There are miles and miles of big and little sewer pipes, water mains and telephone and power cables. There are walled in spaces big as an average room at many of the intersections where the cable systems are joined. There is a growing movement in the larger cities to place more wires under the streets and do away with the unsightly poles and network of wires above the streets and alleys. A feature on this would be interesting to many.—T. H. Barrett, Dallas, Tex.

Protecting the interests of its readers, the *Washington* (D. C.) *Post* points out in its classified help wanted columns under "Agents and Solicitors" as follows:

Notice—The Washington Post desires to call the readers attention to the fact that the majority of amounts quoted in ads in this classification are possible commissions only and not salaries.—C. M. L.

Everybody is interested in inventors, probably because of the fortunes made by some. There are surely some men in your community who get patents on their inventions. Why not follow the records of the patent office for local names and get interviews with the inventors? If your paper has a Washington correspondent, he could send in the weekly record of patents issued to residents in your state or the circulation area of your newspaper.—Herbert M. Hofford, Providence, R. I.

The *Salt Lake City* (Utah) *Tribune* recently got three excellent human interest features by having reporters interview a traffic cop, a street railroad man, and a bellboy at a local hotel. The interviews made three separate stories of the first class and were run on different days.—Fred L. W. Bennett, Salt Lake City.

The *Boston Post* printed a new idea in cross-word puzzles recently. The puzzle is made up entirely of pictures of prominent Boston men and women, so arranged that it will read vertically and horiontally. A key giving the vocations, etc., of the people pictured accompanied the puzzle. This idea is sure to create big interest in the larger cities and educate the public in who their prominent men and women really are.—C. E. Pellissier, Boston.

How does your town rank in feminine pulchritude? Make a quick survey and hear the lively comments that follow. Let a reporter stand on a busy corner at noon hour and count the number of young ladies that pass him in a given space of time. Let him classify them—beautiful, attractive, pretty, wholesome, fair and homely. V writes should make interesting Emmett E. Kelleher, *London Advertiser.*

The *Birmingham* (Ala.) *News* ens up its state page and creat good will by publishing daily a and a sketch of an Alabama under the standing caption, "Ho Alabama Mayors." Mats of t used go to the morgue and t features accomplished a triple brightening up the state page, the friendship of the mayors a followers, and building up morgue.—G. L. S.

Spring is here. Seed time—and fancy notions AND POETS; a smil morous story around the poet a make a request for poetry. You swamped, perhaps, with contr some of which may be worth Prizes might be offered.—P. N.

GASOLINE PRICES

Are they fixed by the Stan Oil Company?

Or are they fixed by co tition and supply and dema

The facts and figures, by w you may *reach your own clusion*, are set forth in deta our report on this difficult complex question.

Our report mailed April 11 gi clear picture of "The French Fin Problem," the factors contributi the downfall of the Herriot mi and the situation confronting the Cabinet.

EDITORIAL RESEAR REPORTS

1425 G Street Washington,

A New
RUBY M. AYRES SERIAL
"Broken Off"

Furnished in Daily Instalments with Synopsis

RELEASED BEGINNIN MAY 18

Write for Sample Instalments

The McClure Newspaper Synd
373 Fourth Avenue, New York

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

ATTENTION PUBLISHERS

C. B. HOLLISTER can be reached at the Ambassador Hotel, New York City, until further notice. Newspapers confronted with circulation problems and desiring large immediate paid-in-advance circulation gains are invited to communicate. In position to conduct one more big campaign before July 1st.

HOLLISTER
CIRCULATION ORGANIZATION
717-719 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD.
INDIANAPOLIS, IND.

ASSOCIATED EDITO SERVICE

DAILY

Layon McDuffer—Comic by Payn
Quillen's Paragraphs.
"Aunt Het," by Quillen.
"Willie Willis," by Quillen.
Mothers and Their Children.
Golf as Champions Play It.
Color Cut-Outs.
Al Demaree's Sport Cartoons.
Word of Comfort.

WEEKLY

Boys' and Girls' Page.
Economists' Forum.
Auto Sense—Williamson.

SEMI-WEEKLY

Barrie Payne on Golf (Humor).
Individuality of Dress.

ASSOCIATED EDITORS,
440 S. Dearborn St., C

A Leader in Mineral and Industrial Production

Pennsylvania is one of the richest storehouses of natural wealth in the world. It leads all States in the following annual mineral production:

Cement	Pig Iron
Anthracite Coal	Natural Gas
Bituminous Coal	Clay and Clay Products
Coke	Zinc and Lead Pigments
Ferro Alloys	Lime
Slate	Sand and Gravel

From the industrial viewpoint Pennsylvania has the largest plants for the manufacture of the following:

Locomotives	Teeth	Ship Building
Linoleum	Hosiery	Pipe Organs
Umbrellas	Safes	Coke By-Products
Wrought Iron Pipes	Matches	Zinc

No other territory of like size contains natural wealth that compares in value with that found within the boundaries of Pennsylvania.

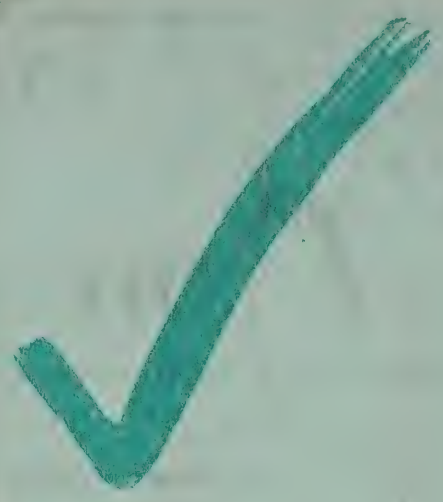
Pennsylvania is a producer of wealth, both individual and collective, and is more fertile as an advertising field than ever before. Pennsylvania should receive first thought when a national advertising and marketing campaign is under consideration.

The accompanying list of Daily Newspapers in Pennsylvania goes into the homes of the people who do the buying of nationally advertised commodities

		Circulation	2,500 lines	10,000 lines
**Allentown Call	(M)	29,545	.10	.10
**Allentown Call	(S)	19,382	.10	.10
††Beaver Falls Tribune	(E)	6,033	.03	.03
†Bloomsburg Press	(M)	7,189	.029	.029
**Chester Times	(E)	16,576	.055	.055
††Coatesville Record	(E)	6,650	.035	.03
*Connellsville Courier	(E)	6,212	.02	.02
*Easton Express	(E)	22,416	.07	.07
*Erie Times	(E)	26,258	.08	.08
*Harrisburg Telegraph	(E)	40,487	.095	.095
††Hazleton Plain Speaker	(E)	19,689	.07	.06
††Hazleton Standard-Sentinel	(M)			
*Mount Carmel Item	(E)	4,409	.025	.021
*Oil City Derrick	(M)	6,375	.035	.035
**Pottsville Republican and Morning Paper	(E&M)	16,109	.08	.07

		Circulation	2,500 lines	10,000 lines
*Scranton Times	(E)	41,414	.12	.11
*Sharon Herald	(E)	6,568	.0285	.0285
†Stroudsburg Record (E) Press	(M)	8,078	.045	.045
*Sunbury Daily Item	(E)	4,564	.025	.021
*Warren Times-Mirror	(E&M)	7,579	.036	.036
**Washington Observer and Reporter	(M&E)	17,181	.06	.06
††West Chester Local News	(E)	11,252	.04	.04
**Wilkes-Barre Times-Leader	(E)	24,374	.08	.06
*Williamsport Sun	(E)	19,766	.07	.07
††York Dispatch	(E)	19,139	.05	.05

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924
**A. B. C. Statement, March 31, 1925.
††Government Statement, March 30, 1925.



Checking Results!

Day in and day out the Telegram-Mail publishes four or five solid pages of classified advertisements. Unlike certain types of display advertisements, these classified advertisements are subject to a direct check on their result-production.

The fact that tens of thousands of people here in New York continue to advertise in the classified columns of the Telegram-Mail is proof that results are produced. Such substantial and gratifying results in fact that the Telegram-Mail publishes more than four times the volume of classified advertising in all the other Manhattan evening papers combined.

It is an old newspaper adage that the paper with the classified is the paper with trained advertising readers. The Telegram-Mail is pleased when advertisers directly check the results of a given advertisement for they promptly become regular users of advertising space.

The New York Telegram *and* EVENING MAIL

Publication Office: 73 Dey Street

Eastern Representative
DAN A. CARROLL,
110 East 42nd Street,
New York City.

Western Representative
J. E. LUTZ,
Tower Building,
Chicago, Ill.

JOURNALISM LIBRARY

THIS ISSUE:—PULITZER PRIZE AWARDS

EDITOR & PUBLISHER

1884 The Newspaper Advocate 1925

SUITE 1115 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 49 NEW YORK, MAY 2, 1925 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

"That Dry, New England Voice"—
Do you recognize it?

President Coolidge is talking—
WMAQ broadcasting

Important national broadcasting includes WMAQ as the Chicago station for the service.

WMAQ is a popular station—an efficient station—and it has "class."

The Chicago Daily News was the first newspaper in Chicago to own and operate its own radio broadcasting station—and this is but one feature of the comprehensive radio service it renders its public.

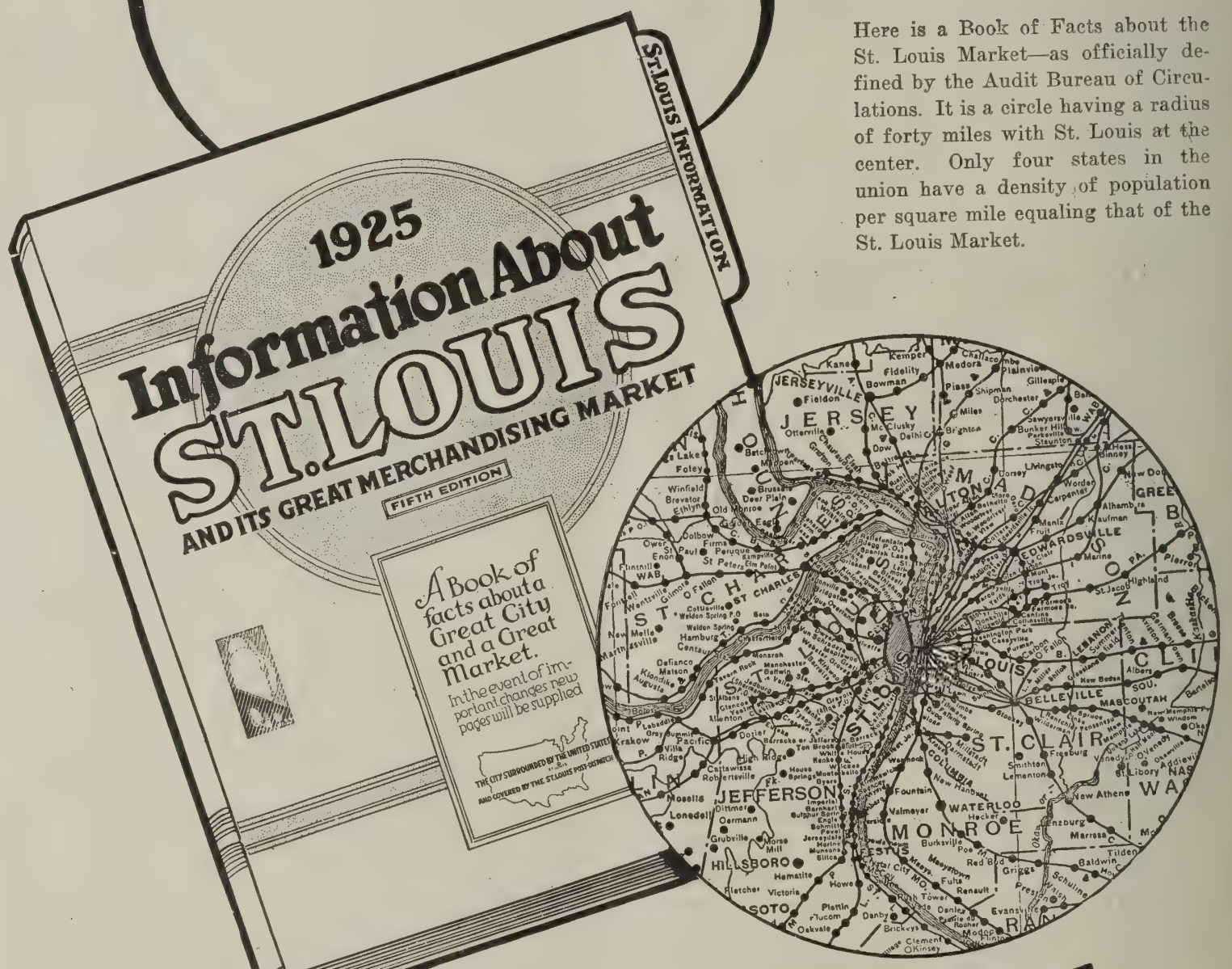
The comprehensive, authoritative and entertaining radio pages of The Daily News every day—and its Saturday Radio Section—go to a daily average circulation of 400,000—approximately 1,200,000 daily readers—and build radio interest in most of the financially competent households of Chicago and its suburbs.

The fact that The Daily News carries far more display advertising than does any other Chicago daily newspaper proves it to be the most productive medium in Chicago for the sale of legitimate merchandise—and it is logically the most effective medium for the sale of radio products.

The Chicago Daily News

FIRST IN CHICAGO

A Comprehensive Book about a Profitable Market



Here is a Book of Facts about the St. Louis Market—as officially defined by the Audit Bureau of Circulations. It is a circle having a radius of forty miles with St. Louis at the center. Only four states in the union have a density of population per square mile equaling that of the St. Louis Market.

A Responsive Buying Power of 1,246,000 People

In addition to St. Louis, which is the largest city west of the Mississippi River, and East St. Louis, which is the third largest city in Illinois, this area contains

13 cities of over 5,000 population,
14 cities of 2,500 to 5,000 population,
30 towns of 1,000 to 2,500 population,
129 villages, industrial and rural communities.

In the St. Louis territory there is sold one copy of the Post-Dispatch—Daily or Sunday—for approximately every six people—men, women and children—a circulation almost equal to the total number of families.

No other newspaper in America in a city of over 500,000 population—with one exception—the News, in Detroit—covers its city and suburbs as completely as the Post-Dispatch covers the St. Louis market.

it is FREE to Sales or Advertising Executives

Ask for a copy on your letterhead and it will be sent postpaid without obligation of any kind.

ST. LOUIS POST-DISPATCH

FIRST IN ST. LOUIS

EASTERN ADVERTISING OFFICE: World Building, New York
DETROIT OFFICE: General Motors Building
SAN FRANCISCO OFFICE: 564 Market St. LOS ANGELES OFFICE: Title Insurance Bldg.
WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago
KANSAS CITY OFFICE: Coca Cola Building
SEATTLE OFFICE: Securities Bldg.

"Steady, there—
s-t-e-a-d-y!"

¶ The Sunpapers are way up on the list—whenever a national "line-up" is printed.

¶ But that's been going on for a good long while.

¶ Sudden gains disappear as suddenly as they arrive.

¶ A good store *grows* big. A good newspaper *grows* big.

¶ The significant thing about Sun circulation is that it is simply the reflection of a growing town needing more copies of its favorite newspapers. It is clean, substantial circulation—secured without a single argument except the one, "Just a good newspaper."

Average Net Paid Circulation for 6 Months Ending March 31, 1925

Daily (M.&E.) . . 247,320

Sunday 182,031

A Gain of 3587 Daily and 4527 Sunday Over Same Period a Year Ago

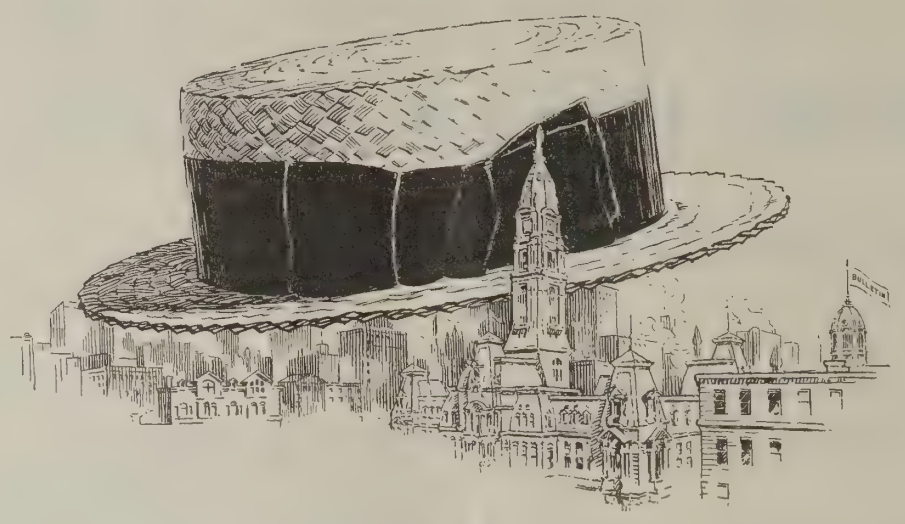
JOHN B. WOODWARD
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE MORNING EVENING SUN SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"



The Bulletin Reader Spends $762,000 for Straw Hats

STRAW hats are such a small item in a year's expenditures that few men count the cost—yet straw hats alone cost the male Bulletin Reader a tremendous sum. Purchasing power abounds in Philadelphia and the wise advertiser bends it to his advantage through the advertising columns of The Bulletin.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year ending Dec. 31, 1924

(Copyright 1925, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, MAY 2, 1925 | No. 49

Pulitzer Prizes For Journalism, Arts and Letters Awarded For 1924

Two Chicago Reporters Rewarded for Leopold-Loeb Investigation—Kirby Wins His Second Cartoon Prize—Lathan's Editorial on "Plight of the South" Adjudged Best

WINNERS of the Pulitzer prizes in journalism and letters for 1924 were announced at Columbia University. The awards in journalism are:

"For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, due account being taken for the whole volume of the editorial writer's work during the year—$500.

"Awarded to the *Charleston* (S. C.) *News and Courier*, for the editorial entitled 'The Plight of the South,' published Nov. 5, 1924.

"For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect—$1,000.

"Awarded in duplicate to James W. Mulroy and Alvin H. Goldstein for their service, while members of the staff of the *Chicago Daily News*, toward the solution of the murder of Robert Franks, Jr., in Chicago, May 22, 1924, and the bringing to justice of Nathan F. Leopold and Richard Loeb.

"For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect and shall be helpful to some commendable cause of public importance, due account being taken for the whole volume of the artist's newspaper work during the year—$500.

"Awarded to Rollin Kirby of the *New York World* for the cartoon entitled 'News From the Outside World,' published Oct. 5, 1924."

There was no award "for the most disinterested and meritorious public service rendered by any American newspaper," the announcement declaring that no instance of such service of the notable qualities for which previous awards had been made had been submitted this year to the judges.

The award for the "best history of the services rendered to the public by the American press" was not made, for lack of competition.

The prizes in letters were as follows:

"For the American novel published during the year which shall best respect the wholesome atmosphere of American life and the highest standard of American manners and manhood—$1,000.

"Awarded to 'So Big,' by Edna Ferber, published by Doubleday, Page & Co., Garden City, N. Y., 1924.

"For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners—$1,000.

"Awarded to 'They Knew What They Wanted,' by Sidney Howard, produced at the Klaw Theatre in New York during the season 1924-1925.

"For the best book of the year upon the history of the United States—$2,000.

"Awarded to 'A History of the American Frontier,' by Frederick L. Paxson, published by Houghton, Mifflin Company, Boston, Mass., 1924.

"For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln—$1,000.

"Awarded to 'Barrett Wendell and His Letters,' by M. A. DeWolfe Howe, published by the Atlantic Monthly Press, Inc., Boston, Mass., 1924.

"For the best volume of verse published during the year by an American author—$1,000.

"Awarded to 'The Man Who Died Twice,' by Edwin Arlington Robinson, published by the Macmillan Company New York, 1924."

CARTOON THAT TOOK $500 PRIZE



"News of the Outside World"

ROLLIN KIRBY'S cartoons have appeared in the *New York World* since 1913, and this is the second time he has won the Pulitzer award. The prior award was in 1921 for a cartoon entitled "On the Road to Moscow."



ROLLIN KIRBY

The cartoon, published in the World Oct. 5 is reproduced above.

Mr. Kirby was born in Galva, Ill. He began his work in New York in 1901 as an illustrator for *Collier's Magazine, McClure's, Life, American, Harper's* and other publications. He became cartoonist for the *New York Evening Mail* in 1911, and the next year went to the *New York Sun*, after which he was employed by the World.

No award has been announced for the prize in art, pending a recommendation from the National Academy of Design, which is expected this week, and will be announced immediately.

The following awards of traveling scholarships were announced:

"Three traveling scholarships, having the value of $1,500 each, to graduates of the School of Journalism who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people, and the character and principles of the European press."

On the nomination of the teaching staff of the School of Journalism, the following were appointed:

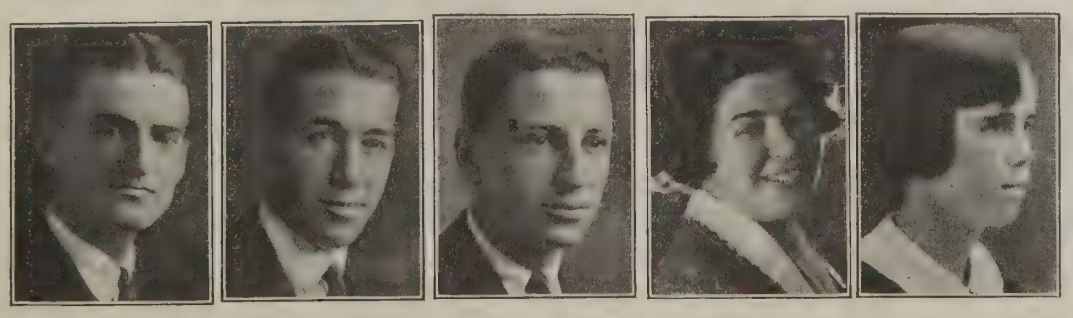
Daniel Robert Maue, Monticello, Minn.; William C. Worthington, Providence, R. I., and Richmond B. Williams, Brooklyn. Alternates: Theodore Bernstein, New York; Dorothy Dodd, Tallahassee, Fla., and Cicely Applebaum, New York.

"An annual scholarship, having the value of $1,500, to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction.

"In view of the great merit of the works presented, two scholarships having a value of $1,500 each, were awarded to Douglas Moore of Cleveland, O., and to Leopold D. Mannes of New York City."

The members of the Advisory Board of the Pulitzer School of Journalism who were present and participated in making the awards were

Winners of Journalism Scholarships, and Alternates



WM. C. WORTHINGTON | DANIEL R. MAUE | T. N. BERNSTEIN | CICELY APPLEBAUM | DOROTHY DODD

HOW JURY JUDGED REPORTERS' WORK

THIS unusual recital of the prize winning work by Messrs. Mulroy and Goldstein is contained in the report of Charles P. Cooper, Pulitzer School of Journalism; William P. Beazell, assistant managing editor of the *New York World;* and H. M. Crist, managing editor of the *Brooklyn Eagle.* Mr. Mulroy is still on the *Chicago Daily News* staff,



ALVIN GOLDSTEIN



J. W. MULROY

while Mr. Goldstein has joined the *St. Louis Post-Dispatch.* The jury's report follows:

"Your jury unanimously recommends that the award of the Pulitzer Prize "for the best example of a reporter's work during the year" be made to James W. Mulroy and Alvin H. Goldstein for their service, while members of the staff of the *Chicago Daily News,* toward the solution of the murder of Robert Franks, Jr., in Chicago on May 22, 1924 and the bringing to justice of Nathan F. Leopold and Richard Loeb.

We append to this recommendation a statement from Robert E. Crowe, State's Attorney of Cook County, Ill., and a statement from Charles H. Dennis, managing editor of the Chicago Daily News, in which unqualified credit is given to these boys for:

1. Establishing the fact that Bobby Franks had been murdered, and by the identification of the body preventing the payment of the ransom demanded, when another ten minutes might have seen it paid and perhaps enabled the slayers to have escaped discovery entirely.

2. Securing from Richard Loeb, before his part in the crime had been even suspected, a stateemnt that suggested knowledge of it on his part and gave a new trend to the investigation.

3. Establishing the fact that Leopold did own the typewriter on which the demands for ransom had been written, thereby enabling the authorities to break his alibi and bring about the confession which cleared away all mystery surrounding a crime that had shocked the English-speaking world.

The evidence in support of these services is unequivocal, and supplies a vivid background for what must be, from every journalistic standpoint, regarded as an outstanding achievement, not only of the year 1924 but of a long period before.

This achievement of Mulroy and Goldstein was conspicuously an example of a reporter's work. "They were young—out of college less than a year—and the work to which they had been assigned in connection with the disappearance of Bobby Franks was merely to do the odds and ends that older, more experienced men would have no time for in following what seemed, in the beginning, a main trail of the mystery.

Yet these youthful reporters, quite "over and beyond the call of duty," worked twenty-four hours a day, "spelling" each other in eating, even; they worked through at least one storm that drenched them to the skin; they suffered the gibes of their companions because of their determination to do more than merely the obvious thing.

When the body of a boy was found in a suburban culvert they viewed it themselves and were satisfied that it was that of Bobby Franks. The father refused

(*Continued on page* 12)

MUSIC SCHOLARSHIP WINNERS



L. D. MANNES



DOUGLAS MOORE

"THE PLIGHT OF THE SOUTH"

ROBERT LATHAN, editor of the *Charleston News & Courier,* wrote this prize-winning editorial for his paper, Nov. 5, 1924:

"This article is being written on election day but before the result of the voting can possibly be known. No matter. The suggestions it contains will still be pertinent whatever the story told by the first page this morning. It makes very little difference what any of us think about the outcome of yesterday's balloting. It makes a considerable difference whether or not the people of the South realize the precarious situation which this section has come to occupy politically.

"As yet we doubt if very many of them do realize this; and yet it is, w think, the outstanding political develo ment of the time so far as we are co cerned. Look at the facts. They a not pleasant to contemplate but they ca not be ignored longer. We are in sad fix politically in this part of t country and if we are to find a remed for our troubles we must first of all d termine what they are. That will tak considerable discussion and all we ca hope to do now is to help start the ba of this discussion rolling. If that can b accomplished we may achieve the ne program and the new leadership whic we so much need.

"For at the root of the South's prese plight lies the fact that it has toda virtually no national program and vi tually no national leadership. Is strange that it should be treated by t rest of the country as such a negligib factor? What is it contributing today i the way of political thought? Wha political leaders has it who posses weight or authority beyond their ow states? What constructive policies a its people ready to fight for with t brains and zeal that made them a powe in the old days?

"The plight of the South in these r spects would be perilous at any tim In a period when political currents a deeper and swifter than ever befor with more violent whirlpools, more da gerous rocks and shoals, ours is truly perilous position. Changes which use to be decades in the making now swee over us almost before we know they a in contemplation. It is true everywher In all the countries of Europe the pendu lum is swinging, now far to the lef now far to the right. Center partie have lost their power. They are in very bad way. And the South has b longed to the school politically whic sought as a rule the middle of the roa eschewing ultra-conservatism on the or hand and radicalism on the other. Wit labor organized and militant, with rad calism organized and in deadly earnes with conservatism organized and draw ing the lines sharply, what is the Sout to do, what course shall she take, whe do her interests lie, what is due to ha pen to her?

"These are the questions which alread begin to press for answer. Who is t speak for the South? How many of h citizens are prepared to help formula her replies?"

CAREERS OF PULITZER WINNERS

THE following are brief sketches of the careers of the winners of the Pulitzer prizes in letters:

EDNA FERBER, winner of the novelists' prize, was born Aug. 15, 1887, in Kalamazoo, Mich., and began writing as a reporter on the *Appleton* (Wis.) *Daily Crescent* at the age of 17. She was employed later in the *Milwaukee Journal* and the *Chicago Tribune.* A breakdown in her health turned her to short story writing. Her first story, "Dawn O'Hara," was sold to the *American Magazine.* Her Emma McChesney stories brought the working woman into fiction. Emma McChesney later was dramatized with the collaboration of George S. Kaufman, who recently dramatized Miss Ferber's story, "Old Man Minnick," which appeared on the New York stage as "Minnick."



EDNA FERBER

Other novels of Miss Ferber are "Fanny Herself" and "The Girls." Among her books or short stories are "Gigolo" and "Half Portions."

SIDNEY COE HOWARD, not yet 30, had made his place in the theatre before his "They Knew What They Wanted" won the Pulitzer award. His first notable work was the play "Swords," in which Claire Eames, now his wife, played the leading role. He translated Charles Vildrac's "Le Paquebot Tenacité." He also adapted "Sancho Panza" and translated "Casanova." Later he wrote "Bewitched" in collaboration with Edward Sheldon. Mr. Howard is the son of Mr. and Mrs. J. H. Howard of San Francisco. He was educated at the University of California. During the war he was in the aviation service. He has written much for magazines and was for a time book reviewer for *Life.* Notable are his series of articles for the *New Republic* under the title of "The Labor Spy" and his investigation of narcotic traffic for *Hearst's International Magazine.* He has written many short stories, best known of which are contained in his book, "Three Flights Up."

DR. FREDERICK LOGAN PAXSON, of Madison, Wis., is the author of numerous distinguished works on American history, among them being "The Independence of South American Republics," "The Last American Frontier," "The Civil War," and "The New Nation." He is professor of American history in the University of Wisconsin, and also has taught history in the Universities of Chicago, Pennsylvania, Colorado, Michigan and California, and was research associate of Carnegie Institution in British archives in 1910. Dr. Paxson was editor of the War Encyclopedia published by the Committee on Public Information in 1917, and was a major in the United States Army in charge of economic mobilization in 1918 and 1919. He is a member and has been an officer in the American Historical Society and various other bodies interested in historical research.

M. A. DE WOLFE HOWE is the author of a voluminous list of histories and biographies, besides the prize winning "Barrett Wendell and His Letters." In addition he has found time for much verse and editorial work in connection with the *Atlantic Monthly,* of which he is vice-president; the *Harvard Alumni Bulletin, Harvard Graduates' Magazine* and other publications. Among his works are "Boston, the Place and the People," "Life and Letters of George Bancroft," "Harmonies, a Book of Verse," "Boston Common: Scenes from Four Centuries," "Life and Labors of Bishop Hare," "Memoirs of the Harvard Dead," in four volumes; "Memories of a Hostess," compiled from the diaries of Mrs. James T. Fields, and other books. Mr. Howe is editor of the Beacon Biographies, in 31 volumes, and author of "Phillips Brooks" in that series. He has long been interested in the Boston Symphony Orchestra and has written a history of it. He is a native of Bristol, R. I., and his home now is Boston.



M. A. DEW. HOWE

EDWIN ARLINGTON ROBINSON, who won the award of the poetry prize for his "The Man Who Died Twice," also won the Pulitzer Prize in 1921 for his "Collected Poems." He was born in Tide Head, Me., in 1869, and has lived in New York for many years. He was graduated from Harvard and received the degree of Litt. D. from Yale in 1923. Among his best known poetical works are "Capt. Craig," "Merlin," "Lancelot," "The Three Taverns," "Avon's Harvest" and "Roman Bartholow." He is also the author of various plays and other literary works. His own words probably are the best estimate of his genius: "I am a fatalist as far as poetry is concerned. If a man has poetry in him, it will out; if not, he will produce only verse. There is too much verse and too little poetry in the world today."



E. A. ROBINSON

PULITZER PRIZE AWARDS FOR 1924

(*Continued from page* 3)

Ralph Pulitzer, *New York World;* Solomon B. Griffith, *Springfield* (Mass. *Republican;* Victor F. Lawson, *Chicago Daily News;* Melville I Stone, Associated Press; Alfred Ho man, *San Francisco Bulletin;* Arthur M Howe, *Brooklyn Daily Eagle;* Robe Lincoln O'Brien, *Boston Herald;* Roll Ogden, *New York Times;* Joseph Pulit zer, *St. Louis Post-Dispatch,* and Ed ward Page Mitchell, *New York Sun.*

GIVES PRIZE TO FUND

Edna Ferber Donates $1,000 Pulitze Award to Author's League

Miss Edna Ferber, whose "So Big" wo the $1,000 Pulitzer prize for the be American novel in 1924, immediatel turned the check over to the Author League Fund for the care and assistanc of old, sick and needy artists and writer Miss Ferber has been a member of th board of directors since the fund's founda tion and her letter simply stated that he gift was the "partial discharge of a credi obligation."

In announcing the donation, Georg Creel, president of the fund, said that th Ferber spirit was what had enabled th league to take care of its own unfortu nates for a full ten years.

BUILDING A NEWSPAPER TO SUCCESS

(. P. J. Mooney, Memphis Commercial Appeal, States His Rules from Personal Experience—Daily Must Remedy Defects of Its City a Basic Principle

By PHILIP SCHUYLER

][E sat with his hat cocked sideways and pushed back to the top of his]ad. In his mouth was deeply thrust ashort and very black cigar. Behind rnd spectacles, lids often drooped down cer his eyes. He would think thus brief s:onds, eyes closed, while smoke puffs]loed him and vanished. Then, opening]s eyes, he would speak.

And C. P. J. Mooney, president of the *lemphis Commercial Appeal,* vice-presi-ɔit of the Associated Press, and one of t: most brilliant editors of this age, ns well worth hearing.

He talked to me last week on subjects t which so far he has given nearly all]: active life, the editorial, the making c newspapers, and newspapers in general.]: traced steps he considered best to tce in building a newspaper to success.

In skyrocket phrases his ideas streaked s:rlike into sentences. Rather than rrotechnic, however, they were electric i their precision and certainty. He did rt hedge opinions within the sputter of ' believe," or "I think." Every state-rnt could be taken or left, whichever p:ased.

Briefly surveyed, Mr. Mooney's road t newspaper success takes the following t·nings:

Know your own territory thoroughly: sgregate the defects and remedy them. Hint the news. Gather together a staff c specialists; and have a strong, fight-ig editorial page. To this must be added l the writer the need of a brilliant per-snality for chief executive.

"The first thing a newspaper editor ad publisher should do is to find out te needs of his own immediate territory, i peculiarlities, and the sources of liveli-lod for its people," Mr. Mooney be-gn. "Thoroughly understand your ommunity; segregate the defects and rmedy them."

From this beginning he proceeded to rlate from personal experience.

"When I went back South 15 years ao, I studied Memphis as I never had lfore. Its big defect was obvious. It ns a one crop country, and that crop ns cotton.

"I sought to get my people interested i diversified farming. A city with only ce crop is on the danger way. Witness (e rubber tire towns and their deflation.

"How to get them interested in cor-ɔcting this basic weakness. There was ı better way naturally than to adver-te—to advertise 'diversified advertising' i exactly the same way the English rwspapers advertise Beecham's pills.

"We started printing a three inch ad-rrtisement daily on the editorial page. ıder the same heading every day, we ted to fill this space with pertinent ɜggestions on farming, changing the text ɜery week. The heading was merely 'armers Attention!'

"It takes time to Burbank deep-rooted ɔstom. Other editors were first to no-te the copy. They began to clip and ɜprint it.

"In two years, the farmers and busi-ɜss men of the territory saw there was me reason in the idea, and they com-enced to form business and farmers' ɜganizations to study mutual problems.] five years, the farmers went in heavily r diversified farming and ours is no nger a one crop territory. Today the ɔmmercial Appeal continues to print e 'Farmers Attention!' advertisements.

"That's one thing a newspaper can do, ıd that's one thing a newspaper should] to build success and friendships.

"But, after all, the newspaper busi-ɜss is the simplest business in the world succeed with. Absolutely the main sential is to get the news and print it.

"News costs a lot of money, but it is e best investment that can be made. A ewspaper dependent on its features will e. A newspaper dependent on news ill not die.

"In addition to wire services, a news-paper's own system of correspondents is necessary. While many newspapers have given up their correspondents and rely on a press association for state and territory news, I prefer to be old-fashioned and keep mine going. We have 900 correspondents in my territory, which we bound from Cairo to the Gulf of Mexico and from Muscle Shoals, Ala., to the Ozark Mountains.

"News shouldn't be strong in one department merely. All should be well nourished, exercised and kept fit—foreign, domestic, state, local, sports, and financial. In the matter the Commercial Appeal has specialized in its cotton department, which we endeavor to make the final authority on growing cotton.

"A newspaper staff should be a co-operative organization of specialists. There was a time when self-made men could be effective. Now the world moves so fast, no man has time to make himself. Hire only university graduates on your newspaper is a good rule to follow.

"Personally, I prefer the old-time classical education as ground work. Greek gives the student the concept of beauty. Latin gives him accuracy.

"Every newspaper man should specialize on some subject, economics, philosophy, history, civics, or science. An ideal editorial staff would be made up of a specialist in every branch of knowledge.

"There are few great editorial pages left in this country, yet a strong editorial page more than anything else makes for stability of circulation. People don't read editorial pages today because most of them are not fit to read. They are stupidly written.

"One important thing to avoid is the 'machine-made' editorial. If there are only enough ideas to fill two columns, don't try to write three. Try to have one editorial fall simultaneously with the big news event of the day. Be sure that all your editorials are carefully written. Bright writing is usually trifling writing. The average man can't draw the correct distinction."

Mr. Mooney is one of the best authorities this country can offer on the editorial. His newspaper demonstrated the power of an editorial page, when in 1921-22 it was awarded the Pulitzer prize for the campaign it made against the Ku Klux Klan.

"We touched but little on the religious aspect of the Klan," he explained. "Instead we tried to reason with them. They were not, we told them, fundamentally in line with the best interpretation of the Constitution. All people must obey the law. All people must stand on an equal basis. Nothing can take the place of the courts. The courts are at least better than the people."

Mr. Mooney, during the interview, had created his ideal of a successful newspaper. Now he began to play with his fancy.

"Do you know what I would do if I had $10,000,000?" he asked. "I would start a newspaper in New York. It would keep to all the ideals I have enumerated. It would only run to 12 pages week days, with a maximum of 16 on Sunday. Advertisements would be limited to 20 columns week days, with 30 Sundays. The largest advertisement I would accept would be two columns. The front page I would set in leaded nonpareil, and I would pack it full of news. Do you think it would be successful?"

To turn from fancy to fact, I asked Mr. Mooney to give me his list of the best newspapers in the United States. The list he gave follows:

Boston Transcript
Indianapolis News
New York Times
Dallas News
Washington Star
Arkansas Gazette
Philadelphia Bulletin.

"I put the *Boston Transcript* at the head of the list," he explained, "because it is an all round newspaper and is in addition unique, in that it appeals to people of culture. Like no other newspaper in this country, the Transcript realizes the news value of the arts—painting, sculpture, poetry, and philosophy."

The man of these opinions was a former Hearst man, being at one time managing editor of the *New York American.* He started his working life, however, as a school teacher. After graduation from St. Mary's College in Kentucky, he taught school several years in Arkansas.

For 35 years now he has been in newspaper work. His first position was in 1890 with the old *Memphis Avalanche,* which later was merged into the *Commercial-Appeal,* the newspaper in which he now owns an interest and of which he is president. Later he became managing editor of the Commercial Appeal.

Coming to New York in 1902, he Munsey's *New York News* and then went over to the American, of which he became managing editor. While on the latter paper he had his first experience as editorial writer. One of the regular staff editorial writers was sick, and Mr. Hearst called upon Mooney to fill in.

He then wrote in a flowing Southern style. Mr. Hearst called him in.

"That Johnsonian style of yours is very fine," he said, "but everyone can understand plain English."

"Since then I have been trying to write plain English," Mr. Mooney recalled.

In 1905, Mr. Mooney was transferred to the *Chicago Examiner* as managing editor, where he remained until 1908. Then Mr. Hearst asked him to go to Los Angeles. Mr. Mooney declined, resigned, and went back to Memphis.

"I still use the title chiefly of managing editor," Mr. Mooney reminded me. "And I sit up with the paper every night."



EDITOR & PUBLISHER Photograph

C. P. J. MOONEY

LAUNCHES SUNDAY EDITION

Evansville (Ind.) Press Becomes Seven-Day Paper April 26

What the *Evansville* (Ind.) *Press* claims is a new record for carrier efficiency was made when the Press, on April 26, became a seven-day paper with the launching of a Sunday edition. Seventy-five per cent of the carriers are said to have signed up all of their week-day subscribers for the Sunday paper.

The first Sunday issue consisted of 32 pages, containing 151 columns of advertising. It had four pages of color comics.

It is the announced intention of the management to restrict the size of the Sunday issue to correspond with the average maintained other days and continue to make the seven-day price 18 cents or 15 cents for six days delivered by carrier.

"As shown in the first Sunday issue, it is our aim to make the Sunday paper consist largely of community and general news, with strong leanings to sport and social happenings," said Howard P. Jones, managing editor.

The Press is a Scripps-Howard newspaper, started 19 years ago, with F. R. Peters, editor, and Ward C. Mayborn, business manager. The former is now editor-in-chief and general manager of the Evansville Press and *Terre Haute Post.*

Jenkins Publicity Agent for New York

John Wilbur Jenkins, formerly managing editor of the *Raleigh* (N. C.) *News & Observer* and later city editor of the *Baltimore Sun,* has been named by Mayor Hylan director of the bureau of publicity for the city of New York.

FIRE PROTECTION AND LOWER TAXES WILL BEST ADVANCE FORESTRY

Eighty Per Cent of Burned Woods Due to Human Carelessness—Tax Schedules Make Private Investment Impossible

By R. S. KELLOGG

TODAY about 20 per cent of our total remaining forest area and 30 per cent of our standing timber is in public ownership of some form—that is, state or national, chiefly the latter. Three-fifths of our timber supply is in the northern Rocky Mountain and Pacific Coast States, while a large proportion of our total lumber consumption is east of the Mississippi River.

The home builder in New York, which in the '50s was the leading lumber producing state in the Union, now regularly uses wood which has come 1,000 miles from the South or 3,000 miles from the Pacific Coast, notwithstanding the fact that 40 per cent of the total area of the state is fit only for growing timber and should be supplying a large part of the home needs.

We have been a nation of wood users and, I fear, of wood wasters. Once so cheap and abundant that it was not worth saving, we have used wood lavishly for every conceivable purpose, and it has contributed greatly to our material progress. Without the wonderful pineries of the Lake States and later of the South to draw upon, the pioneers who opened up the great farming region of the Middle West would have been greatly handicapped for building material.

Without the spruce forests of the Northeast, we should not have the cheap and abundant supply of paper that has made possible the development of universal education, to say nothing of the multitude of other essential purposes served by paper. Without the finest hardwoods that the world ever saw, we should not have been supreme in the production of furniture and vehicle stock. Without the gigantic firs and redwoods of the Pacific Coast we should not have the timbers of tremendous size and great durability which have for so long been such important structural materials. Our whole civilization has been founded upon wood.

Our present problem is not to search for substitutes for wood in its essential uses, but to grow the wood that we now and always shall need. This is the problem of forestry. Forestry means the growing of timber crops for use, just as farming is the growing of food crops for use.

There are 50,000 forest fires a year in the United States, which, in addition to destroying much valuable timber, cause inestimable damage to young growth and to soil fertility. The inexcusable habit of burning over the woods in the spring prevails even within the limits of New York City. Fire everywhere is the most deadly enemy of the forest, and there is no use in trying to practice forestry where fire is not controlled. Sixty-five percent of the forest fires in New York State last year were caused by campers, smokers, fishermen and hunters—594 out of 904. Smokers alone caused 21 per cent of the fires. All of these fires were preventable and could have been avoided by proper care in the building and extinguishing of camp fires and in the use of cigarettes, pipes and matches in the woods. Eighty per cent of all forest fires are of human origin and preventable if the people will ever learn to be careful everywhere with fire.

The basic requirements of forest policy in the United States are:

1. Efficient forest protection. Forests must be made insurable risks if forestry is to succeed.

2. Forest surveys and inventories are necessary because we must know what we have before we can intelligently plan what to do.

3. Management of forests for continuous production through methods of cutting or replanting.

4. Research upon forest growth and reproduction through experiment stations similar to agricultural experiment stations.

5. More complete utilization of forest products through scientific investigation into the properties and uses of the various woods.

There is a widely prevalent misconception that there should be legal compulsion on the private owner to make him practice forestry whether or no, but it should be remembered that there is never a satisfactory political solution for an economic problem, although politicians are always trying to bring about a law-made millenium.

Legislative fiat frequently prevents capital from engaging in productive enterprises beneficial to society, but no governmental mandate can successfully compel the private landowner to grow trees unless it pays him to do so, any more than it can compel the farmer to grow wheat when he prefers to grow corn.

Until recent years, timber of natural growth was so cheap and abundant that the private owner could not afford to engage in forestry, where the time element is long, the hazards many, and the financial return often less than in many business enterprises. Now, however, the tide is turning, and there are many paper and lumber manufacturers, north, south and west, who are definitely planning for permanent timber production to supply their mills with raw material. Many more will do so when the fire hazard is reduced and an equitable system of forest taxation adopted by the states.

Nationally, we are doing a good job with 100,000,000 acres of National Forests, chiefly in the West, which are being managed for watershed protection, recreation for the people, and permanent timber production. In the year 1924 these National Forests returned over $5,000,000 to the Federal Treasury in receipts from sales of timber, the grazing of live stock, water power, and other special uses. More than a billion board feet of timber was cut, more than 6,000,000 head of live stock grazed on the National Forests, and over 11,000,000 people visited these forests to hunt, fish, camp, and enjoy their scenic beauties. The National Forests are fulfilling the Roosevelt policy of conservation through wise use.

Many of the states are carrying on notable work in forestry, which in due time will be of untold benefit. Of these, the foremost is Pennsylvania, where there are now 1,130,000 acres of State Forest, purchased at an average cost of only $2.26 per acre. These forests are being managed on a business-like basis to make all their resources of the greatest value to the residents of the state, through the cutting of timber wherever it can be cut under proper forestry practice, the development of recreation centers, and the leasing of camp sites. Since their establishment, these forests in Pennsylvania have returned nearly $600,000 to the state, and the annual receipts from them are now more than $100,000 per year. There have been planted more than 35,000,000 trees on these Pennsylvania forests, and during the past 15 years more than 32,000,000 trees have been planted by private individuals in the state.

Massachusetts has 90,000 acres in state forests, with an authorization of over $2,000,000 to continue their acquisition. Forest fire laws are being put in good shape in Massachusetts, the most equitable and progressive system of forest taxation has been adopted of that in any state, and in addition to over 50,000 acres of forests owned by the cities for the protection of municipal water supplies, 63 towns in Massachusetts have established town forests which will be managed for timber production. Massachusetts is making a splendid contribution to the development of local interest in forestry.

New York, while it has expended many millions of dollars in the acquirement of 2,000,000 acres of State Parks in the Adirondacks and the Catskills, has gone only half way in the practice of forestry, because of a section in the State Constitution which provides that these parks must be forever maintained as wild forest lands. The state is doing a splendid job in fire prevention and in the development of forest nurseries, and under the appropriations of the recent session of the Legislature, will in a short time have the most extensive forest nurseries in the United States. The young trees from these nurseries are being planted upon the state lands, furnished free of charge to municipalities, and supplied at cost to land owners for general forest planting. Private land owners planted nearly half the output from the State forest nurseries last year, and since the beginning of the planting program in 1902, nearly 80,000 acres of land has been planted by all agencies combined.

We have all the forest area needed in this country to produce our essential timber supply. This balance between production and consumption has long since been attained by the leading European countries in the practice of forestry—France, Germany and Scandinavia. To say that we shall eventually do less is no compliment to the energy, initiative and resources of the American people.

SPRING ARRIVALS FROM EUROPEAN TRIP



Robert P. Scripps, President Scripps-Howard Newspapers, and Mrs. Scripps retur this week on the S.S. Homeric from a European trip

CENSORSHIP SQUELCHED

Gov. "Ma" Ferguson Bars Hand System on State Pardons

Censorship of the public pardon ords of Texas was squelched last w before the end of the first day of cen ship by the return of Gov. Miriam Ferguson to her office from a week's about the state.

On Saturday, Austin state house respondents were informed at the se tary of state's office that all pardon would come from the governor's o through her secretary, Ghent Sanderf The latter declared no information w be given out until he had worked some new scheme for a weekly "handо The story of the censorship was pl by every principal newspaper on Satur night.

Immediately upon her return late urday night, Gov. Ferguson officially versed the order through Sanderford, questing him to announce to corres dents that the "books were to be open to all." At the same time San ford denied there had been any inten of closing the records to the public.

WANING EDITORIAL INFLUENCE A GOOD SIGN

Change Is Occurring It Means People Are Doing More Thinking for Themselves, Says Bruce Bliven —"Influential" Editorials Mean Sheep-Like Readers, He States

LTHOUGH no proof has been offered to show that the influence of newspaper editorials has declined in recent years, if such condition were true, it would be a good thing, according to Bruce Bliven, editor of the *New Republic* and former managing editor of the *New York Globe.*



BRUCE BLIVEN

Mr. Bliven expressed this idea in an address upon "Why Is an Editorial?" before the School of Journalism, Columbia University, April 30.

"These are the questions I am most frequently asked about editorial writing, with the answers as I see them," Mr. Bliven said.

"Why has the editorial declined in influence in recent years? In the first place, I am not at all sure that it has. The people who make that assumption never, so far as I know, attempt to prove it.

"There are a number of things which make it seem likely—the rise of the popular magazine, the divorce between newspaper ownership and the editorial function, the repeated modern instances where practically the whole press of a great city has been unable by united effort to influence the result of an election, the most universal lip service paid by the common man to the Upton Sinclair theory of a press bought up by 'the big interests.' But none of these things, nor all of them combined, offer any real proof that the proportion of newspaper readers who include the editorial page in their daily diet is any smaller than before, or that these are less influenced by what they see there than they once were.

"Yet if and insofar as it is true, and the editorial has declined in influence, it is a good thing. It means that people are doing their own thinking to a larger degree than formerly. It is a reflection of the same growing independence which causes the citizen to refuse to vote the straight party ticket in elections, which makes church members no longer fear to attend a service of some other denomination, which permits a wife to hold different views from her husband. The more 'influential' the editorial, in the old sense, the more sheep-like the readers.

"What is the true function of the editorial? We might begin by saying what the editorial should *not* be. It should not seek to do the reader's thinking for him: in the excellent phrase of *Collier's Weekly,* 'not to make up your mind, but to shake up your mind.' Give the reader the data, and let him be the judge. This is both good tactics and good strategy; he will hold a position all the more firmly if he feels he has arrived at it without any outside compulsion. This doesn't mean that you shouldn't let him see where your own sympathies lie; but you can do this without showing so much emotion that the reader's first instinctive impulse will be to take the opposite position.

"In these hustling days, people do not read newspapers carefully, and the headlines they gulp at a glance are soon forgotten. One of the most valuable things an editorial page can do, therefore, is to lift out for busy readers the important developments, day by day. One test of a good editorial page should be that if a man read nothing else in the paper he would still be fairly well informed. It should not only tell what is going on, but it should recall the important facts from the past, which most readers are likely to forget. Many editorials are so written as to be unintelligible unless one happens to have read the news articles on the same theme. That seems to me always a mistake. I agree with Glenn Frank, that editors constantly underestimate the public's intelligence, and overestimate its information.

"I once had a good illustration of the truth of that observation while I was managing editor of the *New York Globe.* MacSwiney, the Irish patriot, was starving himself to death in prison, and there was a cable every day about his condition, for more than a month.

"Following a standard practice of the paper, we put an indented 'shirt tail' under a three em dash with the daily cable, telling who MacSwiney was, why he was in prison, why he was fasting, and how long he had been at it. One day after we had run that matter on page 1 at least 35 times, I met a man on the street—a highly intelligent professional man, and a reader of the Globe. He asked me 'What's new?,' and when I mentioned that MacSwiney was still alive, 'By the way,' he said, 'who is this man MacSwiney, anyway?' I had a copy of the paper under my arm and was able to show him the facts which he had missed 34 times on page 1, of the Globe, and many other times in the pages of the other papers he read. Yet nearly any editorial writer would have taken it for granted that this man, or anybody like him, knew all about MacSwiney, and would have written an editorial which would have been, so far as he was concerned, meaningless.

"Among the papers I see every day, the *New York World* is doing a particularly fine job on its editorial page of just the sort I have been discussing. Not only does it explain the significance of the important stories running in the news columns, but it presents vitally important background material which, because it doesn't happen to be spot news, doesn't get into the news columns at all. If I may digress a moment, I should like to say that in my opinion most managing editors and copy desks are too much impressed with spot news, especially by wire. Every Washington correspondent has discovered that if he mails a story it is likely to be thrown out, but the same story put on the wire even a day or two later, will get a good play.

"Copy readers and editors follow the ins and outs of a story day by day, and therefore assume, incorrectly, that their readers do the same, and want, every day, only the new developments of the last twelve hours, plus a perfunctory phrase or two, 'who are on trial here for the murder of Bobby Franks.' On the contrary, most readers want to know, any day or every day, what it's all about.

"By the same token, there are any number of good stories, particularly in Washington, which never see the light of day at all, simply because they fail to develop a spot news angle.

"Should editorials be signed? In my salad days I used to think so; but I was wrong. Writing under a by-line has an entirely different psychology from that involved in expressing the viewpoint of a paper. For one thing, the man who writes under a by-line is likely to be made timid by that fact. He won't speak out freely, even when free speaking is wholy desirable, because of the personal responsibility for what he says.

"Moreover, a good editorial ought not to represent the viewpoint of one individual. It ought to represent his viewpoint as modified and clarified by debate and discussion with other members of the editorial staff. While the readers of a paper have no right to expect consistency to be maintained at the expense of honesty and the growth and alteration of viewpoint which all intelligent men undergo, they do have the right not to find the paper flopping from one position to another, day by day, merely because the articles on a given subject are being written by several men of several minds.

"A desirable compromise, I should think, would be to leave the individual editorials unsigned, but to print every day some such statement as: 'The editorial articles on this page are written, after conference and agreement, by the following men,' with their names.

"Any individual who didn't happen to agree with the group judgment on a particular issue should of course be permitted to 'write himself out from under' in a signed communication to be printed elsewhere in the paper.

"Do editorial writers express views with which they do not themselves agree? This sometimes happens; but I think it is much less common than critics of the Upton Sinclair school suppose. I once knew a man who wrote the leading editorials for a black Republican paper and also for the leading Democratic paper, in a large American city, though he was himself a rigid Marxian Socialist. A similar situation has been made the basis for the brilliant novel, 'A Hind Let Loose,' by C. E. Montague, of the *Manchester* (Eng.) *Guardian.* But so far as my information goes, such cases are quite rare, and becoming rarer as journalism increasingly puts on the habiliments of a full-fledged profession. In general, editorial writers by sheer process of mutual attraction drift to papers with whose general position they are in agreement. Also, of the members of any editorial board, the man selected to write on any topic will usually be a man in agreement with the group position. This is good expediency as well as good morals: no man can write well against his own convictions, and should not be asked to do so even if he is fool enough to want to.

"What I have said of course applies mainly to offices which employ more than one editorial writer. However, conditions are not greatly altered in offices where one man turns out the daily grist.

"Is the writing of editorials a desirable journalistic career? That depends altogether on the taste and abilities of the individual. It is entirely lacking in the thrill of reporting: no editorial writer ever has any exciting stories to tell of adventure in the pursuit of his occupation. Its great danger, indeed, is its cloistered character. The editorial writer is in peril of becoming a pedant, of dogmatizing freely and erroneously because he is never checked up by contact with practical men.

"On the other hand, such work does not exhaust one's physical and mental resources as reporting does. The editorial writer is almost the only newspaper man who can perform his duties as well at 60 as at 30—or better. Security of tenure is somewhat greater than in the city room, though far from complete. The financial rewards for competent men are usually somewhat higher than in news writing, and there is a little more leisure—but never enough.

"The key to success here, as in every other phase of newspaper work, lies in specialization. The rewards go (a) to those who have or can develop a personality which can be exploited interestingly in print, or (b) to those who master some one field so thoroughly that they become experts in it. And by experts I don't mean newspaper 'experts' but experts."

W. P. Hamilton, editor of the *Wall Street Journal,* also spoke. The meeting was under the auspices of the journalism school alumni. M. S. Rukeyser, financial editor of the *New York American,* presided.

"BASEBALL" SPELLS "AVERAGES" TO ELIAS



AL MUNRO ELIAS

Al Munroe Elias, the only man in the world who knows more about figures than Flo Ziegfeld. Elias compiles baseball statistics. He can tell how many hits Ty Cobb made in 1908, how often old Honus Wagner got his man at the half-way station, how many strikeouts Walter Johnson had to his credit at any given period in his career.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER THIRTY-NINE

The Herald's Achievements During the Spanish-American War—Mr. Bennett's Conflict with the Sun

THE Herald gave the earliest, fullest and most accurate reports of the progress of the Spanish-American War, though the Sun and other papers accused of "stealing" its special cables, poured a flood of abuse upon Mr. Bennett and his paper.

William S. Meriwether, an experienced nautical reporter, was in Havana for the Herald when the "Maine" was blown up on Feb. 15, 1898, and cabled thrilling word pictures of the tragedy.

Joseph L. Stickney, a graduate of the U. S. Naval Academy, represented the Herald during the operations against the Philippine Islands, and was on the bridge of the "Olympia" with Admiral Dewey during the battle of Manila Bay. The Herald was the first newspaper in the world to receive on May 3, 1898, direct from Manila, news of that great victory, and which was at once communicated to President McKinley, and was welcomed by him as giving him relief from all uncertainty. This, the only direct cablegram received from Manila, was, said the Herald, "'adapted' by the Sun as its own exclusive property. What a pity the Sun will not give credit where credit is due."

Admiral Dewey was so impressed with the Herald's enterprise that he cabled his appreciation of it.

Again on May 9, the Herald accused the Sun of "adapting" the Herald's dispatches, sent "at the cost of a small fortune." The Sun had surreptitiously obtained a copy of the Herald, hot off the press, and the "adaptation" was headed "Special Cable To The Sun."

The Sun retaliated in a bitter attack on Mr. Bennett, headed "A Man Without A Country," and accusing him of aiding the enemy. This editorial was generally denounced by the press of the United States, but was only the beginning of the Sun's savage warfare on the Herald and its proprietor.

In the meantime Mr. Bennett organized a numerous and able staff of newspaper men to cover the field of hostilities in the Caribbean Sea and Cuba, chartering four fast dispatch boats and an ocean steamship to convey them to the scenes of action, and to carry their messages to the cable stations at Kingston, Jamaica, and Mole St. Nicholas.

Mr. Henry S. Brown headed the corps of correspondents, having charge of their movements, and on the dispatch boat "Sommers N. Smith," scored a great beat over all the other papers by being present at the bombardment of Matanzas.

Mr. John Mitchell, who had been in charge of the Herald's night telegraph service for 17 years, was assigned to rush the messages to the Herald, and it was he who held the cable station at Kingston, Jamaica, for the Herald, for 48 hours at enormous expense, to insure the filing and sending of the great story of the destruction of Cervera's fleet.

Among the gentlemen who so ably represented the Herald, were Nicholas Biddle, Leo L. Redding, E. W. McCready, Thomas F. Millard, A. Betancourt, William S. Meriwether and Richard Harding Davis; while the Herald artists "on the spot" included Harry Dart, V. F. Campbell and W. O. Wilson.

Biddle was present at the land battle of Siboney, and tramped 20 miles through the brush to get the news to the coast, beating five mounted couriers of other papers. He was nearly dead from fatigue, but "he got there!"

Brown and McCready were on the dispatch boat "Golden Rod" at the naval battle off Santiago, while Mr. Davis, who had been cruising on the "New York," landed and joined Roosevelt's gallant Rough Riders in their advance on Santiago, plunging through the Mauser swept chaparral with the front line of the fearless heroes.

As early as July 3, the Herald complained of the theft of its costly "specials" by the Sun, while Western papers purchased the stolen news.

"Some of them," said the Herald, "taking advantage of the difference in time between New York and the West, receive war news from a man in this city, who makes his livelihood by stealing special dispatches from the Herald and other papers, early copies of which he surreptitiously obtains." In this connection a Pittsburg paper was specially complained of.*

The Sun replied vigorously to the Herald's complaints, abusing Bennett and poking fun at his representatives. The following attack on Richard Harding Davis was part of a long editorial published on July 1

"The appearance of Richard Harding Davis, the head of the marshmallow scho of fiction as a war correspondent for the Herald, has added distinctly to t world's enjoyment, but has necessarily increased among its readers misinform tion as to the situation at Santiago. Mr. Davis, who is innocent, is just the b for Bennett, who is not.

"Mr. Bennett's corps of inventors in the Venetian Palace sits up nights coini false news. The innocent Davis unconsciously contributes erroneous impressio and selections from his surprising stock of misinformation, and thereby furthe the plans and wins the smiles of his Franco-American proprietor. For as reade of Davids's magazine travels know, his peculiarity is an almost total inability to s anything as it is or where it is! * * *

"Mr. Davis is as incapable of treason as Bennett is of patriotism. Mr. Benne has no country; Mr. Davis has no correct information to give!"

Again on July 18, the Sun said:

"That distinguished and excellent gentlement, Mr. James Gordon Bennett, prin a picture in the Herald showing a terrific naval engagement in progress, with yacht in the forewater. He says it depicts, the destruction of Cervera's fleet, a that the yacht is the 'Golden Rod,' 'the only newspaper boat present during t engagement.

"It is our painful duty to reprove this worthy but erring gentleman.* * * It w a most unfortunate thing for him to say, for he had already proved that t 'Golden Rod' was elsewhere on the occasion."

The Herald refuted the truth of this accusation, by quoting t officers of the battleship "Texas," who confirmed the news that t "Golden Rod" was at hand while the destruction of Cervera's fleet w in progress, and it was the first press boat to enter Santiago harb after the gallant Hobson had tried to block the entrance.

The Herald and Sun Involved in Another Bitter Fight

The Herald in July, 1899, severed its connection with Mr. Laffan "United Press." The service was said to have been very unsatisfactor and it was simply a waste of money for the Herald to continue it. A a result the Sun made a series of malignant attacks on Mr. Bennett an the Herald.

As a sample, the Evening Sun said on Aug. 8:

"Mr. James Gordon Bennett prints this morning in his Herald every useful l about the Sun that he could lay his hands on. It is useless to call his attenti to the fact that he lies, or that he is a treacherous and vulgar sort of blackguar He is quite used to that sort of thing, and besides we object to the use of stron language.

"Otherwise Bennett might be exhorted in terms that would make the cicatr of well earned shame that he wears across his face even more livid than it was wh he got it."

Next morning the Herald came back at the Sun with a "red ho editorial, headed "Crazy Laffan," in which it said:

"The Sun at present is in the same wretched position as was any of those on flourishing railroads on which Jay Gould got his destroying grip. 'Crazy Laffa has somehow secured the direction of that once prosperous newspaper, and being Jay Gould of journalism, is galloping it to destruction."

On the following morning the Herald declared that Laffan woul destroy the Associated Press if he could, remarking:

"How about the Sun? What has become of it since he laid authoritative han on that once very valuable concern? Discredited; strike beset; crippled; strug gling to keep its feet; going to destruction about as fast as Laffan can get it ther And what will become of Laffan? Follow the wrecks he has made, and land the same place, if he continues his present course, taking with him such associat as blindly continue to follow."

Next day the Sun began an agitation to suppress "the Herald indecent personals," speaking of the paper as "a vile pander."

Mr. Bennett's indignation was roused, and on the 12th the Hera carried the following amusing retort:

"Laffan, the whole world laughs at you!"

The Sun's Printers Strike

To add to the Sun's distress, at this juncture, its union printe went on strike, claiming that Laffan had arranged to discharge them and "rat the office!" The angry printers started a vigorous boycot backed up by Typographical Union No. 6.

As the Herald rather exultingly said on the morning of the 12th

"Although the paper still appears, its typographical defects show that many o the new workmen are unskilled. Most of the composition has been done in th office of the Evening Post, a non-union paper. The boycott of the paper is activel maintained, and the newsboys held a mass meeting in Teutonia Hall last night t help 'Big Six' in its fight against Laffan's action."

(*To be continued next week*)

*The Pittsburgh Dispatch.

CAREY ORR DISCUSSES POLITICAL CARTOONS

t Takes Hard Work and Years of Experience To Make Good Ones, Says Chicago Tribune Man—Calls Cartoonists "Editors and Publishers of Good Will"

By RUTH RUSSELL

IX floors up in a freight elevator, through stacks of excelsior, two-by-urs, and next Sunday's newspapers, I me at last into the sanctuary of Carey rr, eminent American cartoonist, in the *hicago Tribune* building.

"Have a chair", he invited cordially, oking around for one. "No, wait!"



There was no extra chair. Visitors are ot usually encouraged) "Come over here nd look at my latest cross-word puzzle."

I looked over his shoulder. On the asel before him was a large piece of ardboard with black and white splotches esembling, more than anything else, an nsolved puzzle. He took up a small aint brush from among a pile of pencils nd brushes lying on a dry goods box, ipped it in ink, and began deftly filling n the puzzle. In a second, Father Dear-orn appeared on the page, carrying Mayor Devor's traction plan in his hand. 'All in favor" he cried, as Mr. Orr put he words into his mouth. He could now e seen standing in a crowded Chicago treet car. The passengers, holding onto he straps for dear life, their hands up-aised, looked as though they were silent-y voting for bigger and better car ser-ice.

"It's splendid," I remarked. "In how nany days will this appear in the ribune?"

"Tomorrow morning" he answered.

Tomorrow morning! It was already ix o'clock. Seeing my amazement, Carey Orr laughed.

"The deadline is at six-thirty every evening" he said. "I always try to make t by seven o'clock! I work on one dea and then another up to the last minute, until there's less than no time to spare."

As he worked on the cartoon he rambled on leisurely, talking about every-thing from newspaper policies to fishing in Minnesota. Mr. Orr is cosmopolitan, and interested in no end of things.

Every morning, he said, the cartoonists and editors of the paper meet in confer-ence from ten thirty until someone moves to adjourn. They talk over the import-ant topics of the day and decide what attitude the paper shall assume. During this conference, and on the way back from it through the noisy aisles of the building to his little office over the proof room, on the sixth floor, Carey Orr gets the idea for his next day's feature. The most difficult thing is to decide upon a subject; the next most difficult, to decide what to say about it. He has the day's important political questions in mind and knows the newspaper's policy. The editorial idea has to be carried over into the cartoon idea.

"There has never been invented a good system for making up ideas," Mr. Orr re-marked. "Hard work, and years of ex-perience go into the formation of an excellent political cartoon.

"The comic strip artists," he continued, "have recourse to various sources, in seek-ing ideas. They go to life itself, to the situations which seem so serious to us, oftentimes and which are really very funny, seen in perspective; they go to pet beliefs and hobbies, and customs of people, and conceive their humorous situation from these. These failing, however, at times they even dig into joke books for



Carey Orr at work

inspiration! The task of the political car-toonist is more difficult."

Sitting down before his easel, after the morning conference, Mr. Orr commences working out his idea. Sometimes he makes eight or ten preliminary sketches before one suits him. The finished car-toon must appear to be hurriedly drawn; it takes making and remaking, however, to achieve a sense of action, in the picture, which will keep it from looking dead.

All this sketching is done in pencil. When the pencil sketch is satisfactory, Mr. Orr takes a big art gum eraser and erases the whole picture. Seeing him do this for the first time makes you want to grab the eraser away and throw it out the window. But the eye of the cartoonist can see, after the pencilling is gone, faint marks in the cardboard that guide him when he "inks in" the picture with a brush. The cardboard drawing is two and a half times larger than the newspaper reproduction. It has to be "drawn in the rough" so the lines won't appear too small when printed. For inking, Mr. Orr uses a fine pointed camel's hair brush, rather than a pen.

"Have you a hobby?" he asked me, sud-denly, out of the clear sky.

"Well," I reflected, "I don't know. Have you?"

"Yes" he answered emphatically. "I have one of the finest hobbies in the world....mechanics".

I thought it strange that a cartoonist and artist should be interested in me-chanics.

"My father owned a saw-mill in Wash-ington, out on the coast," he explained, "so I come by mechanics naturally, I have a complete set of tools at home for fash-ioning things. This morning on the train coming in from Wilmette I designed this."

He held out a pictured design for a fire-place shield.

"I'm going to make this screen for my drawing room," he said. "A hobby like this is the only thing to keep your mind active. It keeps the interest keen all the time, and the mind in shape. It's as neces-sary to keep mentally fit as physically. Thinking about your work is not enough. It dulls your brain. You have to have a separate, outside interest besides."

"McCutcheon," he said, "makes travel-ling his hobby. He's travelling around the world now. That's how I happen to have his place on the Tribune as well as my own. McCutcheon has been with the Tribune 23 years, and is my senior part-ner. I have been here eight years."

Carey Orr does not look old enough to be chief political cartoonist for the Tribune. In his blue suit with his shirt sleeves folded back, his light hair falling over his eyes as he worked, he might have been 25, instead of 35, which he says he really is.

"My greatest accomplishment" he con-fided, "was winning the Gold Medal from the United States government, for the best cartoon submitted during the Fourth Liberty Loan drive. It was called the 'Chief Joins his Legions', and was in commemoration of President Wilson. When he died, and went back to the boys, the Tribune distributed 1,000 copies of this, at first, and were asked to print 10,000 more."

Carey Orr commenced drawing before he learned to write and has been at it ever since. It came naturally to him to draw, and he made a hobby of it, while attending school out in Washington. During the summer he was 19, he played professional baseball and earned enough money to go to college. After being graduated from the University of Washington he attended the Academy of Fine Arts in Chicago for one year and then received an opportunity as sketch artist with the *Chicago Exam-iner*. From here he went to work on the *Nashville Tennessean* and remained there four years, then came to Chicago where he has been ever since.

His "Kernel Kootie" strip ran a half year but Carey Orr didn't like to draw strip comics. He conceived the idea for the "Tiny Tribune," World's Smallest Newspaper" which ran six years, but was dropped eventually because of the diffi-culty of syndicating the name. Since be-coming political cartoonist for the Tribune, Mr. Orr has received many of-fers to lecture on art and cartooning but he prefers to let nothing interfere with the work he enjoys so much.

"There's great danger of getting too many irons in the fire," he said.

"Uncle Sam" is Carey Orr's best known and favorite character.

"I put a little bit of Abraham Lincoln into his eyes and nose," he explained. "Lincoln's face is perfectly adapted to the Uncle Sam features. The artist must un-derstand the ungainly character of Lin-coln, his loose-jointedness, combined with the idea of primeval strength. Great strength is shown in the face....Lin-coln's type is anything but a dude."

"The success of the cartoon", said Mr. Orr, "depends as much upon the reader as upon the artist. If the reader likes it, and appreciates the humor, the carton ac-complishes its purposes.

"There is really nothing finer than a good cartoon that makes people smile. It lightens up the day's work. If the American citizen begins the morning smiling, the American cartoonist has done a big thing. He is both editor and publisher of good will. He seizes hold of the busy man's attention the first thing in the morning, while he eats his breakfast, or on the train, as he com-mutes into town, and shows him the funny side of problems that seem ter-ribly in earnest, out of perspective. I should rather be the editor of the day's front page cartoon, than of any other de-partment in the city newspaper."

HALIFAX HERALD ANNIVERSARY

Nova Scotia Daily Celebrates 50th Birthday with Special Edition

Fifty years ago last January the *Hali-fax Herald* commenced publication as a morning daily newspaper and on April 15, the passing of the half century was marked by the publication of a 24-page anniversary number containing reviews of the progress Nova Scotia has made in that time and describing the place the Herald has occupied in the development of the province. Several members of the staff who helped bring out the first num-ber of the paper were in the office with 50 years of continuous service to their credit. The most interesting figure among the old employees was John Trider, who turned out the first copy of the paper on a slow-working hand-fed Adams press. On April 15 he turned out the fiftieth anni-versary edition.

A tablet commemorative of the 50th anniversary of the founding of the Hali-fax Herald was presented to W. H. Den-nis, managing director, on behalf of the staffs of the Herald and the Evening Mail, in the editorial rooms of the Her-ald. At the same time, baskets of flow-ers were presented to Mrs. Dennis, wid-ow of the late Senator William Dennis, and to Mrs. W. H. Dennis. The presen-tations were made by Hiram Wier, ed-itor of the Mail, who has been with the papers almost from the time the Herald was established.

GRAPHIC ADDS SUNDAY ISSUE

Macfadden's N. Y. Tabloid Becomes 7-Day Paper May 3

New York will have a new Sunday morning newspaper when the *New York Evening Graphic*, Bernarr Macfadden's tabloid, enters the field May 3. The Graphic has been printing as a 6-day paper with special Saturday rotogravure and magazine sections.

The Sunday Graphic, according to an-nouncements, will consist of an 8-page colored comic section; 8-page rotograv-ure; 20-page magazine; and 20-page news.

Woodman Morrison, editor of the Saturday Graphic, will be in charge. Size of the Saturday Graphic will be de-creased certain features being switched to Sunday. Four pages of the 8-page comic section are strips created by the Graphic's own staff.

The tabloid recently added a "Pink Final" to its daily editions except Satur-day, giving complete sport news. This edition, previously held up by the bulk of the Saturday issue, will now be run on that day also.

WISCONSIN SOLONS, DISLIKING A STORY, BAR REPORTER FROM PRESS GALLERY

Correspondent of Long Experience, Who Wrote Story on Another Reporter's Facts, Victim of Resentment of Assembly, He Says

LEGISLATURE LIFTS BAN ON REPORTER ALLEN

COMPREHENDING apparently the dangerous precedent they had set, and impressed by editorials in newspapers throughout Wisconsin, all of which had been stirred by the action, the members of Assembly of the Wisconsin Legislature reversed Tuesday by a vote of 73 to 3 the previous resolution barring Robert S. Allen, reporter for the *Wisconsin State Journal*, from further access into the assembly. The vote to bar him last Friday was 38 to 32.

MADISON, WIS., April 25.—Unprecedented in the history of the Wisconsin legislature, the assembly yesterday passed a resolution by a vote of 38 to 32 to bar for the remainder of the session Robert S. Allen, reporter for the *Wisconsin State Journal*.



ROBERT S. ALLEN

Mr. Allen, who for years has covered the legislature for this newspaper, was charged with deliberately falsifying an account of a floor discussion during the previous day's session. The assembly ruled further in the resolution that the "Wisconsin State Journal be requested to print a correction of the account of the debate to correspond with the facts."

The part of Mr. Allen's legislative story that caused the action is this:

"During the debate on the measure today Assemblyman Eber, Milwaukee, who, while claiming to be an administration supporter, opposed the governor during the tax bill fight, came in for caustic comment from Assemblyman Frank Prescott, Milwaukee, conservative leader. Eber was urging 'all us progressives sticking together and defeating this measure.' He was interrupted by Prescott, who asked him if he attended the progressive caucus the night before.

"'Yes,' Assemblyman Eber replied.

"'Then what were you doing at our caucus,' Prescott demanded, at which the house roared. . . . ."

The resolution denied that Prescott had put this question or that Eber had replied and declared that Allen in his account "sought to discredit a member of the house."

Mr. Allen, called to explain his story on the floor of the assembly, declared that he was not present in the legislature at the time, but that he had obtained his facts from another reporter. Confusion exists now in the house, some assemblymen maintaining that the alleged false statements were actually made by Assemblyman Prescott.

The same evening, the editor in a front page editorial backed up his reporter to the limit, declaring that the action of the assembly was an "astounding effort to muzzle newspaper men in a state known as the most progressive in the union." A black two-line top streamer heralded the fact that "ASSEMBLY VOTES TO GAG PRESS: BARS REPORTER."

The editorial of A. M. Brayton, publisher of the Journal, declared in closing:

"Therefore the Wisconsin State Journal serves notice on all assemblymen who participated in the exclusion of Mr. Allen, that it will protect the representatives of this newspaper, and its pages, in the full exercise of the constitutional rights to discuss members of the assembly and other servants of the state, and their official actions, and in every way to exercise the rights of individuals and of publications whether in the form of news, opinion, or interpretation."

Mr. Allen's statement follows:

"I have explained to Mr. Eber my source of information. I am sorry if the story appeared as it did if he says the incident did not take place as it was related to me. I told him so and I repeated it to the house.

"Mr. Eber is absolutely incorrect when he says in the resolution he offered in the house today barring me from the floor of the assembly that I was present during the debate on the bill and that having been there I deliberately falsified my account.

"But as I pointed out to Mr. Eber I can't help but feel from what was demanded of me by several members when I appeared before the house that the resolution was the result of an attempt to discipline me and threaten my colleagues for stories I and they have written about events in the lower house and the activities of various members.

"It is the rule of the legislature that every bill and resolution have a hearing and that those concerned have an opportunity to be present and be heard. This action was taken this morning without my having the slightest intimation of what was taking place. It was taken by a house in which more than a quarter of the members were present. Members who later admitted that they had personal grievances against accounts of mine of their actions hurtled the measure through.

"Ever since the tax fight in the assembly the press has from a certain group been critized and "growled" against. This resolution just as Assemblyman J. C. Thompson said to me today on the floor of the house was the culmination of disapproval of "my actions," meaning my accounts of what has been taking place.

"Mr. Eber is entitled to fair play. I have always given him and every other legislator and official this. If the information I carried in Thursday's story was garbled it was done so unintentionally. The associate who gave me the story is a friend and a man I have only the highest respect for, professionally and personally. He is a man of great and varied experience. He is a man of ability. Mr. Eber says the story was incorrect. As I told him if that is the case I regretted it deeply.

"That I was not given fair play is a matter that cannot be overlooked. The story is a mooted question. After talking to Mr. Eber and expressing regret I am unable to say just what took place. Some say this, others that. The gentleman involved in the debate is uncertain himself as to what he said.

"The resolution as jammed through is more than a personal matter between Assemblyman Eber and Reporter Allen. It is an attempt to discipline the press, without giving the defendant a chance to protect himself."

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER*)*

By Henry Edward Warner

THE WISH

I wish I were an Editor! . . .
I have no love for work!
The life that suits my fancy most
Is of the lordly Turk.
The Turk, they say, who know him.
Does nothing all the day
But frolic like an Editor
And frivol Time away.

I wish I were an Editor!
I hate to think of toil!
I'd rather fish and catch a tan
Where suns of summer broil!
The fisherman is lazy,
Sport is his hardest chore;
He loafs and thinks and thinks and loafs
Just like an Ed-i-tor!

I wish I were an Editor!
It's such a cinch to write—
To sit an easy chair all day
And dreamless, sleep all night!
To quaff the wines of idleness
And smoke the pipe of peace,
To buddy with the turbaned Shah
And with the King of Greece!

And so, I wish sincerely,
I were an Ed-i-tor!
No other joy on Earth is half
As worth the wishing for!
And so I hope I get my wish—
If with your help I do,
I promise I will help to wish
Some sinecure for You!

Daily Celebrates 35th Birthday

The *Fullerton* (Cal.) *Daily Tribune* entered upon its 35th year April 8.

TO RADIO JOURNALISM WEEK ADDRESSES

Nightly Programs to Be Broadcast During U. of Missouri Gathering of Editors — Prominent Speakers on Program

Station WOS at Jefferson City, Mo. will broadcast this evening programs of the Sixteenth Annual Journalism Week at the University of Missouri, beginning Tuesday night, May 5, and lasting through the "Book Banquet" on Friday night of the week. The programs will begin at 8 o'clock each evening, and will consist of speeches by prominent visitors and music furnished by the School of Fine Arts.

Station WOS is enabled to broadcast the entire week's programs through the courtesy of Station KLDS at Independence, the usual custom being for the two stations to alternate every three days during the week. Remote control will be used, and a telephone wire will carry the programs to Jefferson City to be broadcast.

This year's banquet will be a "Book Banquet" and everything will be carried out in the "book" spirit; the addresses, the printed menus, the food, the decorations and the favors.

The salient features of the week's program will be:

MONDAY: "What Women Readers Want," Miss Ida Mighlario, editor of *The Household*, Topeka, Kan.

"Novels and Novelists," Jay W. Hudson, author and philosopher, University of Missouri.

"The Free Lance Writer and His Opportunities," E. B. Barnett, editor, *Kansas City Star Magazine.*

Baseball: Washington University vs. Missouri University.

Annual Subscription Banquet, Missouri Writers' Guild.

TUESDAY: "The Cartoon and the Newspaper," Roy H. James, cartoonist, *St. Louis Star.*

"Advertising a City," Gus V. Kenton, director of St. Louis News Service.

Baseball: Washington University vs. Missouri University.

Kappa Tau Alpha (honorary journalistic fraternity) banquet for members and invited guests.

Evening: "Journalism as Public Service," Marcellus E. Foster, president and general manager, *Houston Chronicle.*

"The World Day by Day," O. O. McIntyre.

Reception at Delta Upsilon House.

WEDNESDAY: Theta Sigma Phi breakfast.

Evening: "Modern Tendencies in Journalism," Elbert H. Baker, president the *Cleveland Plain Dealer.*

"The News of the World," George Gershon Shor, editor and manager, International News Service.

Reception at Pi Kappa Alpha house.

THURSDAY: "The Freedom of the Press," Harry B. Hawes, representative in Congress from 11th Missouri district.

Commercial Club luncheon for out-of-town guests.

Journalism Class of 1915 reunion luncheon.

"Advertising from Standpoint of the Country Merchant," John J. DeWild, manager merchants' service department, Ely-Walker Dry Goods Company, St. Louis.

"Getting National Advertising for the Country Newspaper," James O'Shaughnessy, executive secretary, A. A. A. A.

"Does a Fighting Editorial Policy Pay?" Walter M. Harrison, managing editor the *Oklahoma City Daily Oklahoman.*

Evening: "Reporting for the United States in Foreign Lands," J. H. Furay, vice-president in charge of foreign service, United Press Associations.

FRIDAY: "Watching for Fake Advertising," R. C. Ferguson, editor, *Buffalo Reflex.*

Baseball: Ames University vs. Missouri University.

Evening: "Book Banquet."

Round table discussions and music will form a part of each day's program.

$50,000

Feature Edition

Now Going to Press

THURSDAY, May 7th, The Memphis (Tenn.) Commercial Appeal will issue a Prosperity Feature Edition carrying more than $50,000.00 in advertising, of which in excess of $38,000.00 was secured OUTSIDE of Memphis.

More than $30,000.00 was collected in ADVANCE.

Briggs' Super-Selling Organization Did It

This edition was handled entirely by our FEATURE EDITION UNITY, composed of the highest type salesmen, trained to sell in a manner that reflects credit to the newspaper and ourselves and assures satisfaction to the advertisers.

This is the seventh large edition we have handled for the Commercial Appeal during the past twelve years.

We Are Now Ready to Produce Another Feature Edition

With this unit of our organization now available, we would like to hear from metropolitan newspapers interested in issuing an edition of this kind. Only those having a real reason for one will be considered.

Our twenty years experience in this work with the larger newspapers throughout the United States and Canada qualifies us to handle large editions in a successful and satisfactory manner to all concerned.

Correspondence Invited Immediately

Write us direct for a copy of the Commercial Appeal Feature Edition

Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tennessee

Ask Dun or Bradstreet about our RELIABILITY *Ask any Newspaper about our SERVICE*

ANCIENT LONDON POST CHANGES FORMAT

New Management Increases Pages, While Reducing Their Size, Modernizes Type and Ads Supplement

The *London Morning Post* is about to undergo a physical transformation. This statement may not cause the raising of an eyebrow among those who are not familiar with the paper but to those who know it well it will be startling news. The Morning Post is the oldest London newspaper and is the mainstay of Conservatism in the British Isles. It has also the reputation of being the most conservative in its character and methods. Its page is the largest in London and in other respects it has brought into the 20th century some of the ways of the Middle 19th. It was founded 153 years ago and has always been best known for the excellence of its literary contributions and for its record of the movements of the aristocratic and fashionable world.



H. A. Gwynne

In the course of its career it has had on its staff some of the greatest literary men of the day. In recent times it was for many years the property of Lord Glenesk and at his death it passed to his daughter, Countess Bathurst. Last year, however, under the stress of war taxation, Countess Bathurst parted with its control.

Now, under an active board at the head of which is the Duke of Northumberland, changes are being made which will bring the paper into line with the most modern ideas of journalism and even advance it a little further. Every feature of its news and editorial sections has been braced up to date and many additions have been planned; the mechanical departments have been re-equipped with the latest machinery; and with the issue of April 27 appears, its pages increased in number, but minus their old unwieldiness by reduction to limits which have long been recognized in America as best for busy readers.

The Morning Post has always prided itself on the pure whiteness of its paper and the clean black of its printing. A week or two ago a friendly critic said in the presence of the general manager that he believed that this combination was injurious to the sight. Prompt reference of the point to an eminent oculist determined the matter.

The oculist's report stated that a good black on a good white was helpful to the sight and better than the best of black on a tinted surface.

He added, however, that there was room for improvement in the character of the type used. This question was referred to an expert in typography. The advice which he gave meant the scrapping of nearly all the fonts of type in the equipment, but it was carried out. Another innovation was a pictorial and literary supplement.

While the changes which the paper has made are therefore, almost revolutionary; there are two that will not be made. The Morning Post will maintain the same political policy as in the past and, under the continued direction of H. A. Gwynne as editor-in-chief, it will be produced by the same staff.

Fire Wrecks Perry Paper

Fire on April 17, destroyed the building housing the offices and mechanical departments of the *Perry* (N. Y.) *Herald*... Much of the machinery was damaged beyond repair while the records and office equipment were destroyed. The loss will exceed $25,000, it is estimated.

HEARSTS OBSERVE ANNIVERSARY

Give Dinner Celebrating 22nd Year of Their Marriage

Mr. and Mrs. William Randolph Hearst gave a dinner Tuesday night in the small ballroom of the Ritz-Carlton Hotel in celebration of the 22nd anniversary of their marriage. The room was decorated with spring flowers and palms, while cherry and apple blossoms were placed on each of the small tables arranged for the party. Afterward, additional guests came in for dancing.

At the dinner were Mayor and Mrs. Hylan, Mr. and Mrs. Elbert H. Gary, Judge and Mrs. William Young, Mr. and Mrs. William Hayward, Mr. and Mrs. Arthur Brisbane, Dr. and Mrs. Joseph A. Blake, Mr. and Mrs. George Hearst—son and daughter-in-law of Mr. and Mrs. Hearst—Mr. and Mrs. Bradford Merrill, Mr. and Mrs. E. Clarence Jones, Mr. and Mrs. Joseph A. Moore and Mr. and Mrs. Walter W. Irwin.

Mr. and Mrs. Hearst plan to spend the early summer on their ranch at San Simeon, Cal.

HOW JURY JUDGED WORK OF REPORTERS

(*Continued from page* 4)

peremptorily to view it, and went ahead with his plans to pay the $10,000 ransom demanded. Member after member of the family connection followed the father's example, but Mulroy and Goldstein persisted until an uncle yielded, viewed the body and established the identification. It was they, therefore, who first established it that murder had been done.

Still "spelling" each other to irregular meals and snatched hours of sleep. Mulroy and Goldstein systematically interviewed neighbors of the Franks family in search of clews to the identify of the murderer. Fantastically, Loeb himself helped in part of their search, and let drop for the first time the remark that if he "had ever thought of killing anybody it would be just such a cocky little . . . . as Bobby Franks." Eventually this came, in the words of the State's Attorney, to be "very material in that it showed malice on the part of the murderer and showed that it was a cool and collected plot lasting over some period.

When it had been established that the ransom letters had been written on an Underwood portable typewriter and Leopold had denied ever having had such a machine, Mulroy and Goldstein took up this new trail. They found that Leopold had written some school papers on such a typewriter. They interviewed every fellow student they could find; they delved in lockers and desks, and finally found some of these papers. The typewriting on them tallied exactly with that of the ransom letters.

"This evidence," says Mr. Crowe, "was very material in helping to break down the alibi of Leopold, he being confronted with the evidence produced solely by Goldstein and Mulroy. He became bewildered and was unable to explain what had become of the typewriter. This was one of the first material pieces of evidence that was built up against the alibi of the boys and it, along with other facts and circumstances, was responsible for the boys confessing their guilt."

The terms of the reporter's prize require that the test shall be "strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect."

Strict accuracy was the very heart of the service rendered by Mulroy and Goldstein.

Terseness cannot be submitted as an element, since Mulroy and Goldstein did no writing, but writing is only one of the functions of a reporter; it is, indeed, a secondary function.

The "accomplishment of some public good, commanding public attention and respect" in this matter seems to your jury to be self-evident. It is no stretch of the imagination to see the Franks murder unsolved and its perpetrators unpunished save for the enthusiasm and resourcefulness of Mulroy and Goldstein. Contemporary records are filled with instances where the authorities have been helpless under circumstances less forbidding.

We have said that writing is only one of the functions of a reporter. Before he may write he must gather his facts, he must determine their accuracy and values, he must pass judgment on them. He may write well or poorly, but his rating will be fixed finally by his mastery of facts and their gathering. It was in this field of fact-gathering that Mulroy and Goldstein performed their exploit.

News-gathering and news-distributing agencies are playing an unprecedented part in the production of newspapers. A perhaps inevitable result is that opportunity and incentive to individual achievement in the traditional field of reporting have been decreased. A perhaps inevitable result of this, in turn, has been a narrowing of the newspaper's activity in its truest realm of public service. Under such conditions the exploit of Mulroy and Goldstein stands forth as peculiarly meritorious and peculiarly in the spirit of the terms of the reporter's prize.

BRITISH AD MEET PLANNED

District 14 to Hold First Convention July 4-11—Secretary Named

The first purely British advertising convention will be held July 4-11 at Harrogate, England, it was decided at a recent meeting of the executive council of District 14, English branch of the Associated Advertising Clubs of the World. C. Harold Vernon is district chairman.

Formation of the national organizing committee for the convention is in the hands of Mr. Vernon, J. C. Akerman, Eric Field, and Andrew Milne. It is planned to hold some of the sessions at Bradford and Leeds in addition to Harrogate.

Mr. Vernon reports the growing work of the district has necessitated appointment of a general secretary and Walter Stonhold was unanimously appointed to this position, replacing Andrew Milne, now honorary secretary.

Every once in a while we meet "a man of the world" who inclines us to believe that the world is flat.—*Cleveland Times.*

PUBLISHERS are saving thousands of dollars annually by eliminating costly duplication, assuring an even flow of copy over their copy desks and into the composing rooms and reducing their tolls and the cost of specials by utilizing the

100% non-duplicating leased wire dispatches of

The Consolidated Press Assn.

Executive Offices, Evening Star Building, Washington, D. C.

The A.B.C. Trading Radius of Cincinnati

The Audit Bureau of Circulations fixes the trading radius of the Cincinnati newspapers at thirty-seven miles. This includes eight large towns in Ohio and Indiana in addition to Cincinnati proper, with the contiguous suburbs on both sides of the Ohio River.

Within this territory the Times-Star has a total daily net paid circulation of 136,840, A. B. C.

The leading morning newspaper of Cincinnati is not a member of the Audit Bureau of Circulations, but the publishers claim a daily circulation of 54,655 copies within a radius of fifty miles of Cincinnati.

But in last analysis, the shopping that is most responsive to local advertising in the Cincinnati newspapers is the local shopping,—the daily buying of the families that live within the city and suburbs.

Within this area the Cincinnati Times-Star has a daily A. B. C. circulation which is 50 per cent more than the combined circulations of both Cincinnati morning newspapers.

There are approximately 141,000 families in the city and suburbs of Cincinnati. Of these, 10,575 families are colored. This leaves a net white population of 130,425 families,—an average of a little more than nine copies of the Times-Star daily for every ten white families within the city circulation area.

With such coverage it is superfluous to argue the question of the quality of the Times-Star circulation. The space buyer need not bother himself to discover in what residential sections, on what streets or in what economic level the readers of the Times-Star are to be found because they are in every section, on every street, in every social stratum and in every house from which advertisers can hope to secure customers.

And for seventeen consecutive years the Times-Star has dominated the Cincinnati field in display advertising as completely as in circulation.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



"Once Upon a Time"



A Fairy Tale Strip

By WALTER J. ENRIGHT

THE FAMOUS ILLUSTRATOR

Another New One Already Over the Top

SIX-COLUMN DAILY FOR CHILDREN AND GROWNUPS

These sections give only a slight idea of the imaginative and whimsical quality of Enright's work

LET US SEND YOU SAMPLES



Philadelphia Bulletin
Cleveland Plain Dealer
St. Louis Times
Buffalo Times
Providence Bulletin
Spokane Chronicle
Oakland Tribune
Schenectady Union Star
Newburgh News
Sioux City Tribune
Everett Herald
Youngstown Vindicator
Knoxville Journal
Syracuse Herald
Sacramento Bee
Fresno Bee
St. Louis Times
Pittsburgh Gazette Times

have already ordered

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City



A. N. P. A. BANS RADIO FREE PUBLICITY, RAISES AGENCY REQUIREMENTS

Urge Elimination of Trademarked Names in Programs and of Advertising Talks from Newspaper Stations—Fall Meeting About Oct. 20

TWO resolutions of importance were adopted at the final two-hour session of the American Newspaper Publishers' Association, Friday morning. Both carried out committee recommendations which were noted in EDITOR AND PUBLISHER last week. The first, offered by Walter A. Strong, *Chicago Daily News,* chairman of the radio committee, read as follows:

"Whereas, it has been called to the attention of your Radio Committee that free publicity in the newspapers has been offered to advertisers as an inducement to sign a contract for broadcasting paid direct advertising; and

"Whereas, direct advertising by radio is likely to destroy the entertainment and educational value of broadcasting and result in the loss of the good-will of the public; therefore, be it.

"RESOLVED, That members of the A. N. P. A. refuse to publish free publicity in their news columns concerning programs consisting of direct advertising; also, that they eliminate from program announcements the name of trade-marked merchandise or known products obviously used for advertising, and that newspaper broadcasters eliminate all talks which are broadcast for direct advertising purposes.

The meeting adopted a resolution that the minimum requirement for recognition of advertising agencies should be a net surplus of not less than $10,000 for all applicants located in cities having a population in excess of 500,000. This doubles the present requirement. Its purpose was to improve credit rating conditions.

Another resolution ratified and approved all official acts of the board of directors since the 1924 meeting. All officers were re-elected as noted in EDITOR AND PUBLISHER last week.

The first of the Fall conventions will be held about Oct. 20 in some city of the Central South."

BAGGAGE RATE RAISE POSTPONED BY I. C. C.

Petition of 40 Eastern Papers Against 60% Higher Schedules Defers Action Until Aug. 29, 1925

Eastern newspapers won an important decision April 29, when the Interstate Commerce Commission temporarily restrained railroads in trunk line and central territories from increasing the rates for transporting newspapers in baggage cars. The new schedule is deferred, pending further hearings, until August 29.

The petition for the investigation and suspension order was filed by forty newspapers and has been vigorously prosecuted by a committee of the American Newspaper Publishers' Association.

The new tariffs, which were to have gone into effect May 1, are: In trunk line territory from 30 cents to 50 cents a 100 pounds, and between trunk line and central territories, from 60 cents to $1 a 100 pounds.

The railroads involved are the Pennsylvania, Baltimore & Ohio, Reading, Western Maryland, Baltimore, Chesapeake & Atlantic and Baltimore & Eastern.

The commission set the contest for hearing before Examiner Hillyer on May 18.

In submitting the protest on which the order was issued, Charles M. Galloway, counsel for the newspapers, asserted that the expense to the railroads in transporting newspapers was less than that of any other commodity. The great bulk of the newspaper hauls is less than 100 miles, he said, and when all factors are taken into consideration "protestants will be subjected to the payment of charges for transportation which will be unjust and unreasonable and in violation of Section 1 of the Interstate Commerce Act."

Attention of the commission was called to the fact that "there is nothing in the life of the nation comparable to the daily newspaper in so far as the public welfare is concerned. It may be said to be the very heartbeat of the people. It is not too much to say that the very existence of the republic depends upon a free and virile press," and "the newspaper, therefore, occupies a unique field which entitles it to special and unusual consideration by the carriers."

In Philadelphia alone, it was pointed out, the proposed increase would tax the newspapers an additional $300,000 a year, while one paper in that city would have to carry an additional expense burden of $70,000 a year.

The railroads claim, on the other hand, that all rates except those on newspapers were increased on August 26, 1920, when the general scale of rate increases went into effect, and that the newspapers should pay a share proportionate to other commodities.

RADIO ADVERTISING TEST

Agencies Will See if Prejudice Impairs Its Efficiency

Whether it really pays to advertise—by radio—will be the subject of a study to be made by the American Association of Advertising Agencies, according to an announcement this week by Thomas F. Logan, Chairman of the association's Radio Committee.

Through a gentlemen's agreement, Mr. Logan pointed out, seven men have been able thus far to block indiscriminate advertising which might have damaged seriously the popularity of the radio. These men are Secretary of Commerce Hoover; David Sarnoff, Vice President and General Manager of the Radio Corporation of America; Walter Gifford, President of the American Telephone and Telegraph Company; Owen D. Young and Gerard Swope, Chairman of the Board and President of the General Electric Company, and Guy Tripp and H. P. Davis, Chairman of the Board and Vice President of the Westinghouse Electric Company.

Mr. Logan said the association would endeavor to learn whether public prejudice against radio advertising would impair its efficiency. The public itself must make the final decision, he declared.

Another
HOLLISTER
Achievement!

Following the example of many other of the largest and most successful newspapers in the United States, careful consideration has led The Cincinnati Enquirer to engage the services of the Hollister Circulation Organization to conduct its campaign.

Address the above paper un i further notice

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

Foster Leaves St. Louis Times

W. L. (Larry) Foster has resigned from the *St. Louis Times,* effective at once. He has been acting general manager since the resignation of Frank W. Rostock as general manager.

JACOB L. ADLER RETIRES

San Francisco Call Business Manager to Spend Time in Travel

Jacob L. Adler, business manager of the *San Francisco Call,* has resigned, effective May 1.

It is his intention to spend the balance of his life traveling, fishing, playing golf, and otherwise enjoying a well-earned rest from business.

Mr. Adler says that, after 35 years of hard work in the newspaper business, he has accumulated enough money to keep him and his family, and, at the same time, has developed "a large yearn to quit worrying about business."

It was 35 years ago that Mr. Adler, then a youngster, started his career in journalism as assistant to Franklin K. Lane, then publisher of the *Tacoma News.* The "assistance" consisted in running errands, calling on people for classified advertisements, handling newspapers out to newsboys, sweeping out and other duties of like character.

Having gone to Tacoma from Baltimore, his birthplace, he later returned to Baltimore, where, for many years, he was advertising manager of the *Baltimore Herald.*

He returned to the Pacific Coast, where he was made business manager of the *San Francisco Bulletin,* leaving there six years ago to go to the Call, when Fremont Older was made editor of that paper.

It is Mr. Adler's intention to start out of San Francisco in May and motor leisurely to New York.

From there he intends to sail, the first port of call being Naples.

Mr. Adler's successor has not been announced.

LOWER FREIGHT RATE WON BY PUBLISHERS

Washington Gets 6 Cent Reduction on Newsprint from Northern Mills—Is Retroactive to September 1, 1921

Publishers of Washington (D. C.) daily newspapers won most of their claims in a decision of the Interstate Commerce Commission ordering a reduction in the freight rate on shipments of newsprint paper from mill points to that city and awarding reparation in the amount of the overcharge made by several railroads since Sept. 1, 1921.

The decision effects an average reduction of 6 cents per cwt., or $1.20 a ton from Canadian and New England points. The average rates from these points to Washington, which have been about 40 cents per hundred, will become 40 or 46 cents under the decision.

The decision ended a case which has been before the Interstate Commerce Commission since September, 1923.

While the commission found the freight rates on newsprint from New England, New York and Canada and from Philadelphia to Washington unreasonable and prejudicial, it decided against a similar complaint brought by the *Baltimore American,* also alleging overcharge, and ordered the complaint dismissed.

The report of the commission came as a result of the joint complaint of the Washington Publishers' Association, made up of publishers of the five daily newspapers in Washington, but also included similar findings in the case of the *Evening Star,* which had filed a separate complaint.

Reductions in the rates were ordered by the commission and reparation awarded to all the Washington complainants. The commission has before it at the present time complaints against the rates on steel cores and on newsprint ink to Washington and return.

"Not the Cheapest but by far the Best"
—that's Certified!

The stereotype mat is but a very small item in the cost of production of any newspaper. A daily printing an average of 20 pages spends about $3 a day for Certified Dry Mats.

But while the cost of stereotype dry mats is very small the part played by them is not by any means negligible. There are cheaper mats than Certifieds but their cheapness is reflected in the printing plates cast from them and in the pages printed from these plates.

Where is the publisher who is not constantly striving to improve the appearance of his paper; where is the publisher who will permit a few pennies to stand between him and the best possible printing results?

Publishers and stereotypers tell us that with Certifieds they are able to get wet mat printing results regularly—not once in a while—but day after day. They are enthused about the ease of handling Certifieds, the uniformity of shrinkage, and above all the CLEARLY and CLEANLY printed pages.

Just try some Certifieds—they are yours free of any charge or obligation; compare the printed pages, and we'll leave it to you if the few extra pennies paid for Certifieds are not more than well spent and a true economy.

Certifieds are made with one thought uppermost in mind and that is not how cheap but how good can we make them and still sell at an honest price which leaves only a legitimate profit.

That publishers and stereotypers appreciate such a policy is best shown by the support they are giving us.

CERTIFIED DRY MAT CORPORATION
342 Madison Avenue, New York, N. Y.
"For wet mat printing with DRY MAT facility—use Certifieds"
Made in the U. S. A.

PROVED BY SERVICE

Models 25 and 26

ENDORSED

by the operator, machinist and owner. Here are a few quotations from letters in our files commenting on the Models 25 and 26:

"For thirty-two years I have been handling various models of Linotype machines, and have no hesitancy in stating that these machines are by far the most satisfactory and generally useful machines I have ever had the pleasure to use."

"I know of no better testimonial to the satisfaction they have given than the additional order for twenty-one of them now in process of installation."

"Mixed distribution feature great advantage."

"Have been operating Model 25 and refuse to change back to another mill."

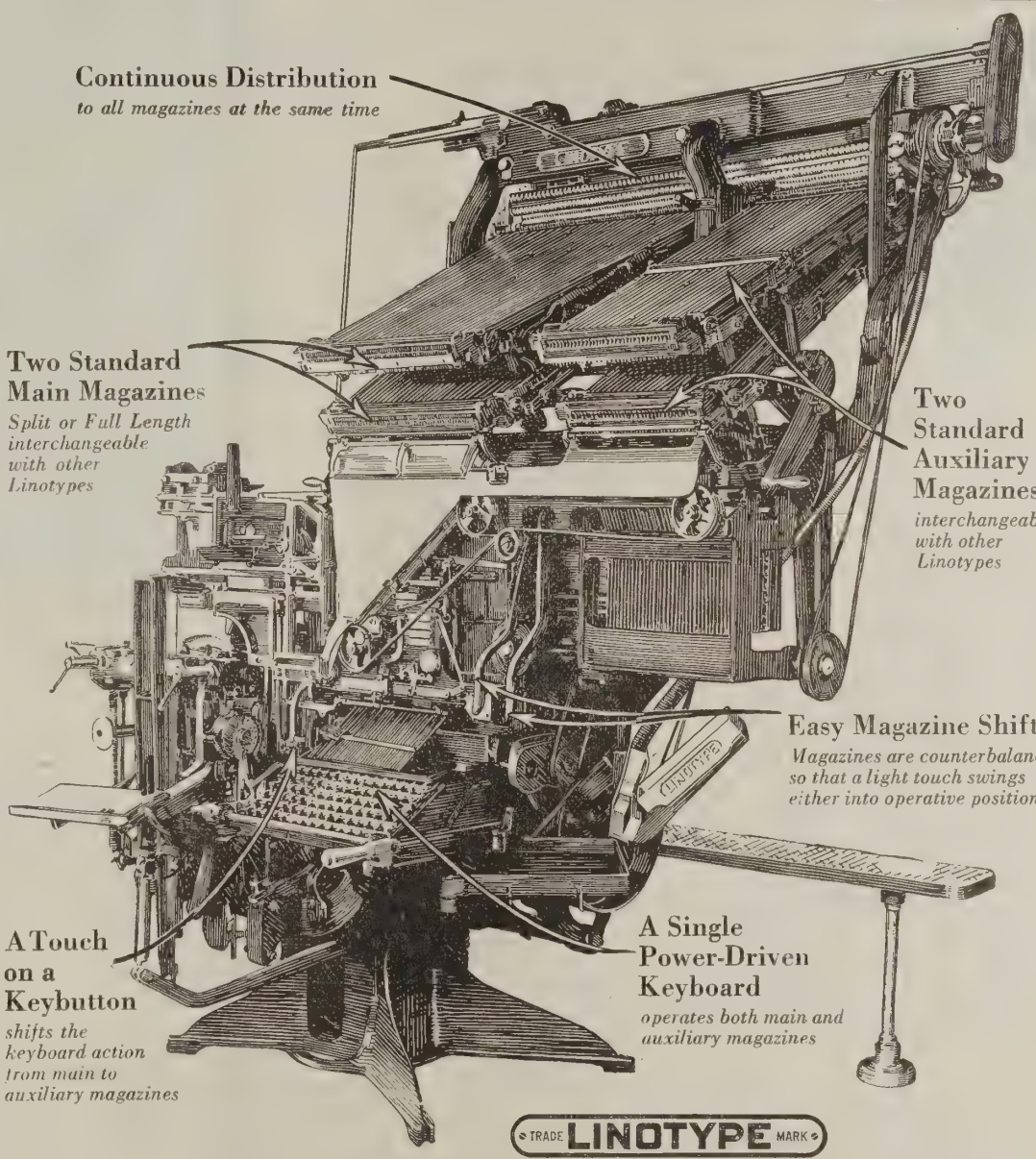
"Have found nothing that will equal Model 26 Linotype for heads and straight matter. Simplicity and quickness of shifting magazines are wonderful."

"I much prefer it to other models for convenience of operation and general suitability to the work of a job shop."

"We are turning out more jobs each day than ever before and at a lower cost per hour."

"We have been especially interested in the new distributor system. Frankly speaking, we expected trouble in this respect. From the time it was installed to the present there has not been the slightest hitch from this source."

"The small jobs that require a wide divergence of types, formerly taken care of by hand compositors, are now readily and much more quickly disposed of by this model."



TRADE LINOTYPE MARK

FACES FROM ALL MAGAZINES

Mixed in the Same Line

The Model 25 is the same as the Model 26 (shown above) except that it does not have the auxiliary magazines.

Ask the nearest Linotype Agency for further information on the Models 25 and 26 and for literature showing their application to the rapid setting of Newspaper Headings, Display Advertising, Publication Work, Job Work, Intricate Composition of all Kinds.

MERGENTHALER LINOTYPE COMPANY

San Francisco Chicago New Orleans — *Brooklyn, New York* — Canadian Linotype, Ltd. Toronto

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

520.25.5-F

COMPOSED ON THE LINOTYPE IN THE BODONI SERIES EXCEPT FOR HAND-SET TITLE LINE

ESSARY PRESIDENT OF GRIDIRON CLUB ENTERING ITS 40TH YEAR

Charles Michelson of World, and "Jim" Preston Initiated—Chauncey Depew, Only Survivor of First Club Dinner Guests, Reminesces

By J. BART CAMPBELL
(*Washington Correspondent of* Editor & Publisher)

J. FRED ESSARY, chief of the *Baltimore Sun* Washington Bureau, and nationally know political writer, is now president of the Gridiron Club.



J. Fred Essary

Essary was inducted into office at the fortieth anniversary dinner of the club April 23 after much amusement was provided by a cardboard imitation of the famous Coolidge hobby horse which the new club president was told he must ride to uphold the dignity of a presidential office.

President Coolidge was among the national notables present who enjoyed the fun-making.

"No one can be inaugurated president of anything now unless he rides a hobby horse," Essary was told.

The president's gavel was presented to Essary by Col. Francis A. Richardson, for 39 years a member of the club, and Essary's predecessor for 35 years on the Baltimore Sun.

Two new members were initiated, Charles Michelson, chief of the *New York World* Washington Bureau, and James D. Preston, custodian of the Senate Press Gallery. Both were toasted on the club gridiron.

President Coolidge, in addressing the club members, paid a nice tribute to the veteran Charles A. Hamilton, *Buffalo Times,* who, he recalled, is the only present member of the Senate Press Gallery who helped organize the Gridiron Club forty years ago.

The atmosphere of 40 years ago on Newspaper Row in Washington was recreated when a group made up as "old timers" in silk hats and cutaway coats, buttoned up high to the neck, entered the dining room, two of them pushing the old-fashioned bicycles and another adorned by side whiskers of the mid-Victorian variety.

A letter from Chauncey M. Depew, the only surviving guest of the club's first dinner, sent in response to a telegram from the club members, felicitating him on his 91st birthday, read as follows:

"That April 23 was to be the 40th anniversary of the Gridiron Club and also the 91st of my birth is a gratifying coincidence and the remembrances which surround the two would fill a volume.

"I remember with keenest interest that first gathering of your association which has accomplished so much and has become so famous, and it is one of the sad limitations of life that I should be the only surviving guest of that wonderful evening. It has been my good fortune to have met at your festive board all the Presidents of your period except Cleveland who would not come; all the Cabinet ministers, most of the justices of the Supreme Court, and those who made themselves famous either permanently or temporarily on Capitol Hill.

"Harrison, who became so unpopular because of his harsh mannerisms, developed under your genial influence his rare talents and superior gifts. McKinley exhibited with you that wonderful good-fellowship which was his greatest political asset.

"Roosevelt, child of nature, never tamed, entered with the most infectious enthusiasm in your play and lost his temper because your skit revealed a weakness in his policy. His furious quarrel with Foraker made a memorable night, but it was outside Gridiron rules. Taft's geniality radiated many a night of glorious time under the Gridiron.

"Wilson enjoyed immensely his evening with you, but never gave an indication that he thoroughly understood the humor of the evening. I recall the havoc he created one night when he essayed the Wilson idea of humor. The dollar a year men who were famous in many departments of American enterprise were all present. I sat that night in a group of them. Turning to them the President said:

"'My troubles with the war are very slight compared with the difficulties of satisfying my distinguished dollar-a-year associates. Each of them thinks he ought to have all attention and is unhappy if any is given to others of his group. The result is that I am like an opera impressario, every member of whose troup wants to be recognized, honored and applauded as the prima donna.'

"I said to the dollar-a-year statesmen who looked very gloomy, 'To whom of you gentlemen does he refer?' They answered in a chorus, 'Not me.'

"Harding on Girdiron evenings distributed joy, happiness and good-fellowship, as was his nature. I am sure that everybody appreciates the wisdom when he speaks and the personality when he does not, of that symbol of sense and sensibility, President Coolidge.

"It was a revelation and all embracing happiness to be with Mark Hanna on a Gridiron night. Among all events of that remarkably active and dormant life none equaled his enjoyment of Gridiron nights.

"The Gridiron Club is a mirror. It reveals the statesman to himself as he is; it is the greatest, most benevolent and beneficial creation to reduce the abnormal swelling of the head and the enlargement of the chest. It has done and is doing a great work in giving to its guests the best evening to be found anywhere in the United States. It rescues a large number of statesmen who are so obsessed with the idea that they may become President that they live in a rarefied atmosphere and can do no work.

"The Gridiron dissipates the brainstorms and makes them useful Senators. For many years *Punch* has restored sanity to English public life; the Gridiron Club has done and is doing the same patriotic work for the United States.

"With all good wishes that the Gridiron Club may pursue its successful mission perpetually.

Faithfully yours,
"Chauncey M. Depew."

FLASHLIGHTS OF FAMOUS PEOPLE

Pictorial Celebrity a Day Series

Gives your readers a "Face to Face" with over three hundred folk who are doing things worth while.

A Business Builder For Your Paper

Joe Mitchell Chapple
THE ATTIC
WALDORF-ASTORIA, NEW YORK

BACK FROM EUROPE



Miss Zoe Beckley, famous reporter and feature-writer was among the ocean travelers reaching New York this week.

"COMMANDMENTS" FOR DESK ME

Chicago Man Compiles Ten Terse On for Copy and Heads

"The Ten Commandments of the Co Desk" have been compiled by Irwin S John Tucker of the *Chicago Herald Examiner.*

Mr. Tucker's commandments, whi observe his fifth rule, "boil it dow follow:

On Copy

1. *Clean Your Copy*
   Delete unnecessary marks.
2. *Watch Your Slugs*
   Get title slug, folios, more and cu off marks correct.
3. *Get It Right*
   Check on spelling; be careful your grammar.
4. *Pep It Up*
   Substitute descriptive, vigoro words for dead ones.
5. *Boil It Down*
   Reporters' jargon is always su ceptible of condensation.

On Heads

6. *Tell the Story*
   Get the nub of the yarn in yo top.
7. *Make It Fit*
   Type is not made of rubber.
8. *Dodge Barred Words*
   Don't use sickening or commo place expressions.
9. *Make It Talk*
   The head is not merely a labe it must say something.
10. *Type It*
    Printers can't guess; they want know.

G. W. Lemons Goes to El Paso

George W. Lemons, for five years a vertising director of the *Dallas News* a *Dallas Journal,* has joined the *El P Herald* and *El Paso News-Herald* as vertising sales director.

"The Ludlow has Increased Our Business and Reduced Composition Costs"

Says Fred Naeter, Southeast Missourian, Cape Girardeau, Missouri

"WHEN we bought the Ludlow every man in our office was of the opinion that ordinary type would serve more economically and better, but no one here now believes this. The Ludlow gives us an endless amount of type of a great variety. Our men produce the composition quicker and better. Our paper always looks clean and bright and our advertisers have learned the importance of this condition.

"The special edition shows you a picture of our new building which we hope to have completed soon. We say it is the finest, most ornate, most costly, most complete printing building to be found in the United States in a city of this size, or even several times this size. The Ludlow has had much to do with the making of a building of this kind possible and necessary. We have had our Ludlow two years without a dollar of upkeep and one publisher who bought an outfit because we talked him into it, has written us that it was the best investment he ever made."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.
San Francisco: 5 Third Street
Boston: 261 Franklin Street
New York: 63 Park Row
Atlanta: 41 Marietta Street

LUDLOW QUALITY COMPOSITION

TRADE BODY ADOPTS NO PUBLICITY RULE

J. S. Commission to Settle Complaints Without Making Them Public—Thompson Voices Strong Objection

WASHINGTON, D. C., April 30.—The Federal Trade Commission today adopted rule regarding publicity as follows:

"From and after this date, in the settlement of any matter by stipulation before complaint is issued, no statement in reference thereto shall be made by the Commission for publication. After a complaint is issued, no statement in regard to the case shall be made by the Commission for publication until after the final determination of the case.

"After a complaint has been issued and the answer of the respondent has been filed, or in case the respondent fails to file an answer by the rules provided, the papers in the case shall be open to the public for inspection, under such rules and regulations as the secretary may prescribe."

It has been the rule, which is now abolished, to issue a statement upon the filing of a complaint stating the charges against a respondent. In the opinion of the majority of the commission this statement, which is given wide publicity, has resulted in many cases in damage to the respondent, and if such a case is later dismissed the publicity given the dismissal does not repair the damage thus resulting in injustice. Of course, the proceedings in the case must become public, but the majority believes it to be fair to withhold publicity until the respondents answer is filed and then to make the complaint and the respondent's answer available to the press and public at the same time.

Concerning the withholding of publicity where cases are settled by stipulation without complaint, the custom has always been not to issue any statement. The so-called applicant, or complaining party, has never been regarded as a party in the strict sense. The Commission is not supposed to act for any applicant, but wholly in the public interest. It has always been, and now is, the rule not to publish or divulge the name of an applicant or complaining party, and such party has no legal status before the Commission except where allowed to intervene as provided by the statute.

The final order in a case is one against the party to cease and desist from a practice, and if this end can be accomplished by means of an agreement in the form of a stipulation by the proposed respondent without complaint and trial, the majority believes it should be done. It saves time and expense both to the Commission and respondent and accomplishes the result much sooner.

The previous practice of filing complaints in all cases, even where the party has already ceased the practice and will probably never resume it, the majority deems to be a useless and oppressive procedure, clogging the docket with cases not necessary to be tried: taking the time of the attorneys of the Commission uselessly, wasting the money of the Commission, and delaying the prosecution of cases which are contested and must be tried.

No good can be served by publishing these agreements, only harm to the respondent, and the majority holds that the proper function of the Commission is corrective and not punitive. Parties whose acts deserve punishment should be dealt with by the courts and it is not within the province of the Commission to usurp that function.

Commissioner Thompson dissented to this rule, and made the following statement:

"I vote 'no' and I wish the record to show that I protest against the enactment of this rule.

"The State—the Federal Trade Commission Act—in its first paragraph, clearly authorizes the right of a minority to be heard and to have representation.

"If the proposed rule had been in vogue at the time some 2,500 steel fabricators initiated before the Federal Trade Commission an application for complaint against the United States Steel Corporation on the so-called Pittsburgh-base method of pricing steel, the application could have been dismissed without any statement and thus the public would not have been informed, and, in that case, I would not have been, under the proposed rule, permitted to state my dissent.

"I am against this rule because it is contrary to the letter and spirit of the Federal Trade Commission Act and the Constitution of the United States because it will permit of star chamber proceedings to be carried on and the applicant not informed as to what is taking place; and because it will deprive a minority of the right to express its views publicly, and hence is wholly dangerous and perversive of the public welfare.

"I request that this statement shall be attached to and given out with any publicity in regard to this proposed rule."

M. E. HAS NARROW ESCAPE

M. Andersen of Austin Flees Forest Fire Trap

Martin Andersen, managing editor of the *Austin* (Tex.) *American* and *Austin Statesman*, had an exciting race with a forest fire in the cedar-covered hills near Austin recently, when taking pictures of a devasting fire which swept 5,000 acres clear of valuable timber and was menacing the town of Cedar Valley. Andersen, keeping ahead of the flames which crawled a mile in 20 minutes, suddenly discovered himself looking down a 75-foot cliff of a dry creek-bed, while the fire advanced less than 200 feet away. He and the staff photographer with him, found it impossible to descend the cliff. They were forced to run several hundreds of yards through the thick scrub timber across the path of the fire, before the precipice curved away, and then to fight their way through several miles of the cedar brakes to skirt the fire and get back to the road.

Anderson brought back excellent pictures of the fire which were printed in red on the first page of the Austin American.

In addition *to covering Des Moines*

—with one copy each evening to every four persons—one copy Sunday to every four persons . . . and one copy morning to every eight persons

The Des Moines Register and Tribune-News has more subscribers in Iowa outside Des Moines

—than The St. Louis Globe-Democrat or Post-Dispatch in Missouri or Illinois outside of St. Louis,

—than The Kansas City Star in Kansas or Missouri outside of Kansas City,

—than The Omaha World Herald in Iowa and Nebraska outside of Omaha,

—than The St. Paul Dispatch-Pioneer Press in Minnesota outside of St. Paul,

—than The Minneapolis Tribune or Journal in Minnesota outside of Minneapolis,

—than The Milwaukee Journal in Wisconsin outside of Milwaukee,

—than The Indianapolis Star or News in Indiana outside of Indianapolis,

—this refers to Sunday as well as daily editions—state circulation figures were secured from the publishers.

For March, 1925, the net paid circulation of The Des Moines Register and Tribune-News averaged 164,456 Daily (80,741 Morning—83,715 Evening) and 144,069 Sunday

The
DES MOINES REGISTER *and* TRIBUNE-NEWS

Circulation Homeward Bound

Evening newspaper circulation is either carrier-delivered or carried home by purchasers—it is all homeward bound.

In the morning the family separates—in the evening the family congregates. The evening paper goes home, stays home, reaches every member of the family.

In practically every retail sale there is a woman. "Cherchez la femme!" as the French say. Reach the woman, interest the woman, sell the woman! In fact, daughter, sister, wife, mother, son and father all have preferences and all influence the buying of merchandise. The evening paper is the family paper.

The day is divided into three parts: Sleep, Work, Leisure. The evening paper reaches the family at the only period of leisure. Scripps-Howard Newspapers are evening newspapers and are also preferred advertising mediums because they have the "undivided loyalty and confidence of their readers."

SCRIPPS-HOWARD NEWSPAPERS

The Pittsburgh Press	The Columbus Citizen	The Evansville Press
The Youngstown Telegram	The Oklahoma News	The Washington News
The Akron Times-Press	The Knoxville News	The Terre Haute Post
The Birmingham Post	The Fort Worth Press	The Albuquerque State Tribune
The Denver Express	The Cleveland Press	The Toledo News-Bee
The Baltimore Post	The Cincinnati Post	The Memphis Press
The Indianapolis Times	The San Francisco News	The El Paso Post
The Kentucky Post	The San Diego Sun	The Houston Press

Represented in the National Advertising Field by
ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

Much Talk as to who is "Second"— No Doubt as to who is FIRST!

"Classified figures indicate the way the tide is going in Pittsburgh," announces a secondary Pittsburgh paper in comparing its lineage (somewhat obscurely) with a third paper.

THE PITTSBURGH PRESS is FIRST in classified lineage. During 1924, the people of Pittsburgh used in The daily Press 7,917,000 MORE lines of classified advertising than in all other evening papers COMBINED.

"More display advertising than its next nearest competitor," announces another Pittsburgh paper, comparing its lineage (again obscurely) with a third paper.

THE PITTSBURGH PRESS is FIRST in local display lineage. During 1924, the merchants of Pittsburgh, 6 evenings a week, used in the daily Pittsburgh Press 1,373,100 MORE lines of advertising than the second paper.

During the same period the Pittsburgh SUNDAY Press carried 2,550,000 MORE lines of advertising than the second Sunday paper and 319,200 MORE lines of classified "from the people of Pittsburgh" THAN ALL OTHER SUNDAY PAPERS COMBINED.

The Pittsburgh Press has no near competitor.

First in Everything

APRIL 1, 1925, CIRCULATION COMPARED WITH October 1, 1924

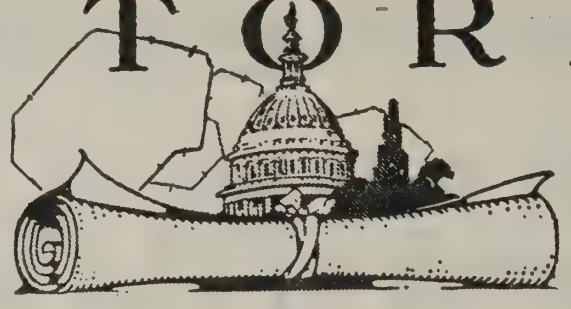
PAPER	CIRCULATION	
Evening		
PRESS	172,102	GAIN 9,115
Chronicle Telegraph	104,788	gain 1,158
Sun	85,560	loss 1,583
Sunday		
PRESS	235,934	GAIN 13,504
Post	185,899	gain 3,586
Gazette Times	147,194	gain 5,488
Morning		
Gazette Times	105,145	loss 4,018
Post	128,119	loss 2,772

THE PITTSBURGH PRESS

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY
ALLIED NEWSPAPERS, INC.
NEW YORK CHICAGO CLEVELAND SAN FRANCISCO
LOS ANGELES CINCINNATI

EDITORIAL



APPLYING COMMON SENSE

LIBERAL doses of the grand old salve, common sense, were applied to the newspaper business by organized journalism at last week's meetings of the Associated Press and American Newspaper Publishers' Association and the organizers of the new American Inter-Regional Newspaper Council.

A new, progressive spirit dominated the deliberations of the A. N. P. A. It was frankly recognized that the power of this organization was not being used to full capacity and that the time had come for A. N. P. A. to accept a more vigorous policy of action.

It is gratifying to learn that the A. N. P. A. contemplates the establishment of a service to solve by experts diversified plant, mechanical and supply problems which have become increasingly vexatious to publishers since city newspaper business has developed into a huge mass-production operation wherein the processes are highly intricate, with speed a leading essential.

EDITOR & PUBLISHER in recent editorials has stressed the need of such a bureau in A. N. P. A. because it has seemed to us that there is waste and loss in many plants and that the lack of mechanical standards has become a serious burden. When A. N. P. A. tackles this practical work it will do a splendid job for the daily press, and incidentally will contribute a grateful stabilization of the business of manufacturers who cater to newspapers. All this is in line with science and economy.

Another gratifying action last week was that which empowered the directors of A. N. P. A. to take over from a special committee the negotiation of new international arbitration contracts with the international labor unions. This puts the full force of the A. N. P. A. behind an urgent and indispensable movement. Ways and means looking to a greater service will surely be found at the Autumn meeting in the South and the future usefulness of A. N. P. A. looms big.

An extremely delicate problem in Associated Press was handled firmly, when it was decided by a large vote to permit the news of that organization to be broadcast by radio. There were some who feared that this might break down the principle of exclusive publication right. The new rule is merely an extension of the bulletin board service by-law. Only news of "transcendent national or international importance" may be given to air transmission. Naturally it lies in the judgment of the general management to interpret this rule. If news is not exclusive and if it is of such importance that the public cannot be kept waiting for announcement it may be admitted to radio uses.

Radio broadcasting of news is in its infancy. It is still a mighty unsolved newspaper problem. It is in competition with newspaper circulation. It cannot be met by mere denial of radio, which has entered our lives. It may be captured for the press. Expensive as has been the experimentation of publishers who have pioneered in radio in their respective fields, still there must be sound satisfaction in the thought that this important means of local communication has not been yielded to outside interests. Fortunes await those who can find legitimate means through which radio broadcasting may be made self-sustaining. It is the economic puzzle of the day.

George D. Lindsay and those who were associated with him in the creation of the National Inter-Regional Council have earned the plaudits of newspaperdom. This new rib in the body of the organized press means an exchange of experience and common aims among the members of the Inland Daily Press Association, Southern Newspaper Publishers' Association, Northwest Daily Newspaper Association, New England Daily Newspaper Association and the Canadian Daily Newspaper Association, and doubtless other sectional groups will later be joined. The controlling idea is co-operation. The success of one becomes the success of all. That's common sense and good business.

Chicago Tribune encourages reporters and editors by publishing in a neat booklet, under the title "Bellringers," the best stories and headlines of the Tribune's staff.

Serve the Lord with gladness: come before his presence with singing.

Enter into his gates with thanksgiving, and into his courts with praise; be thankful unto him, and bless his name.

For the Lord is good; his mercy is everlasting; and his truth endureth to all generations.—Psalm C; 2, 4, 5.

A CLASSIFIED "NEST-EGG"

"I HAD never thought much about our classified advertising or its possible development, until two years ago, when someone discussed with me the wonderful service that such a department renders to the smaller interests of the city," said a Middle West publisher at the Waldorf, last week. "I had looked upon it merely as a necessary, but unimportant, feature of the business. It seemed to me that, from the commercial point of view, the profits would surely all be eaten by the costs of obtaining and handling the business. But this public service idea woke me up.

"Alongside the column where a neighbor of mine was offering a used automobile I found the little advertisement of a colored woman who, as I knew, was supporting a large family of children by washings done at home, and that little line was her source of a livelihood. Where else may one turn to find employment, or a man for a job, or a house to live in, or any of the endless minor and major wants and needs of average people? I decided to educate our readers to make use of our classified service.

"The rewards in newspaper service are automatic. You set out to do something for your readers and bread floats right back into your hands. I made it a rule, when I started to develop our classified, to bank all the revenue thus obtained in a separate account and call that a 'nest egg.' Well, this year I am building a new plant which will cost more than $100,000 and it all comes out of the 'nest-egg' account."

The advertising manager of a large national distributor made this significant inquiry this week: "Will newspapers charge extra position rates for space in segregated crime columns, and what will be the probable per cent of added cost?"

May 2, 1925 Volume 57, No. 49

EDITOR & PUBLISHER
Published Weekly by
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1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
Pacific Coast Office: Room 201 Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond, representative.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

WHO WON THE WAR?

THE communiques prepared by reporters with t fleet at the kriegspiel in the Hawaiian Islar give the thing a touch of reality for reade 5,000 miles distant.

"Hawaii defeats attacking fleet," headlines t *New York World,* adding the details that "air forc sink ships—all troops they landed are captured planes fight in relays—Gen. Mitchell's theory vin cated, officers say."

"Hawaii loses heavily in 'war' against fleet," ports the *Herald-Tribune,* with the further inform tion that "'casualties' of defenders 40 per cent battleships' fire, officers say, awaiting verdict umpires." The Herald-Tribune report also has plane carrier Langley sunk and the battleship Wyo ing crippled by hostile fire.

"Hawaii vulnerable; battle reveals Oahu can taken," is the *Times'* view, supported by statemer that "war game shows that enemy who will pay pr can seize key to our Pacific defense—'Blues' la with a rush—suffer heavily in the first onslaug but soon carry all before them—outguess 'Bla forces. Main attack is made on the north sho while it was expected on the south."

The *American,* 24 hours before any of these d patches appeared, chronicled the complete failure the attacking fleet to attain its objectives and approximate destruction by the defending airplan The Universal Service correspondent claimed to ha seen this destruction and to have been the only pr association man so fortunate.

We await the press statements of the Co Artillery General, the Admiral of the Fleet, Commandant of Marines, the Corporal of the Bea Patrol—and, oh, yes—the verdict of the board umpires.

Meanwhile, we pay our taxes and take our cho

Chili newspaper men are asking their government for old age pensions and relief measures. How would Washington react to such a proposal?

A TWISTED IDEA

TO "give the public what it wants" is an possible order for a newspaper editor. Moral of a type propose to prevent the publication the news of crime. But when a few newspapers periment with this idea they find that the majo of readers do not want news denatured.

This whole "crimeless" agitation is twisted in minds of newspaper men and others urging it. Th is no legitimate complaint against the publication real news of crime, but there is legitimate compl against newspapers that glorify crime, titillate lower elements of society with exaggerated "heroi of sneaks and brutes, excite sexual appetite with word and picture, and pander to the cheapest hun curiosity.

It is queer that newspapers which are about blameless as any in the land should be the ones take upon themselves the implied burden of involved in crimeless news experiments. This a is proof that editors are not clear on this subjec

No honest editor should attempt to give the pu what it wants. He cannot lend his type to indece and unquestionably large sections of the public just that. He cannot yield to the restrictive dem of theorists, however sincere, who do not underst the processes of civilization half so well as does practical editor because they are not in touch life in all its phases.

EDITOR & PUBLISHER repeats: There is a which governs newspaper editing, superseding others. It is the application of the conscientious telligence of a trained editor who seeks to tell public all the news of the day that may be dece told.

One of the best local advertising solicitations we know of is a letter which offers a concrete business-building idea to a merchant followed by a personal interview which opens "Mr. Blank, have you considered my letter," etc.

PERSONALS

GEORGE MORAN, chairman of the *Cleveland News and Sunday News Leader,* has returned from a winter vacation spent in Florida.

Ed M. Smith, former state Senator, and author of the Iowa budget law, has been appointed a member of the state budget board of appeals by Gov. John Hammill. Mr. Smith is editor and owner of the *Winterset Madisonian.*

A. O. Moreaux, publisher of the *Luverne* (Minn.) *Herald* and secretary of the Great Lakes-St. Lawrence Tidewater Commission, has been named secretary for the new highway project to connect Chicago and the Black Hills of South Dakota.

Fred L. Tipton, editor of the *Girard* (Ill.) *Gazette,* president of the Central Illinois Newspaper Association, has become treasurer of the International Life Insurance Company of Springfield.

Major William H. Dearden, editor of the *Ware* (Mass.) *Ware River News,* has been notified by orders from the War Department to report for duty May 25, Washington, to serve six weeks in the military intelligence division.

James Morgan, chief editorial writer of the *Boston Globe,* has been appointed trustee of the Lynn Public Library. Mr. and Mrs. Morgan are at present touring Italy, but are expected to return June 1.

James S. Gibbons, editor and manager of the *Scranton* (Pa.) *Sunday Despatch,* back at his desk after a brief illness.

John A. Muehling, treasurer of the *Manchester* (N. H.) *Union-Leader,* has returned from a Mediterranean cruise.

Barrett C. Andrews, publisher of the *Boston American,* has returned to Boston after a week's stay in Chicago where he attended a conference of publishers and managing editors of the Hearst papers.

W. O. Hart, editor of the *Orange* (Cal.) *Daily News,* was recently elected president of the Orange Rotary club.

IN THE BUSINESS OFFICE

HUBERT F. LEE has resigned from the Atlanta bureau of the United Press to become advertising manager of the *Anderson* (S. C.) *Independent-Tribune.*

R. E. Shannon, advertising manager of the *Washington* (Ia.) *Journal,* left recently for Arkansas for his health. Mr. Shannon is president of the Ninth District of the Associated Advertising Clubs of the World.

William M. McIntosh, business manager of the *San Antonio Light,* addressed Southwest Texas editors and publishers gathered in San Antonio at a banquet as guests of the Chamber of Commerce and Fiesta Association during the recent Fiesta San Jacinto.

Charles C. Swearingen, until April 10 connected with the *Louisville Courier-Journal* and *Louisville Times* for many years, has been appointed assistant advertising manager of the *Miami* (Fla.) *Herald.*

Bernard Penrose has joined the *Atlantic City Gazette-Review* advertising staff, succeeding Keene Woolbert, resigned.

Otway B. Shearer has been transferred from the editorial staff to the advertising department of the *Springfield* (O.) *Daily Sun.*

Arthur J. Flynn, formerly business manager of the *New York Evening Bulletin,* has returned to the *Lynn* (Mass.) *Telegram-News* where he has resumed his former position as business manager.

W. W. Courtney, auditor and assistant manager of the *Centralia* (Ill.) *Evening Sentinel* has returned to his desk after an eight months' stay in Asheville, N. C.

IN THE EDITORIAL ROOMS

R. GEORGE, city editor of the *Des Moines Register,* is acting news editor, succeeding John S. Piper, who left last week for San Francisco where he will take a position May 15 with the *News.* Mr. Piper is driving to the coast.

George Murray, city hall reporter, is acting city editor.

Henry P. Edwards, sporting editor, *Cleveland Plain Dealer;* Joe Williams, sporting editor, *Cleveland Press,* and Francis J. Powers, baseball writer, *Cleveland News,* accompanied the Cleveland baseball team on its opening swing through the western circuit.

Robert Hughes, feature writer for the *Cleveland Press,* in order to make "news" for his paper, bought a 1909 Mercedes made-in-Germany limousine that originally cost $16,000 for $50. He has since been writing a series of stories on his adventures with the car.

Ford Wagner has joined the *Cleveland Times,* as staff photographer.

Miss Hildegarde Darmstadter, society editor, *Cleveland Times,* who has been undergoing treatment in a hospital, is back at her desk after three weeks' absence.

John Carroll, formerly with the *Buffalo News,* has joined the sports department of the *Buffalo Times.*

Lauriston F. Bullard, of the *Boston Herald,* recently addressed the students of the Northeastern School of Engineering, Boston.

C. H. Derby, formerly managing editor of the *Scranton Sunday Telegram,* has resigned to go to Altoona, Pa.

James A. Stuart, city editor, *Duluth Herald,* has recovered from a ten days' illness.

Miss Roberta Clay, of the School of Journalism of the University of Missouri, has joined the staff of the *Wichita* (Kan.) *Daily Times.*

Harry L. Hewes, who has been writing a series of travel articles from Europe for the *Toledo Blade,* has rejoined the Blade's local staff.

Julius R. Young, suburban editor of the *Long Beach* (Cal.) *Press-Telegram,* and Mrs. Young are parents of a son born April 16.

Phil Oby, formerly of Canton, O., has joined the news staff of the *Columbus Ohio State Journal.*

William T. Igleheart, city editor of the *Salt Lake City Tribune,* has been elected secretary-treasurer of the new Utah Polo and Equestrian Association.

Paul Pennock, cartoonist, has joined the staff of the *Cleveland Times.*

Wayne Weishaar, *Des Moines Evening Tribune-News* reporter, will leave in May for New York, to join the Associated Press. His successor on the city hall beat has not been chosen.

Donald McDonald has been made managing editor of the *Vicksburg* (Miss.) *Herald,* succeeding Keeton Arnett.

R. W. Akers, formerly of the City News Bureau, Chicago, has joined the *San Antonio Evening News* reportorial staff.

Miss Virginia Lee Bossert is now social editor of the *Atlantic City Gazette-Review.*

Harry Sutton, editor of the *Smith's Falls* (Ont.) *Record-News,* was elected president of the Smith's Falls Rotary Club at the annual meeting, April 24.

Mandus E. Bridston has resigned the editorship of the *Grand Forks* (N. D.) *Wheat Grower*

James E. Grube, former city editor of the *Cleveland Times,* has joined the staff of the *Cleveland Plain Dealer.*

Miss Florence Larson has resigned as society editor of the *St. Peter* (Minn.) *Herald,* and is succeeded by Mrs. O. L. Davis.

James D. Ashley is the new sporting editor of the *Sioux Falls* (S. D.) *Daily Argus-Leader.* Roger Atkinson, of Brookings, has become commercial editor of the same paper.

Alfred Alexander, for four years with the *Buffalo Times,* is now on the *Buffalo Star.*

Wilson Harris, staff photographer of the *Buffalo Post,* has joined the *Buffalo Star* staff.

John Loughey, telegraph editor of the *Buffalo Star,* is now telegraph editor of the *Buffalo Post,* succeeding Joseph Riley who left to join the staff of the *Baltimore News.*

Beverely Webster, formerly of the *Rochester Journal & Post Express,* is covering the federal assignment for the *Buffalo Times,* succeeding Alfred Alexander.

David S. Taylor, managing editor of the *Buffalo Morning Courier,* will be honored at a testimonial dinner on May 2 on the occasion of twenty-five years of service with the Courier.

Edith Natalie Stark has joined the staff of the *Buffalo Times* as a feature writer.

George Looms, former reporter and dramatic critic *Denver* (Col.) *Express* and, later, the *Rocky Mountain News* and *Denver Times,* has just published his third novel, "The Caraways."

Gene Flack, for ten years on the staff of the *Chicago Herald-Examiner,* has resigned to become publicity director for the "Phone for Food" campaign of the National Wholesale Grocers' Association. Associated with him is Arthur Turney, formerly city editor of the *Los Angeles Evening Express,* and recently day city editor of the Herald-Examiner.

Ernest T. Jenkins, formerly on the *Boston Advertiser* and more recently of New York, has joined the city staff of the *Boston Traveler.*

Charles Nickerson, for several years on the day copy desk of the *Boston American,* has been made sporting editor succeeding James Murphy who has been acting in that capacity since the death of John Gillooley last December. Murphy has resumed his former position as make-up man on the day staff.

William H. Smeltzer has been placed in charge of the Federal run of the *Springfield* (O.) *Daily News.*

John J. O'Flanigan, of the copy desk, *Boston American,* has been named to take charge of the new sunrise edition of that paper published at midnight.

Jack Casey, of the rewrite staff of the *New York Mirror,* was the recent guest of William Stonebreaker, rewrite man on the *Boston American,* formerly on the *Philadelphia Ledger.*

Miss Helen Bissett, of Montreal, has joined the reportorial staff of the *Boston American.*

Francis P. ("Tip") O'Neill has been transfered from the Cambridge office of the *Boston American* to Police Headquarters, succeeding Frank A. McLean, who is seriously ill in the Boston City Hospital.

S. J. Duncan-Clark, chief editorial writer for the *Chicago Evening Post,* spoke on "Internationalism" before foreign students of the University of Illinois, May 2.

Tiffany Blake, editorial writer for the *Chicago Tribune,* was recently elected president of the Lake Forest Garden Club, of Lake Forest, Ill.

FOLKS WORTH KNOWING

GENEVA, April 30.—Paul Hymans, president of the first League of Nations assembly, has conferred the decoration of the Order of the Crown of Belgium upon Henry Wood, in charge of the United Press bureau here. The decoration carries the rank of Chevalier and is in recognition of Mr. Wood's five years' service in reporting the meetings and work of the League.



HENRY WOOD

At the United Press Associations' New York headquarters it was stated Mr. Wood left Geneva April 30 on a three months leave of absence during which he will visit in this country and South America. While in South America he will call upon the United Press Bureaus in Buenos Aires, Rio Janeiro and Valpariso.

The present decoration is the fourth conferred upon Mr. Wood. He already has been presented the Star of Serbia, the Chevalier of the Legion of Honor, and the Chevalier of the Crown of Italy.

Mr. Wood is a former Omaha newspaper man. In 1912 he was sent to Europe by the United Press, being first manager of the U. P. Paris bureau, later going to Rome. He was one of the first American correspondents assigned permanently to Geneva, and he has become internationally known as an expert on League of Nations affairs.

HOLDING NEW POSTS

ROBERT COULSON, from *Buffalo Times* to *Buffalo Evening Post.*

John Koessler, from city hall reporter, *Buffalo Times,* to *Buffalo Star.*

Frank Weir, from assistant telegraph editor, *Buffalo Post,* to copy desk, *Buffalo Times.*

Miss Betty Penrose, from social editor, *Atlantic City* (N. J.) *Ventnor News,* to social editor, *Atlantic City Daily Press.*

Norval Neil Luxon, from assistant city editor, *Columbus Citizen,* to telegraph editor, the *Canton* (O.) *Daily News.*

Jess M. Carver, from Pittsburgh Associated Press bureau staff to *Cleveland Plain Dealer,* sports staff.

Ralph Pool, from assistant city editor,

April is a "Poor Business" Month, But not for Central Press

New clients obtained in April: Anaconda, Mont. *Standard,* full general service; Charlotte, N. C., *Observer,* full general service; Santiago, Cuba, *Capital,* news mat service; Sterling, Col., *Advocate,* full general service; Great Falls, Mont., *Tribune,* full general service; Brooklyn *Standard-Union,* children's pictorial cross-word puzzles; Casper, Wyo., *Tribune,* full general service; Fort Collins, Colo., *Express,* full page pictorial; Louisville *Evening Post,* full page pictorial; Evansville, Ind., *Journal,* full general service; St. Joseph, Mo., *Gazette,* full general service, morgue service and full page pictorial; Livingston, Mont., *Enterprise,* pony news mat and feature service; Austin, Tex., *Statesman,* full page pictorial; Helena, Mont., *Record-Herald,* full general service; Hanover, Pa., *Record-Herald,* Sord's sport cartoons; Mt. Vernon, Wash., *Herald,* pony news mat and feature service; Seattle *Union Record,* full general service and morgue service; Bremerton, Wash., *News Searchlight,* full general service; Coatesville, Pa., *Record,* full general service; Marlboro, Mass., *Enterprise,* full general service; Southbridge, Mass., *News,* full general service; Westfield, Mass., *Journal,* full general service.

The Central Press Association

V. V. McNITT, President. Central Press Bldg., Cleveland, O. H. A. McNITT, General Manager.

Norfolk (Va.) *Virginian-Pilot*, to *Elizabeth City* (N. C.) *Daily Advance* staff.

Ed Mayl, from *Dayton Journal*, to *Springfield* (O.) *Daily Sun* staff.

PRESS ASSOCIATION NOTES

ASSOCIATED PRESS has opened a state mail service bureau in the *Daily News* Building at Jackson, Miss. H. C. Plummer, transferred from the Baton Rouge (La.) Associated Press bureau, is in charge of the Jackson bureau. T. M. Davenport, transferred from New Orleans, succeeds Mr. Plummer at Baton Rouge.

MARRIED

M. X. GARINGER, classified advertising director, *Johnson City* (Tenn.) *Chronicle*, to Miss Hilda Marie Gasteiger recently.

Evelyn Wells, well-known San Francisco newspaper writer, to Loyal James Podesta, a San Francisco florist, in Florence, Ariz.

Edward F. Scannell, sporting editor of the *Worcester* (Mass.) *Evening Post*, to Miss Marion C. Power on April 28 in Worcester.

Carl F. Morrison, assistant advertising manager of the *Bangor* (Me.) *Daily Commercial*, to Miss Lois B. Hodgkins in Bangor recently.

Philip Hadley Sanderson, *Boston* (Mass.) *Globe* correspondent, to Miss Doris Marguerite Yeaton in Portsmouth, N. H., recently.

Sylvester Lynott, editor of the *Woodstock* (N. B.) *Sentinel*, to Isabel Kate Watts, of Woodstock, recently.

N. Rogers Bayly, in charge of the *Long Beach* (Cal.) *Sun's* automobile advertising, to Mrs. Gertrude Bryant, a bookkeeper with the same paper.

ON THE MECHANICAL SIDE

JOSEPH HOSIE has resigned as foreman of the *Scranton Republican* composing room. Edward Golden, assistant foreman, has gone with the *Scranton* (Pa.) *Times*.

CHANGES OF OWNERSHIP

POSTMASTER WILLIAM BOYD, of Sausalito, Cal., has sold his weekly, the *Sausalito News*, to W. Elliott.

Lincoln (Cal.) *News-Messenger*, recently bought by E. J. Ford, of Sacramento, has been sold to W. E. Butler, a printer, and Edward Finney, both of Lincoln.

T. B. Hardaway, former postmaster of Jasper, Mo., has purchased the *Jasper News* from Carl Kennedy. He was formerly a member of the News staff.

John L. Brady, of Salem, Ore., has purchased stock in the *Pocatello Idaho State Journal* and will act as its editor. The editorship became vacant recently on the death of Howard P. Pinkney.

O. L. Browning, former advertising manager of the *Anthony* (Kan.) *Bulletin* has purchased the paper from George Van Dyke, owner, and is in charge.

WITH THE SPECIALS

KIMBALL-MOGENSEN COMPANY, publishers' representatives, with offices in New York, Chicago, San Francisco, Los Angeles and Seattle, have been appointed national advertising representatives of the following California newspapers: *Anaheim Bulletin, Chico Enterprise, El Centro Imperial Valley Press, Fullerton Daily News, Marysville Appeal, Monterey Peninsula Herald, Palo Alto Times, Redwood City Tribune, Riverside Press, Salinas Index, San Bernardino Sun, San Bernardino Telegram, San Luis Obispo Herald; San Luis Obispo Telegram, Santa Ana Mirror, Tulare Advance, Ventura Post & Democrat.*

Jacob I. Friedman, who, for the past 18 years has been connected with the editorial staff of the *New York Jewish Daily News*, during the last 11 years of which he was city editor, has resigned to join the organization of Keilson & Waxelbaum, Jewish newspaper representatives, as chief of their copy department.

S. C. Theis Company, Inc., publishers' representative, on April 25 occupied new quarters at 1440 Broadway, New York. The company has added the *Nevada* (Ia.) *Journal* to its list.

Henry D. Clerque, Inc., publishers' representatives, Chicago, on May 1 moved to new offices in the Tribune Tower, 435 North Michigan avenue.

SPECIAL EDITIONS

ELLWOOD CITY (PA.) LEDGER, 40-page Civic and Industrial edition, April 15.

Lake Wales (Fla.) *Highlander*, 32-page Builders of the Ridge edition, April 8.

Niagara Falls (N. Y.) *Gazette*, 56-page edition commemorating the opening of the new Niagara Hotel, April 8.

Cleveland Times, 56-page House-Warming edition, April 17.

Halifax (N. S.) *Evening Mail*, 18-page 50th anniversary number, April 15.

Washington (Ia.) *Democrat*, 48-page Historical edition of Washington county, April 29.

Boston (Mass.) *Transcript*, special Home Beautiful Exposition section, Saturday, April 25.

Springfield (Ill.) *Illinois State Register*, 10-page section Sunday, April 19, on opening of new St. Nicholas Hotel.

Joliet (Ill.) *Herald-News*, eight-page section for Boston Store, April 10.

Fairview (N. J.) *Bergen County Journal*, fourth anniversary edition, April 24.

Clarksburg (W. Va.) *Daily Telegram*, 10-page special section April 22, upon opening of new addition to Chicago Dairy and Baking Company's store.

NEW PLANTS AND EQUIPMENT

AMBOY (MINN.) HERALD has installed a typesetting machine and a revolution press and increased its floor space 400 square feet.

LaMoure (N. D.) *Chronicle* recently installed a Model 8 linotype.

Michigan (N. D.) *Arena* has added a Cottrell-Babcock cylinder and a Chandler & Price 8 x 12 Gordon.

Aurora (Ill.) *Beacon-News* has installed a new 32-page Goss Octuple press, doubling its printing speed and production.

ASSOCIATIONS

OLD TIME PRINTERS ASSOCIATION, Chicago, elected Thomas Knapp president for the third consecutive time at the fortieth annual meeting of the society at the Hotel La Salle, Chicago, last Saturday, April 18. Other officers elected were John W. Hastle, vice-president; Mark Crawford, secretary, and Clara Jane Shepard, treasurer.

American Association of College News Bureaus will hold its annual meeting at the University of Wisconsin June 25-27. Prof. W. R. Kirkwood, University of Minnesota, president of the association, is now completing the program. The Madison committee to make plans for the convention consists of Prof. Willard Grosvenor Bleyer, director of the journalism course; Prof. Grant M. Hyde, and Prof. Andrew W. Hopkins, director of the Wisconsin agricultural journalism course.

Muscatine (Ia.) Ad Club has elected officers for the year as follows: Ludy Bosten, president, re-elected; George Koenigsaecker, vice-president; S. A. Pritchard, secretary-treasurer, re-elected. Gene Rosenthal was elected head of the vigilance committee.

Nebraska Press Association, Hastings district, will meet at Hastings Friday, May 8. A part of the program wil be broadcast from KFKX Westinghous station. The broadcasting will star promptly at 12.30 and continue one hou

Eighth District Kansas Editoria Association will meet at Halstea Kan., May 16, as guests of E. J. Book walter and sons, owners of the *Halstea Independent*. E. F. Glock, editor of th *Moundridge Journal*, is president.

Kansas Editorial Golf Associatio will hold its annual spring tournamer on the Newton (Kan.) Country Clu links May 22 and 23.

Oklahoma Press Association wi hold its spring meeting at Sulphur, Okla May 8 and 9. Among the program fea tures are a golf tournament, gridiron ban quet and a trip through Platt Nationa Park.

Association of Young Advertisin Men, New York, were addressed b Henry Morganthau, former U. S. Am bassador to Turkey and Mexico, wh discussed conditions in the Near East.

News Photographers' Association o New York attended a theater party a the Century Theatre, where "The Lov Song" is playing Tuesday evening, Apr 28. About 140 members and their wive attended the performance.

Boston Proofreaders' Association a its April meeting heard an address b Charles W. Birtwell, who spoke on th work of the Traders' Credit Union.

Missouri Valley Typographical Con ference re-elected W. G. Waters Des Moines, Ia., president at the twelf annual meeting held in Springfield, Mo

(*Continued on page* 24)

Norwegian Paper Mills Agency

(INCORPORATED)

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SELLING AGENT IN THE U. S. FOR

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Representing Seven Largest Norwegian News Print Mills with an Annual Capacity of 200,000 Tons.

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Bohnsdalen Mills, Ltd.
A/S Randsfjo d Traemasse & Papirfabrik
A/S Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

Agent for FOLLUM TRAESLIPERI

Prompt Shipments . . Inquiries Solicited

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Come. come. You must have run it.
THE DARK CHAPTER, by E. J. Rath.
Service for Authors, 33 West 42d St., New York

Radio

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Pennsylvania

THE KEYSTONE STATE

Pennsylvania has continued to maintain her place as the keystone of the country and nothing it seems can move her from that position.

Pennsylvania stands first in total production of mineral wealth, first in coal, coke, cement, stone, sand, gravel, natural gas, clay products and pig iron.

Pennsylvania is largely an urban state with 8,720,017 people, of which fifty-four per cent live in cities of 5,000 or more.

Pennsylvania is a producer of wealth, both individual and collective, and is more fertile as an advertising field than ever before. Every successful National Advertiser uses Pennsylvania daily newspapers in a big regular way, many started years ago.

Persistent newspaper advertising promotes and maintains supremacy. Put your advertising message intothe daily newspapers below, inspire your salesmen to stir up the distributors and your reward is waiting for you.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	29,545	.10	.10
**Allentown Call .....(S)	19,382	.10	.10
††Beaver Falls Tribune .....(E)	6,033	.03	.03
††Bloomsburg Press .....(M)	7,400	.029	.029
**Chester Times .....(E)	16,576	.055	.055
††Coatesville Record .....(E)	6,650	.035	.03
**Connellsville Courier .....(E)	6,233	.02	.02
Easton Express .....(E)	22,416	.07	.07
**Erie Times .....(E)	27,456	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
††Hazleton Plain Speaker....(E) ††Hazleton Standard-Sentinel.(M)	19,680	.07	.06
**Mount Carmel Item .....(E)	4,581	.025	.021
**Oil City Derrick .....(M)	6,377	.035	.035
**Pottsville Republican and Morning Paper .....(E&M)	16,109	.08	.07
**Scranton Times .....(E)	43,200	.12	.11
**Sharon Herald .....(E)	7,514	.0285	.0285
Stroudsburg Record (E) Press...(M)	8,078	.045	.045
**Sunbury Daily Item .....(E)	4,564	.025	.021
**Warren Times-Mirror .....(E&M)	8,780	.04	.04
**Washington Observer and Reporter .....(M&E)	17,181	.06	.06
††West Chester Local News .....(E)	11,252	.04	.04
**Wilkes-Barre Times-Leader . (E)	24,374	.08	.06
**Williamsport Sun .....(E)	20,149	.07	.07
††York Dispatch .....(E)	19,139	.05	.05

**A. B. C. Statement, March 31, 1925.

††Government Statement, March 31, 1925.

(*Continued from page 22*)

last week. Pittsburgh, Kan., was awarded the 1926 convention.

New England Newspaper Alliance met last week in Boston when plans were made for the next meeting which will be held in May in conjunction with the annual meeting of the New England Daily Newspaper Association.

New England Women's Press Association members heard a lecture on Shakespeare by John E. Hannigan, son of Mrs. Annie Judson Hannigan, president, at its meeting April 23. Miss Helena B. Chapman was in charge of the program.

New England Goodfellowship Club composed of Associated Press Telegraphers employed on New England newspapers held their annual meeting and banquet in Boston April 26. Members of the news department of the A. P. were guests. John J. Keating of Boston was elected president; M. L. Deane of Fitchburg, vice-president; C. F. Whitney of Boston, secretary and treasurer, and C. G. Rogers of Boston, a director. The retiring president, Palmer C. Booth, of Boston, was presented a billfold by the club.

SCHOOLS

PROF. C. E. ROGERS, for the past six years a member of the Department of Industrial Journalism at the Kansas State Agricultural College, Manhattan, has been made acting head of the department during the absence of Prof. N. A. Crawford, recently appointed assistant to Secretary of Agriculture W. M. Jardine and director of information for the United States Department of Agriculture. Professor Crawford has been issued a one-year leave of absence, and his appointment becomes effective May 1, 1925.

Seth Thompson, superintendent of the School of Printing of the South Dakota State College at Brookings, resigned recently, leaving the institution without a head. It was merged with the rural journalism department and the two concerns are working together. C. D. Byrne, agricultural editor and head of the rural journalism department, is head of the new organization. E. B. Harding, of the School of Printing staff, is supervising the printing plant.

Twenty-eight students from the advanced classes in journalism, Louisiana State University, took complete charge for a day recently of the editorial department of the *Baton Rouge State-Times*, an afternoon daily, and edited the two editions of the paper. This was the fourth annual "Student Edition" of the State-Times.

P. E. Burton, former editor and publisher of the *Joplin* (Mo.) *News-Herald* and now a member of the publicity firm of Ledbetter, Burton & Marshall, of St. Louis, addressed the students in the School of Journalism of the University of Missouri last week.

Assuming complete management of three country weekly newspapers, twelve students of the University of Wisconsin journalism course, forming three teams, edited the *Waupun Leader, Ripon Press* and *Tomohawk Leader*, all of Wisconsin, during the university spring recess.

University of Nevada journalism students took entire charge of the editorial work of the *Reno Nevada State Journal*, and issued that paper on April 17.

Twenty-five students of the University of Illinois will be candidates for the degree of bachelor of arts in journalism in June.

DEAN OF COMPOSITORS DIES

Myron Jupp, 81, Served on N. Y. Tribune and Herald Tribune 61 Years

Myron Jupp, dean of New York compositors, died of pneumonia in his home at Rutherford, N. J. He had been with the *New York Tribune* and the *Herald Tribune* for 61 years, and, although nearing his 81st birthday, came to work until a week ago Monday, when he was compelled to go home with a severe cold.

Mr. Jupp was night assistant foreman of the Tribune for 28 years.

ASSOCIATION CHIEFS

GEORGE E. DURNO, of the Washington bureau of the International News Service, who will be 26 this month is the youngest newspaper man so far elected to hold office of president of the White House Correspondents' Association.



GEORGE E. DURNO

Durno has spent all his newspaper career in Washington. He has never been on a local newspaper. His first experience was in 1917 when he went to work for the Wall Street Journal in its Washington bureau. Two years later he joined the staff of the Central News of America, where he remained until 1922, when he became connected with the United Press. Several months later he transferred to the I. N. S. and has remained with that press association since. He was first assigned to the White House when employed by the Central News.

Durno was aboard the army dirigible C-2 when it made the first all-night flight from Washington to New York and return. The dirigible was up 13½ hours, got lost, broke the compass, ran into terrific wind and electrical storms, and the passengers had parachutes attached to them for nine hours, expecting disaster.

He reported the anthracite strike of 1923, when Pinchot effected the settlement. During the past political campaign he covered the Republican, Democratic, and La Follette conventions, and travelled with Coolidge.

Business Publisher Dies

A. C. Backert, president of the Penton Publishing Company and the Penton Press, both of Cleveland, died at his home in Cleveland, April 25. He was publisher of *The Iron Trade Review Daily, The Metal Trade, The Foundry* and other business publications. He was forty-nine years old. Mr. Backert was a member of the executive committee and a former president of the National Publishers Association and a former president of the Associated Business Papers.

T. C. Camp Left $1,194,498

Theodore C. Camp, vice-president of the Lanston Monotype Company of Philadelphia, who died last July left an estate of $1,194,498 an appraisal by the State Tax Department shows. The estate is left to the family.

Omaha Agency Head Dies

P. H. Dearmont, head of the Warfield Advertising Company, Omaha, Neb., died here April 23. Mr. Dearmont was stricken with heart trouble while on a business trip to Blair, Neb. He came to Omaha in 1900 and entered the advertising business soon after that. He started the Omaha trade journals known as *The Motorist* and *The Trade Exhibit*.

NEWSPAPER STYLE

The New Haven Register, one of New England's oldest and best known daily newspapers, with a background of more than a century of historic success, has issued its style book for general circulation.

In addition to instructions on grammar, capitalization, punctuation, use of adjectives, abbreviations, etc., there are concise rules for story and head writing, law of libel and other valuable data. Single Copies, 50c.

Paper edition for office distribution, $3.00 per dozen.

THE REGISTER
NEW HAVEN, CONNECTICUT

C. P. Traffic Chief Dies

Frank Augustus MacDougall, 38, superintendent of traffic and mechanical equipment of the Canadian Press, died on April 22. He was born in Chesley, Ont., and after service as operator with the C. P. and G. N. W. Telegraph Companies, joined the Canadian Press in 1911, rising steadily in the service of the company.

Crane, Former Hoe President, Dead

Frederick W. H. Crane, 80, who retired three years ago as president of R. Hoe & Co., printing press manufacturers, died April 28, at his Brooklyn, N. Y., home. He was a close friend of Robert Hoe and was the executor of his large estate.

Katherine Hughes, Writer, Dies

Miss Katherin Hughes, former Canadian newspaper woman and writer, and one time vice-president of the Canadian Women's Press Club, died April 27, in New York. She began her newspaper career on the staff of the *Montreal Star* in 1903.

Oliver Left $100,000 Estate

Edwin A. Oliver, humorous writer and former owner of the *Yonkers* (N. Y.) *Statesman*, who died recently left an estate of $100,000.

Obituary

JOSEPH MAIRE, 79, one of the editors of *Montreal La Presse*, died in Montreal on April 14. A native of Toulouse, France, he came to Canada in 1868 and saw service on several French newspapers in Quebec and Montreal. From 1886 to 1912 he resided in France, returning in the latter year to join the staff of La Presse.

HENRY DEAN CARMAN, 56, for several years financial editor of the *Toronto Daily Star*, died suddenly on April 24. He was born in Sarnia, Ont., and started his career on the *Sarnia Post*, adjoining the Toronto Star in 1903. During the last few years devoted his attention exclusively to writing a humorous column for the Star.

J. M. GALUSHA, 62, former manager of the Western Newspaper Union, Des Moines, Ia., died April 20.

HARRY DUNFORD, editor and publisher of the *Lexington* (Mo.) *News*, died recently following a brief illness.

E. W. BOOTON, 70, of Allison, Ia., veteran newspaper publisher, died at his home last week. He was associated with the *Allison Tribune* until a few years ago.

THOMAS H. WALSH, leading man in "Hell's Bells," now running on Broadway, who died this week, was at one time a reporter for the *Chattanooga Times*, joining that newspaper after being graduated from high school. He later became an actor.

JOSEPH L. CHECKETTS of the financial news department of the *New York Evening Journal* died April 27, at his residence in Brooklyn, aged 43, after a week's illness.

DR. LEWIS W. KNAPP, 53 advertising manager of the Tivoli Products Company, Detroit, died last week at his home in Grosse Pointe, Mich. He had been in the advertising business for the past 15 years.

CHARLES H. ST. JOHN, 95, a former editor of the *Youth's Companion* and newspaper writer, died at his home in Cambridge, Mass., recently.

EDWARD B. LOWTHER, editor of *Town Topics*, New York, for the last 25 years and former Chicago newspaper man died recently.

ANGUS HEATH, 40, accountant of the *Virginia* (Minn.) *Daily Enterprise*, formerly of the circulation department of the *Duluth News Tribune* and publisher of papers at Worthington and Macintosh, Minn., died April 18.

OSCAR R. SCHUMACHER, 60, editor of the *Fredericksburg* (Tex.) *Standard* and the *Fredericksburg Wachenblatt*, the latter a German publication, died in Fredericksburg last week. He was a native of Germany.

JOHN D. KINNURE, a member of the *Boston* (Mas.) *Herald's* composing room staff for more than forty years died at his home in Everett last week after a short illness.

MRS. STEPHEN OLNEY METCALF, wife of Stephen O. Metcalf, president of the *Providence Journal* died recently at a hospital in that city.

THOMAS WILSON DELANEY, veteran member of the *Chicago Evening Post* composing room staff, died recently at his home in Chicago. He was a member of the Chicago Evening Post chapel and was with the paper when its first number was published.

JOHN C. MCDONALD, member of the mechanical staff of the *Chicago Evening American* since its founding 25 years ago, died on April 25, at his home in Chicago following an illness of several weeks.

JOHN C. MCGUIRE, former editor of the *Yazoo City* (Miss.) *Herald* and for many years secretary of the Mississippi Press Association, fell dead recently while teaching a Sunday school class in Yazoo City.

SPORTS PICTORIAL

Part of the Rotogravure Section

The New York Times

Every Sunday

The new Rotogravure Sports Section of the Sunday edition of The New York Times reproduces the latest available pictures of sports events and contestants throughout the world.

Baseball	Football
Bicycling	Wrestling
Rowing	Tennis
Racing	Boxing
Track and Field	Soccer
Swimming	Golf
Shooting	Basketball

Advertising forms close twelve days in advance.

Regular rotogravure advertising rates apply.

JOHN D. ROCKEFELLER, JR.

Invests

$250,000.00

in the 5% Second Mortgage Gold Bonds of the

BROADWAY TEMPLE

IS THE INVESTMENT SOUND?

Well, other notable business men who are with Mr. Rockefeller in the building of this great people's Cathedral and Community Center that will raise the Cross high above the skyline of New York are:

Arthur J. Baldwin, Vice-Pres. McGraw-Hill Pub. Co.

E. F. Albee, President Keith-Albee Circuit.

Col. Amos L. Beatty, Pres. the Texas Co.

John McE. Bowman, Pres. Bowman Hotels.

William Fox, Pres. Fox Film Corporation.

Marshall Field.

J. L. Kraft, Pres. Kraft Cheese Co.

J. C. Penney, Chairman of the Board, J. C. Penney, Inc.

S. S. Kresge, Pres. Kresge Stores.

Samuel Untermeyer, Attorney.

R. E. Reeves, Pres. Textile Industry, N. Y.

William B. Joyce, National Surety Co.

Samuel McRoberts, Chatham-Phenix Nat'l Bank and Trust Co.

John A. Hartford, Pres. A. P. Tea Co.

AND A HOST OF OTHERS

Only $500,000 of the $4,000,000 needed to erect Broadway Temple remains to be subscribed.

We offer you the opportunity of helping as a partner with such men as are listed above in selling the remainder of the Bonds.

MAIL THE COUPON TO-DAY

A GOOD PUBLIC INVESTMENT

FOR THE PUBLIC GOOD

COUPON *MAIL TO-DAY*

SAMUEL McROBERTS, Chairman

Chatham-Phenix Nat'l Bank and Trust Co.

140 *Broadway, New York City*

Without obligation to me, please send me details about the Broadway Temple Second Mortgage 5% Gold Bonds.

Name .....

Street .....

City ..... State .....

WHAT'S WHAT IN THE FEATURE FIELD

Harmon Completes "Carpenter's World Travels"—Pearson Interviews Kansas Editors—Tom Brown, Cartoonist, Signs Contract with Cosmos

DUDLEY HARMON, of Washington, D. C., editor of Carpenter's World Travels, and manager of the newspaper syndicate of the late Frank G. Carpenter, sailed from New York recently to spend several months in England.

While abroad, Mr. Harmon will gather material for the 20th and final volume of Carpenter's World Travels, of which 15 volumes have already been published. Five will appear during 1925. These books are based on the syndicated newspaper travel letters which Mr. Carpenter wrote throughout a lifetime of journeys over the globe and up to the moment of his death in China last year.

Tom Brown, cartoonist, has signed a contract to furnish the Cosmos Newspaper Syndicate, Inc., New York, a two column daily comic strip called "Obedient Benny."

Eleanore Browne, writer, whose work is being syndicated in America by Thompson Features Syndicate gave a reception and musicale to a number of editors attending last week's conventions at her studio 15 West 67th street, April 23 at 4:30 p. m.

Among the artists who assisted Miss Browne were Rafaelo Diaz, the Metropolitan Opera Company tenor, and soloists of the Artists' Choir and the stars of the American Choral Symphony. Miss Browne returned from Europe recently.

Charley Paddock, champion sprinter, has started on a tour "Sprinting Around the World." Paddock is accompanied by Loren Murchison, another noted track star. They will race the champion sprinters of the Orient and Europe. Paddock will write of these meetings, and of athletic conditions as he finds them in 20 foreign countries. These articles are being syndicated by the Christy Walsh Syndicate, New York. There are two stories a week.

"McDuffer," a new daily golf humor feature, has been announced by Associated Editors, Inc., Chicago. "McDuffer" has been created by Barrie Payne, well-known Southern humorist, and will be in one-column cartoon form, original in treatment, and picturing golf wit every day.

Three of the McClure and Wheeler Syndicate staff are now in Europe, Clinton T. Brainard, president; Miss E. Edith O'Dell, editor-in-chief of McClure's, and Violet Dare, author of Married Life serials.

"Once Upon a Time" is the title of the new fairy tale strip by Walter J. Enright which the McClure Newspaper Syndicate announced this week.

A statue of "Andy Gump," comic strip character created by Sydney Smith of the Chicago Tribune Syndicate, was unveiled on the front steps of the Douglas County Courthouse in Omaha, April 25. Sydney Smith missed the unveiling, arriving in Omaha Monday, April 27, to speak before a meeting of the Omaha Ad-Sell League.

ADVERTISING AGENCY AFFAIRS

Landis Joins Matteson-Fogarty-Jordan Company—Strasser Rejoins Dorrance, Sullivan & Co.—Several Agencies Move Offices

MAJOR REED G. LANDIS has joined the Matteson-Fogarty-Jordan Company, advertising agency, Chicago, as an account executive. Major Landis has been in the advertising business for ten years, both in agency work and as an advertising manager.

In 1917 he was advertising manager of the Brunswick-Balke-Collender Company. He left that position to go into the army, serving 18 months overseas in the Air Service.

Alfred Strasser, who for the past year and a half has had supervision of art and mechanical production work for the General Motors Export Company, has joined the New York staff of Dorrance, Sullivan & Co., as art director. Mr. Strasser was connected with Dorrance, Sullivan & Co. prior to his connection with General Motors.

The Warner P. Simpson Lithographing and Printing Company at Columbus, O., has established an advertising service with R. E. Trubee, formerly of the Mumm-Romer-Jaycox Company, in charge.

Mr. P. B. Littlehale, president of the Littlehale Advertising Agency, Inc., New York, has just been appointed a member of the Council of the New Jersey Branch of the Founders and Patriots of America. His term of office is until 1928. The Littlehale Agency, which for the past five years has occupied offices in the Flatiron Building, 175 Fifth avenue, has recently doubled its space there. The additional space it has acquired is that which was formerly occupied by the Henry Decker, Ltd., Agency.

The Bott Advertising Agency, Little Rock, Ark., has moved to larger quarters in the Home Insurance Building.

Rudolph Guenther, president of the Rudolph Guenther-Russell Law Advertising Agency, sailed for abroad on the Aquitania April 29.

Adolph L. Bloch Advertising Agency of Portland, Ore., on May 1 moved to new offices in the Chamber of Commerce Building, rooms 437-439.

Franklin E. Quinn, formerly with the *Newark* (N. J.) *Ledger*, has joined the Frederick N. Sommer Advertisement Agency, 810 Broad street, Newark.



WHAT DOES YOUR ADVERTISING DO IN IOWA?

Your advertising in these Iowa Newspapers will reach most of the 2,404,021 people that live in Iowa.

Your advertising in these Iowa Newspapers will open up a market possessing $10,511,682,000 in wealth.

Your advertising in these Iowa Newspapers will reach the eyes of people residing in the state that leads all the other states in literacy—a truly worth-while body of readers.

Your advertising in these Iowa Newspapers will be certain sales creators since the papers are possessed of unequalled prestige. They are among the most influential in the Middle West and have a staunch following of thorough believers and boosters.

USE THEM NOW— USE THEM ALWAYS

		Circulation	Rate for 5,000 lines
**Burlington Gazette	(E)	10,206	.045
**Cedar Rapids Gazette	(E)	21,300	.07
**Davenport Democrat & Leader	(E)	14,811	.06
**Davenport Democrat & Leader	(S)	17,626	.06
††Davenport Times	(E)	25,031	.07
**Iowa City Press-Citizen	(E)	6,416	.035
*Mason City Globe Gazette	(E)	12,622	.04
**Muscatine Journal	(E)	7,777	.035
**Ottumwa Courier	(E)	13,455	.05
*Waterloo Evening Courier	(E)	17,071	.06

**A. B. C. Statement, March 31, 1925.
*A. B. C. Statement, Sept. 30, 1924.
††Government Statement, March 31, 1925.

ATURDAY CIRCULATION IS VALUABLE TO NEWSPAPER ADVERTISERS

cal and National Firms Are Offered by Many Papers—Peak Circulation When Readers Are Free to Buy and Have Money

By EDWIN S. FRIENDLY

Business Manager of the New York Sun

R years there has been a superstition ttached to national advertising in rday evening newspapers—a belief that there was little profit in it; at least as compared with other weekday issues.



IN S. FRIENDLY

Beliefs of this kind are usually accepted without sound logical reasoning, but this one was originall based on fact. For years, until recently when social and economic changes brought about newspaper changes, the day newspapers had had appreciless circulations on Saturday than her days.

A the present time many newspapers a greater circulation on Saturday on other days, due to the fact that aturday evening paper has become and more devoted to special feae such as special book reviews, radio ments, financial reviews, resort and y news.

Saturday a larger proportion of a aper's circulation is sold around than on other days—sold apparently n and women free for the remainder day and bent on immediate shopor amusement tours.

lt newspapers so sold are read carey s the testimony of many advertisers ising the Saturday evening editions. advertisers in particular report immediate sales on Saturday after- in response to their Saturday adiments. To prove that evening e are carried home whenever they e bought, the same advertisers re- profitable effect from their Saturdvertising during the early days of suing week.

elief has also persisted in certain rs, especially among large retail isers, whose feeling has been comated to some national advertisers, s Sunday is not a shopping day ention value of their advertisement Sturday newspapers will not hold until Monday or Tuesday. A cor- to this belief is that the huge dy newspapers completely blanket aturday newspapers and prevent rom being read thoroughly.

h is not a fact, and even if it were c would have little bearing on most ol advertising which aims at esing good will and not "to adis today to sell tomorrow" as many rment stores and other retail shops

h purpose of most national adversis to create a desire to buy the ut advertised because of price, high ity, style, usefulness, healthfulness, o forth. The desire created, ed in many instances by reiternis translated into the act of buying as "tomorrow," a week from the rth date, or a month from then. en in the field of retail advertising are striking instances that refute liefs that the attention value of rsements in Saturday newspapers t hold over the week-end or that ray newspapers are not carefully

h Wanamaker in New York is one re. John Wanamaker has never unday newspapers for advertising. store advertises extensively on ry. Business during the early f the ensuing week is excellent. Chago, Marshall Field has had some- he same experience. Lord & Taylor in New York, one of the finest large high-quality stores, has practically abandoned Sunday newspapers for advertising, and apparently has profited as this policy is continued.

EDITOR GOES TO JAIL IN LIBEL FIGHT

Yuma Man Refuses to Give Bond and Will Battle Suit to Finish —Wife Editing Paper

While her husband, George Lynn, editor of the *Yuma* (Ariz.) *Evening Herald*, was in jail, April 25, 26, 27 and 28, on charges of criminal libel, his wife, Mrs. Georgette Lynn, got out his paper on schedule. More than that, the paper continued the editorials which caused Lynn's arrest.

Lynn was jailed last Saturday, April 25, on complaint of E. F. Sanguinett, millionaire rancher, who charged that Lynn falsely accused him of selling polluted milk to babies, and that he failed to make proper tax returns. Friends obtained the $3,000 bail money asked, but Lynn refused to accept it.

To hundreds who visited him in jail, Lynn expressed his determination to "rot in jail" rather than surrender his constitutional rights of free speech. Between conversations with visitors, Lynn busied himself at his typewriter, making notes, about which Mrs. Lynn later wrote editorials in the Tuesday edition of the Herald.

Mrs. Lynn ran the following editorial: "When my husband gets out of jail, I shall return to my housework, but I serve notice that if he is convicted and sent to prison, I am going to buy the Herald and print the truth as long as Washington sends no official notice that the Constitution of the United States has been repealed."

Brought into Justice Court Wednesday, Editor Lynn refused to allow Justice H. S. Smith to dismiss the charges and said he would take his fight for freedom of the press to a jury. He accepted bail, however, and is free on $20,000 bond.

TO PERPETUATE FUND

Sun-Roxy Radio Fund for Veterans Put on Endowment Basis

An unexpended sum of $80,000 remaining from the Sun-Roxy Radio Fund, raised to buy radio sets for hospitalized World War veterans, will be made into a permanent endowment fund to provide radio entertainment for hospital veterans, it was announced this week.

The Sun-Roxy Radio Fund was organized in May, 1924, when S. L. Rothafel, radio announcer, known to all fans as "Roxy," came to Washington to attend the National Radio Show. He visited Walter Reed Hospital, and saw an opportunity to perform a service for the disabled veterans. He enlisted the cooperation of the *New York Sun*, the *Washington Star*, the *Chicago Daily News*, several Boston newspapers, and newspapers and organizations in other cities in the work of raising money.

Cushing Evening Citizen Sold

Richard Elam and O. H. Lachenmeyer who formerly owned the *Pawhuska* (Okla.) *Daily Capital*, which was recently consolidated with the *Pawhuska Daily Journal* have purchased from E. M. Green of Cushing Okla., the *Cushing Evening Citizen*.

Briefs for Space Buyers

ON

Indiana

Indiana has 737,707 families, average four persons to the family.

The wealth of Indiana exceeds $8,829,000,000.

Indiana farms number 205,126 and are valued at $3,042,311,000.

The value of farm crops is $274,800,000 and animal products $267,600,000.

Indiana raises annually 170,000,000 bushels of corn, about 5 per cent of the national crop.

Her wheat crop averages 25,000,000 bushels.

Every twelve months 45,000,000 bushels of oats are harvested.

Indiana ranks sixth in coal production with a value of $56,926,000.

There are also oil wells, the State ranking twelfth in production.

Indiana's industrial value is tremendous, ranking ninth in point of value of products with $1,901,846,000.

Indiana is thoroughly American. Only 5.1% of its 2,930,390 people are foreign born.

Indiana's leading papers listed below cover the state like a blanket. Their circulation represents 100% buying power.

Tell your message in Indiana through their columns.

		Circulation	Rate for 5,000 lines
**Columbus Republican		3,618	.03
††Connersville News-Examiner		4,805	.025
††Decatur Democrat	(E)	3,194	.025
**Fort Wayne Journal-Gazette	(M)	32,662	.08
**Fort Wayne Journal-Gazette	(S)	34,487	.08
**Fort Wayne News-Sentinel	(E)	42,860	.10
**Gary Evening Post-Tribune	(E)	14,772	.055
††Hammond Times	(E)	15,610	.07
**Huntington Press	(M&S)	3,655	.025
**Indianapolis News	(E)	133,880	.25
**Lafayette Journal & Courier	(M) 7,915 (E) 13,302	21,217	.06
††La Porte Herald-Argus	(E)	6,432	.025
††Shelbyville Democrat		3,968	.02
**South Bend News-Times	(M) 9,803 (E) 14,225	24,028	.06
**South Bend News-Times	(S)	22,275	.06
††South Bend Tribune	(S) 19,388 (E)	21,031	.06
**Terre Haute Tribune	(E&S)	23,710	.06

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.

CANADIAN PRESS HOLDS ITS ANNUAL MEETING IN TORONTO

President E. Norman Smith Honored by Members for Faithful Service—C. P. Finances on Sound Basis —Labor Conditions Good

TORONTO, April 28.—Affairs of the Canadian Press, as revealed in the reports presented by the management at the annual meeting here today, are in satisfactory condition, with finances on a sound basis. Technically the C. P. is now operating an open shop, though the management stated in its traffic report that it did not seek or desire to employ Morse telegraphers not holding union cards. Relations with the men as a whole are excellent and output on all Morse wire circuits satisfactory. It was reported that a wage reduction in the Maritime Division had permitted a resumption of leased wire service out of Montreal to Halifax and intervening points and proposals for continuing the night circuit to Sydney, N. S., were being considered.



E. Norman Smith

The C. P. is now operating two pointer circuits, one between Montreal, Ottawa and Toronto and one between Ottawa and Winnipeg. The setting up of the former presented rather a difficult mechanical problem but this was successfully met and the average wordage cleared is very considerably in excess of what was possible over the old Morse circuit. The latter circuit has been a success from the first, average output having increased from about 12,000 words a trick under Morse to from 17,000 to 18,000 under printer operation. The weakness of C. P. service as a whole was the difficulty of free interchange between east and west over the single Morse wire connecting Ottawa and Winnipeg and both east and west have suffered. There is now the freest interchange of news for the benefit of every member from coast to coast.

As to future policy with regard to printer installation, the management reported that such circuits as Toronto-London at night and Montreal-Quebec, day and night, were obviously suitable for economical printer operation but urged one essential development, which was the authorization of a printer circuit between Vancouver and Victoria. It was also reported that during the year the position of Western chief traffic manager had been abolished and traffic management concentrated at Toronto under a superintendent of traffic and mechanical equipment.

In its news report, the management referred to the remarkable development in news service which had resulted from the introduction of the automatic printer. First, it had greatly increased the output of the Montreal-Ottawa-Toronto day and night circuits. Especially in the rush hours there has been much less congestion and important news has been pushed forward more rapidly. Second, it had for the first time in the history of the C. P. permitted a full and free interchange of news between Eastern and Western Canada. The wire being duplexed, news can be sent either way simultaneously, with beneficial results. One result of this new service, pointed out by J. F. B. Livesay, the general manager, has been in effect to move from Ottawa to Winnipeg the assembly point for the Western Canadian news service, because the printer was able under normal conditions to take care pretty well of the entire news service as laid down in Ottawa. Under old conditions, practically all the news laid down in Winnipeg could be cleared for the West. This was not now possible because the Morse wire could not look after all the news. Consequently news selection and editorial work had become of special importance in Winnipeg and staff adjustments had been made to this end.

Increased wire capacity, stated Mr. Livesay, had come in the nick of time, for never in the history of the Canadian Press had there been such a busy news period as since last fall. Reference was also made to the increasing importance of the direct reportorial work of the C. P. staff, particularly at Bureau points and to the value of the results being obtained.

In reviewing the work of the various bureaus, the general manager stated, "Mr. Deacon, superintendent of our New York bureau, maintains excellent relations with the executive and staff of the Associated Press, whose co-operation along all lines with the Canadian Press becomes mutually every year more close and intimate."

With reference to cable service, it was stated that the C. P. had felt the loss of the $8,000 grant of the Dominion Parliament toward cable service, which had terminated on March 31, 1924. However, by careful and intensive editing and condensation, the London office, in collaboration with Reuters, had succeeded in carrying on the service practically unimpaired, notwithstanding the loss in wordage, though it was necessary to be very careful in exploiting any big news feature.

"I don't believe that radio can ever compete with the newspaper in providing the public with news," declared Melville E. Stone, counsellor and former general manager of the Associated Press, in addressing the Canadian Press at their annual general meeting this morning. Mr. Stone said that there were fundamental difficulties in the collection and transmission of news by radio that could not meet the organized facilities of the co-operative associations of the newspapers for gathering and distributing news.

Mr. Stone was introduced to the meeting by E. Norman Smith, president of the C. P. Mr. Stone remarked that the Associated Press owed its origin and early progress to Canada. In 1893 when telegraph facilities from New York and Chicago to the western states was closed to the Associated Press, the Canadian Pacific Railway opened its wires to the coast for the Associated Press for the transmission of news to the coast papers of the United States.

In moving the vote of thanks to Mr. Stone, J. A. Woods, first vice-president of the C. P., said no man had created for himself throughout the entire world so profound a respect as a news-gatherer as Mr. Stone.

Directors of the Canadian Press for the ensuing year were elected as follows:

British Columbia, B. C. Nicholas, *Victoria Times.*

Alberta, J. H. Woods, *Calgary Herald.*

Saskatchewan, Burford Hooke, *Regina Leader.*

Manitoba, E. H. Macklin, *Manitoba Free Press,* and M. E. Nichols, *Winnipeg Tribune.*

Ontario and Quebec, E. J. Archibald, *Montreal Star;* Arthur Ford, *London Free Press;* Henri Gagnon, *Quebec Le Soleil;* E. Norman Smith, *Ottawa Journal;* T. H. Preston, *Brantford Exposition;* John Scott, *Montreal Gazette;* W. J. Taylor, *Woodstock Sentinel Review* and W. J. Wilkinson, *Toronto Mail and Empire.*

At a subsequent meeting of the Board of Directors, officers for the year were elected as follows:

Honorary President, E. H. Macklin; president, J. H. Woods; first-vice-president, E. Norman Smith; second vice-president, G. Fred Pearson; J. F. B. Livesay is general manager and secretary.

The annual meeting unanimously passed a vote of thanks to Mr. Norman Smith for his fine work for the association during his five-year-tenure of office as president, and it was on the unanimous request of the Board of Directors that he consented to continue in office as first vice-president.

Important matters occupying the attention of the meeting included the question of news by radio. In accordance with the contractual relations of the Canadian Press with the Associated Press it was then stringently laid down that no member of the Canadian Press must broadcast, or permit to be broadcast any news of the Associated Press, which has successfully established its property right in news. Broadcasting of domestic news was confined by resolution to the day and night field of the member broadcasting as the case might be.

In recognition to the unique services to the association rendered by Norman Smith, *Ottawa Journal,* for five years president of the Canadian Press, a presentation was made to him on the evening of April 28, by his fellow members. This took the form of a modern grandfather's clock, accompanied by an illuminated address, as follows:

"At the last annual general meeting of the Canadian Press, held in Vancouver June 4, 1924, it was unanimously resolved:

" 'That this annual general meeting of members of the Canadian Press desires to express to Mr. Norman Smith the lively sense of obligation its membership throughout the Dominion feel toward him for his work as president during the past four years, for his courageous leadership, his vision, his devotion to the ideal of co-operative news service, and the free expenditure of his time and energy in bringing the association through the most critical period in its history.'

"During your five years' term of office you have striven unceasingly for the ideal laid down by resolution at the last annual meeting, namely, 'towards an enduring policy looking to the maintenance of the Canadian Press as a national organization on a truly co-operative basis for the mutual advantage of its members and the people in every section of Canada.' This ideal has been clarified and determined by the recent difficulties through which the Company has passed, and never before has its membership presented so united front. They now desire to express to you their gratitude in this more formal fashion, and to mark their affection by the accompanying gift, which it is their hope may long tell out to you and your family its clear and ringing message of the love and esteem of your fellow members of the Canadian Press, the undersigned Daily Newspaper Publishers of Canada."

BLANCHARD HONORED

Tendered Dinner on Completing Years As Advertising Instructor

In recognition of his contribution to advertising, educators, business men and students alike honored Frank Le Rowe Blanchard, dean of advertising instructors who has just completed his twentieth year as director of the Blanchard Advertising course of the Twenty-third Street Y. M. C. A., the first advertising course to be established in the country.

The dinner was in the nature of a farewell party for owing to the pressure of work in his present position as director of public relations for the Henry L. Doherty Company, Mr. Blanchard ceases his connection with the course May 1.

Ex-Governor Charles S. Whitman presided at the dinner which was held at the McAlpin Hotel, Thursday evening, April 30. At that time, not only was Mr. Blanchard honored, but the importance of training as a factor in advertising, was emphasized. Other speakers included George B. Hotchkiss, New York University, Ernest Elmer Calkins of Calkins and Holden, and Burt B. Farnsworth, Professor of Psychology at Springfield College.

The committee on the dinner included Frank Presbrey, W. T. Mullally Earl, G. Pearson, F. H. Lawrence, Lou Holland, president of the A. A. C. W., H. L. Charles, president of the Advertising Clubs of New York and James Wright Brown of Editor & Publisher.

Advertising Men—BETHLEHEM Welcomes You to the
Brass Tacks Convention
Associated Advertising Clubs of the World—Second District
Comprising members of the States of New York, Pennsylvania New Jersey and Delaware
HOTEL BETHLEHEM, Bethlehem, Pa.
Summer Training Camp for Ad Men
A truly great Post Graduate Course in Practical Advertising
Business Sessions: Mornings and Afternoons of June 1 and 2.
Social Activities: Start Sunday Evening, May 31 and will wind up Wednesday, June 3.
Registration Fee $5 per person includes sessions, dances and entertainment
Hotel Reservations at Hotel Bethlehem, guaranteed only if registration is made on or before May 20th.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING
"Perhaps the most cosmopolitan spot in New York City is Forty-third Street at Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every cown has similar stands, but none as huge as this and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 192*
HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YOR

IAGAZINE REVENUE TOPPED $110,000,000 IN 1924, BY CROWELL SURVEY

ven Manufacturers Spent More Than $1,000,000 Each—Revenue of 30 Magazines Grew from $26,000,000 Ten Years Ago

XPENDITURES in thirty magazines of national circulation by advertisers nding at least $10,000 totalled $110,-15,851 in 1924, according to a statement en out this week by Lee W. Maxwell, sident of the Crowell Publishing mpany. This is a gain of $12,000,000 er the advertising investments in these gazines in the previous year and is re than 4 times the amount spent in 15.

Figures compiled by EDITOR & PUBLISHER for 108 newspapers in 23 cities er the total volume in agate lines carried by these papers for the eleven-year riod 1925-1914. This volume increased from 668,738,839 agate lines in 5 to 1,178,517,239 agate lines in 1924—10-year period covered by the Crowell rvey. Newspaper rate schedules are available on any comprehensive de for years prior to 1919, but the inrease in the average newspaper minimum te on contract national advertising approximates 70 per cent. The combination of factors indicates that newspaper dvertising revenues have about tripled ring the decade. The newspaper figures clude all lineage, while the Crowell tistics exclude accounts of less than 0,000 a year. Accounts of this size were re abundant in 1915 than they are ay, and their inclusion would probably ll the 1915 total to a greater extent n it would affect the 1924 figures.

a statement given out yesterday Lee Maxwell, President of the Crowell blishing Company, pointed to the fact business last year spent more for adsing in national magazines than in previous year, topping the expendis of the year before by about $12,-000. "The significant thing is that rtising seems to have attained the is of an economic index," said Mr. lcwell, "and many authorities on ecnic matters now consider advertising ds in judging business conditions, g with car loadings, building conrtion, grain production, bank clear-etc.

As we look back over the past ten s, and note how advertising totals increased it is not difficult to under-d the importance of advertising in its lion to the whole economic picture," eCrowell statement reads.

n 1915, for example, the manufacrs of the United States expended $26,-82 for magazine advertising alone. year the amount of money expended magazine advertising was $110,116,851 again, in ten years, of $83,607,298, or 3 per cent, and a gain of $1,938,837 e 1920, the previous peak year.

otal investments in 30 leading nonr magazines, of manufacturers spendat least $10,000 for national adverig in magazines, were as follows:

.....	$26,509,382
.....	35,091,861
.....	44,620,813
.....	48,625,821
.....	78,055,825
.....	108,178,014
.....	77,360,411
.....	79,762,673
.....	98,697,012
.....	110,116,851

"The largest advertiser in 1924, Campbell Soup Company, expended $1,519,250, while in 1915 the largest advertiser was Quaker Oats Company, with an expenditure of $738,289.

"In 1924, moreover, seven manufacturers—Campbell Soup Company, Proctor & Gamble Company, Lever Bros. Company, Postum Cereal Company, Inc., Congoleum Company, Inc., Victor Talking Machine Company, and Colgate & Company—each spent more than a million dollars for magazine advertising.

"Of the twenty-three main classes of business, foods and food beverages (third in 1923) led in 1924, with an expenditure of $15,791,337. The automotive industry (first in 1923) came next, with expenditures totalling $15,744,732. Drugs and toilet goods (second in 1923) was third with an aggregate expenditure of $15,-074,880.

"The number of products advertised in leading magazines in 1924 was 2,005, compared with 978 in 1915, an increase of 1,027, or 105 per cent.

"The average magazine advertising investment per product, in 1924 was $54,-921.

"These figures, from the latest Crowell study of national markets and national advertising, are based on the advertising carried by 30 national non-farm magazines, and represent approximately 90 per cent of all money expended in such magazines by the manufacturers of this country."

CALIFORNIA DAILY SOLD

Schell and McSorley Buy Pacific Grove Review from W. J. Thyes

Fred W. Schnell and J. P. McSorley, treasurer and managing editor respectively of the *San Francisco Journal* during the five years previous to its consolidation with the *San Francisco Bulletin* have announced their purchase of the *Pacific Grove* (Cal.) *Review*, evening daily, from W. J. Thyes, publisher.

The new publishers stated that their policy would be two-fold, "First to publish as good a daily newspaper as possible, and second to work indefatigably for the future prosperity and present good of Pacific Grove."

Portland Broadcasting Station Assured

With the organization last week of the Forest City Broadcasting Corporation a radio broadcasting station in Portland, Me., is assured. The plant, which will be of 1,000 watt power, will be located on the roof of the *Portland Press-Herald* building.

GEORGIA EDITORS IN N. Y.

200 Make Trip by Boat from Savannah Headed by Rountree

Members of the Georgia Press Association and their guests, numbering 200 persons, arrived in New York, April 28, on the Savannah Line's newest steamer, City of Chattanooga, from Savannah. Elaborate plans were made to entertain the editors who made the trip at the end of their mid-year meeting in Savannah.

They were entertained at a luncheon Tuesday at the plant of the Mergenthaler Linotype Company. In the evening the Georgia Society gave a dinner-dance in their honor at the Strand Roof Cascades, Robert Adamson, newly elected president of the Southern Society of New York, was toastmaster. On Wednesday they were guests at a luncheon of the Hammermill Bond Company. In the evening they were entertained by the American Press Association at a dinner and theatre party, followed by a visit to the *New York Times*. On Thursday they had breakfast aboard the United States liner Leviathan at the foot of West Forty-sixth street and were luncheon guests of the American Type Foundry Company at its plant.

The visiting Georgia editors were headed by Charles P. Rountree, editor of the *Wrightsville* (Ga.) *Headlight*, as president of the Georgia Press Association.

Broadcasting Facilities Increased

Instead of decreasing attention paid to radio during summer months, the *San Antonio Express* and *Evening News*, broadcasting through Station WOAI of the Southern Equipment Company, are increasing the attention. This has been made possible, according to A. W. Grant, managing editor of the Express, by the rebuilding of the station to the super-broadcasting class, making WOAI the first super-station in the south. It is now using upward of 1,000 watts and has increased the number of weekly programs.

GASOLINE PRICES

Are they fixed by the Standard Oil Company?

Or are they fixed by competition and supply and demand?

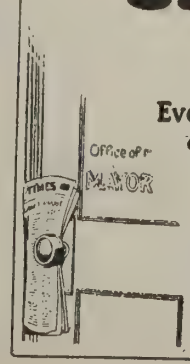
The facts and figures, by which you may *reach your own conclusion*, are set forth in detail in our report on this difficult and complex question.

Our report mailed April 11 gives a clear picture of "The French Financial Problem," the factors contributing to the downfall of the Herriot ministry, and the situation confronting the new Cabinet.

EDITORIAL RESEARCH REPORTS

1425 G Street Washington, D. C.

Detroit Times



Evening 220,000

Sunday 250,000

In New Orleans It's

THE MORNING TRIBUNE
(Published week-day mornings)

THE NEW ORLEANS ITEM
(Published week-day afternoons)

THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

For those who accept the principle that want-ads furnish the surest test of reader confidence—and who will doubt it?—the want-ad pages of The Dallas News tell a convincing story.

Still, the fact that The News leads all Texas papers in number of want-ads will occasion no surprise among those who know their Texas.

The **DALLAS MORNING NEWS**
Supreme in Texas

QUICK STICK PASTE POWDER



For

Single and Bundle Wrapping

For the mailing room of a newspaper Quick-Stick has no equal. It is mixed in a minute—possesses greater strength than the paper itself and when once applied it will not let go. Use Quick-Stick for single and bundle wrapping. Mixed thin and strained it forms a highly efficient paste for facing and backing matrices.

No. 705 A Superior Paste

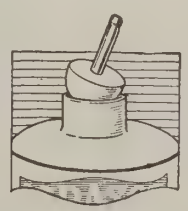
for the

Mailing Machine



A smooth, easy flowing white paste that permits the fastest labeling possible. It will not sour or mould regardless of weather conditions and will not clog or gum up the fountain. It will pay you to give No. 705 a trial in your mailing machine.

COPASCO



Let the boys use it

Copasco is a convenient desk paste—economical—never dries out—never needs water—won't cake—spreads smoothly and evenly at all times. Let the men at the desks give Copasco a trial.

THE COMMERCIAL PASTE CO.
Makers of the Largest Line of Adhesives
DEPT. 51 COLUMBUS, OHIO

NEWSPAPERS AS BACKBONE OF AD DRIVE TOPIC AT A. N. A. CHICAGO MEET

M. B. Bates, Advertising Manager, Life Savers, Inc., Will Talk on Value of Press to Advertisers—Program Announced for Convention May 6-8

"GETTING the Most out of Newspapers" is a theme chosen for discussion before the Association of National Advertisers, Inc., at its semi-annual meeting scheduled to be held at the Edgewater Beach Hotel, Chicago, May 6-8, according to the program announced this week by Robert K. Leavitt, secretary of the association.

Slated as speakers on this topic are M. B. Bates, advertising manager of Life Savers, Inc., Bennett Chapple, of the American Rolling Mill Company, and E. M. Swasey, formerly advertising manager of the *New York American*, now connected with the *American Weekly*.

Other convention topics are listed in the program as "Strengthening the Chain of Distribution," "Description of Noteworthy Campaigns by Their Directors," and "Radio Advertising."

G. Lynn Sumner, vice-president of the International Correspondence Schools, and associated president, will preside.

The subject chosen by Mr. Bates is "Newspapers as the Backbone of the Life Savers Campaign." Mr. Bates in an interview printed in EDITOR & PUBLISHER, Feb. 21, told how newspapers were being put to test in his firm's 1925 drive. He declared scientific study had been made to reach the conclusion dailies were the best media.

"By study we had divided the nation into a combination of many local units, instead of just a conglomerate mass," Mr. Bates explained at that time. "What we wanted of course, was contact with people. But we wanted moreover to reach as many people as we possibly could in each unit. The newspapers, therefore, appeared to be the obvious and natural selection."

Remaining speakers and their subjects will be: E. D. Gibbs, National Cash Register Company, "How the Advertising Department Helps the Sales Department Get Business"; M. Garver, Garver Brothers, Strasburg, O., "How National Advertising Looks to the Man Behind the Counter"; J. M. Townley, Townley Metal and Hardware Company, Kansas City, Mo., "Looking Both Ways at National Advertising—a Jobber's Viewpoint"; J. W. McIver, Edison Lamp Works, "Dealer Helps that Really Help"; W. K. Towers, Paige-Detroit Motor Car Company, "Securing Dealer Co-operation for the Manufacturer's Advertising"; and R. D. Baldwin, Simonds Saw & Steel Company, "Getting Closer to the Dealer through Direct Mail from Branch Offices."

Advertising managers who directed noteworthy campaigns this past year who will speak are F. H. Camp, Log Cabin Products Company; A. D. Welton, Continental and Commercial National Bank of Chicago; P. B. Zimmerman, National Lamp Works; Eben Griffiths, Vacuum Oil Company; W. S. Rowe, Estate Stove Company; and H. M. Bourne, H. J. Heinz Company.

Radio advertising will be discussed by R. C. Lang, Gold Dust Corporation and L. R. McQueen, B. F. Goodrich Rubber Company.

The speaker at the semi-annual dinner to be held May 7 will be Ralph Parlette of Chicago.

HEARST EXECUTIVES MEET

One Hundred Representatives from All Papers Confer in Chicago

The annual convention of the Hearst newspaper executives was held in Chicago, April 16-18, and was attended by more than one hundred publishers, display and classified advertising managers, circulation managers, and other Hearst executives.

The program was so arranged that four separate departmental meetings were in progress at the same time on the first day of the convention. On the second and third days, the display, classified and circulation managers besides continuing their own meetings held joint meetings with the publishers.

Topics for discussion and action at the different departmental meetings were strictly in keeping with the problems and activities of the respective departments.

The publishers' meetings and the joint sessions were presided over by D. E. Town of the executive council, New York.

Chairmen of the other departmental meetings were, display managers, M. C. Meigs, *Chicago Evening American*; classified, R. E. Seiler, *Los Angeles Examiner;* circulation, M. L. Annenberg, circulation director and member executive council, New York.

On Friday Mr. Hearst and Mr. Brisbane addressed the assemblage, emphasizing the desirability and value of co-operation, exchange of ideas, and newspaper promotion.

Des Moines Churches to Advertise

A combined advertising campaign participated in by virtually every church in Des Moines will shortly be launched under the direction of Graham Stewart, advertising manager of the *People's Popular Monthly* of that city. The campaign is sponsored by the Advertising Club of Des Moines, and is being laid out with the assistance of the "Church Advertising Campaign" booklet prepared by Durant F. Ladd, of the Advertising Club of Boston and published by the Associated Advertising Clubs, New York.

Fowler Joins New York Agency

George S. Fowler, advertising manager for Colgate & Co., has resigned to join the J. Walter Thompson Company, advertising agency, New York.

DROP IN LYNCHINGS CREDITED TO PRESS

Inter-Racial Commission Says Newspaper Condemnation Largely Responsible for 70 Per Cent Decrease in Past 3 Years

(*By Telegraph to* EDITOR & PUBLISHER)

ATLANTA, Ga., April 27.—Newspapers of the South are leading the way to total eradication of the lynching evil, according to reports of the officials of the Inter-Racial Commission submitted at a meeting April 24-26 in Atlanta.

R. B. Eleazer, publicity director for the Commission, in his annual report, declared that as a result of newspaper condemnation largely emanating from Southern states, race redations today are better than ever before, and lynchings have undergone a sensational decrease of 70 per cent during the past three years.

He exhibited numerous clippings from southern papers expressing unanimous and vigorous condemnation of lynching.

The report showed also a wide and general use of the Commission's press service, clippings being in evidence from 450 newspapers, the majority of them in the South. The purpose of this service, according to Mr. Eleazer, is to promote better understanding and more helpful relations between the races, to the advantage of both.

Another speaker at the session who emphasized the importance of anti-lynching work being done by newspapers was Dr. Monroe Work, statistician of Tuskegee University, in Alabama, who had been in charge of records on lynchings in the United States for many years.

He declared there has been a marked increase in years in public and editorial condemnation of mob violence, adding that the influence resulting therefrom ranked alongside of passage of adequate anti-lynching laws in a number of states and increased vigilance on the part of officers of the law in bringing about a rapid decline in lynching.

"ESPIONAGE" BILL PASSED

Wisconsin Measure Makes Criticism of Banks a Crime

Called a new espionage act, a bill that has just passed both houses of the Wisconsin legislature and goes to the governor for signing, will make it a crime to print or circulate in any form statements derogatory to the financial conditions of banks or co-operative institutions of the state.

Be it by inference or by direct statement or by inducing another to issue a statement or rumor that may question the financial condition or affect the "solvency, standing, or credit of any banking institution, trust company or co-operative establishment," the person or newspaper violating this law is punishable by a fine of $100 to $1,000, by one year's imprisonment, or by both.

The text of the bill follows:

"Any person who shall wilfully and maliciously make, calculate or transmit to another or others, any false statement, rumor or suggestion, written, printed or by word of mouth, which is directly or by inference derogatory to the financial condition or affects the solvency, the standing, or the credit of any bank, savings bank, banking institution, trust company, or co-operative association organized under the laws of the state of Wisconsin, doing business in this state, or who shall counsel, aid, procure or induce another to start, transmit or circulate any such statement or rumor, shall be punished by a fine of not less than one hundred dollars nor more than one thousand dollars or by imprisonment for a term of not more than one year, or both. This act shall take effect upon passage and publication."

FIRST IN OHIO

4,923,701 LINES

JANUARY 1st to MARCH 31st, 1925

The Dispatch published during the first three months approximately 54% of all Columbus newspaper advertising and 785,638 lines more than all other Columbus newspapers combined.

In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION

City	54,851
Suburban	28,024
Country	22,944
GRAND TOTAL	105,819

LARGEST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Church People in Your Town

The people in your town who are headed for church on Sunday morning constitute an impressive total. They are the real, substantial folk in any community. They are interested in religion because they know that it is a good thing for them and for their town.

The newspaper which helps Christianity in any community does a real service.

And any institution which serves its community will profit.

The Church Advertising Department has available suggestive copy for joint advertising of Christianity. The price for use is only 3 cents per week per thousand circulation.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

383 Madison Ave., New York, N. Y.

DR. C. F. REISNER, President

NEWSPAPER CONTEST STIMULATING STUDY OF THE CONSTITUTION

National Oratorical Contest Finals to Be Held in Washington, May 8, With Coolidge Presiding—Backed by 28 Newspapers

ONE of the most remarkable educational movements in the history of American journalism is the National Oratorical Contest on the Constitution, which will come to its climax in Washington on May 8, with President Coolidge presiding and members of the United States Supreme Court as judges to pass upon the speeches of the seven best high school orators out of the 1,400,000 pupils in all parts of the country who have taken part in the contest.

The contest is financed and conducted by the following newspapers: *Chicago Daily News, Detroit News, Los Angeles Times, Brooklyn Daily Eagle, Indianapolis News, Philadelphia Evening Bulletin, Washington Star, Atlanta Constitution, Birmingham Age-Herald, Montgomery Journal, Mobile News-Item, Nashville Tennessean, New Orleans Item, St. Louis Globe-Democrat, Kansas City Star, Mobile Register, Louisville Courier-Journal and Times, Buffalo Express, Oklahoma City Oklahoman, Richmond Times-Dispatch, Norfolk Ledger-Dispatch, Huntington Herald-Dispatch, Des Moines Capital, Hartford Courant, Syracuse Post-Standard, Rochester Democrat-Chronicle, Columbia State* and *Charlotte Observer.*

The scope of the project is shown in the following summary for the entire country:

Participants, 1,400,000.
Schools, 16,216.
All awards, $46,650.
All publications giving publicity to contest, 1,120.

The project is now in its second year, and the participation this year is 40 per cent larger than it was in 1924. President Coolidge, in an address at the final meeting last year said:

"This is the most effective method for interesting young men and women in American institutions."

Dr. E. L. Saner, the president of the American Bar Association, said of the project: "It is the most distinguished piece of disinterested newspaper service of a decade."

Randolph Leigh, 323 Star Building, Washington, D. C., is the organizer and director of the Contest, while the advisory committee consists of Frank B. Noyes, Washington Star; Victor F. Lawson, Chicago Daily News; W. L. McLean, Jr., Philadelphia Bulletin; F. Thompson, Birmingham Age-Herald; R. E. Stout, Kansas City Star; Harry Chandler, Los Angeles Times.

For the purposes of the contest the country is divided into seven major zones: Northeastern, Eastern, Southeastern, Southern, Central, Mid-western and Pacific. Their clearing centers are New York, Philadelphia, Washington, Nashville, Indianapolis, Kansas City and San Francisco. These zones are subdivided into newspaper territories. Each newspaper territory is divided into from one to 49 districts, according to its size and geographical requirements. The districts are apportioned according to school enrollments and geographical location. From the national standpoint the working unit is the newspaper territory. From the school standpoint it is the school.

Any bona-fide secondary school pupil, under 19 years of age on February 1, 1925, was eligible. A pupil who has graduated from a High School and is taking post-graduate work of any kind in the same or a similar institution is not a bona-fide pupil in this use of the term and is, therefore, ineligible, even though within the age limit. In the case of an educational institution offering collegiate as well as secondary courses, only those pupils in the grades paralleling the public high schools are eligible.

The orations must be original, must not require more than ten minutes for delivery, and must be on any one of the following subjects:

The Constitution
Washington and the Constitution
Hamilton and the Constitution
Jefferson and the Constitution
Marshall and the Constitution
Madison and the Constitution
Webster and the Constitution
Lincoln and the Constitution

Local judges are appointed and both local and sectional elimination contests are held. Sectional contests are now underway and the winners will report in Washington for the finals May 8.

The contest is a potent force in stimulating study of the Constitution among school children. Since the first contest was held 33 states have passed laws making study of the Constitution compulsory.

PRESENT TESTIMONIALS

N. Y. Publishers Honor Frank Munsey, F. D. White, B. Merrill, W. C. Field

Four testimonials, handsomely framed, were presented to Frank A. Munsey, of the Munsey publications; Florence D. White, of the *New York World;* Bradford Merrill, of the Hearst publications, and William C. Field, of the *New York Daily News,* by the New York Publishers' Association at a recent meeting in recognition of their services in drafting a new contract with the striking New York pressmen in 1923. The testimonials were signed by 22 New York publishers.

Presentation was made at a luncheon-meeting at the Hardware Club by Hugh O'Donnell, of the *New York Times.* Herbert F. Gunnison, of the *Brooklyn Eagle,* chairman of the association, presided. In addition to the testimonials, each of the four men was given a walking stick engraved with his initials. Mr. Munsey acted as chairman of the committee which drew up the contract.

J. Mora Boyle Promoted

J. Mora Boyle, who has been advertising manager of the *New York Daily Mirror* since shortly after it started publication, has been made advertising director in full charge of advertising.

WEEK'S AD TIPS

Sterling Beeson, Inc., 612 Second National Bank Building, Toledo. Now handling account of the Air-Way Electric Appliance Company, Toledo, manufacturers of radio products.

Burns-Hall Advertising Agency, Merrill Building, Milwaukee. Handling account of F. Mayer Boot & Shoe Company, Milwaukee, manufacturers, shoes.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Has secured the account of Pathex, Inc., New York City, manufacturers of the Pathex Motion Picture Camera and Projector.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Handling the Richard J. Hickson Fashions account.

Charles W. Hoyt Company, Inc., 116 West 32nd street, New York. Has secured account of the Dentinol & Pyorrhocide Company, New York City, manufacturers, "Pyorrhocide" powder dentifrice.

H. W. Kastor & Sons Company, Inc., 52 Vanderbilt avenue. New York. Placing account of M. J. Breitenbach Company, New York, "Gude's Pepto-Mangan."

Lord & Thomas, 400 North Michigan avenue, Chicago. Will make up lists for the American Walnut Manufacturers Association, Chicago, during May and June, to advertise "American Walnut Wood."

H. K. McCann Company, 61 Broadway, New York. Handling account of the Publicity Bureau State of Maine.

Massengale Advertising Agency, 121 Peachtree street, Atlanta. Handling account of the Savannah Fence & Roofing Company, Savannah.

Peck Advertising Agency, Inc., 6 East 39th street, New York. Appointed agents for the Eastern part of the United States by the Corcoran Mfg. Company, Not-A-Toy Division, Cincinnati.

Ruthrauff & Ryan, Inc., 136 West 31st street, New York. Placing account of A. V. Victorious, New York City, "Protectolite" auto guide light.

PINKERTON PLANS DAILY

Former San Diego Sun Editor to Launch Paper in Ventura

A new afternoon newspaper will make its appearance in Ventura, Cal., about June 1, according to Roy D. Pinkerton, until recently editor of the *San Diego* (Cal.) *Sun.* Pinkerton has signed a five-year lease on a new building in which will be located the newspaper plant.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
West 42d Street New York

Beaumont and 20 mile area
Population over 150,000
Ranks in importance to the other four large Texas markets. Sales managers cannot cover Texas with only four papers.
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
cover the Fifth Market in Texas and the Third Market in Louisiana.
"Ask Beckwith—He Knows"

A Dependable Means of Increasing Classified Lineage
Write for Particulars
Associated Editors, Inc.
440 S. Dearborn St., Chicago

Vanderbilt
means
Newspapers Clean Enough For Every Home!
Where do you want your advertising to go?

Another Group



Selects Imperial

THE Imperial Plus Metal Plan is just as popular with publishers of Newspaper Groups as it is with publishers of individual newspapers. The James M. Cox Group consisting of the Dayton News, The Canton News, The Springfield News and the Miami Daily News, four splendid papers, is one of many newspaper groups that depends upon the Plus Plan.

The Plus Plan is unusually adaptable. It serves equally well the village weekly, the metropolitan daily and the group of newspapers published under one management. It is within the scope of the Plus Plan to keep the type metal of each of the three classes fit at all times, thereby increasing the working life of the metal.

How About Your Metal?

Is it being kept efficient by means of a systematical, economical Plan? Is it giving as many years of work as it should? Send for a copy of the Plus Plan that tells you how you can get the most from your type metal.

Imperial METAL
Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson
Imperial Type Metal Co.
Philadelphia—Cleveland—New York—Chicago



BROOKLYN TIMES OPENS PLANT TO PUBLIC

Occupancy of New Home Celebrated with Special Supplement—Prominent Men Send Congratulations

The new plant of the *Brooklyn Times,* at 540 Atlantic avenue, was formally opened to the public Wednesday, April 29, and the event celebrated with the publication of a 96-page New Home supplement.

In addition to greetings by Governor Smith, Theodore Roosevelt, Mayor Hylan, Arthur S. Somers, president of the Brooklyn Chamber of Commerce, United States Senator Copeland, Borough President Guider and other leading officials, the supplement contained a biography of Carson C. Peck, former publisher of the Times, a chronicle of the Brooklyn Times during the seventy-seven years of its history, with reference to the distinguished men who were on its editorial staff.

It also included a poem dedicated to the Brooklyn Times by John A. Heffernan, associate editor, which reads as follows:

THE SOUL OF A NEWSPAPER

What am I? From rushing presses hurled
To tell a day's tale to an eager world?

I am the pictured story on the cliff;
I am the record of the hieroglyph.

I am the bard's recital to the tribe;
I am the writing of the watching scribe.

I am the palmer's narrative relayed
Of strange adventures on the last Crusade.

I am the whisper that runs through the throng;
The burden of the ballad singer's song.

The gypsy's tale the road-edge fire beside;
The warrior's victories. the chieftain's pride.

I am the echo of the battle's din;
The wand'rers' stories in the village inn.

I am the message come from distant clime;
The Night Watch tidings; the cathedral chime.

The long news-letter to the country squire
That tells of court's intrigue and king's desire.

The measured rhetoric from Senate halls;
The chatter of the busy market stalls.

I am the merchant's guide, the wit's applause;
The voice of people's or of party's cause.

I am the Winged Tongue that rapid flies . . .
Ephemeral who ever lives and dies!

I am the picture of the race's strife:
The mirror of the pageantry of life!

* * *

Thus am I! . . . From spinning presses whirled
To tell a day's tale to an eager world!

The opening of the new plant took place ten years after the death of Carson C. Peck, vice-president and general manager of the F. W. Woolworth Company, who purchased the stock of the Brooklyn Times when the newspaper was on the verge of bankruptcy after 67 years of existence, and who died on April 29, 1915, after laying down the policies which have been the guiding principles along which the newspaper has been since conducted by his widow, Mrs. Carson C. Peck, and his son, the present publisher, Fremont Carson Peck, under the immediate supervision of John N. Harman.

The present executives of the Times are Fremont Carson Peck, publisher, John N. Harman, vice-president and general manager, John A. Heffernan, associate editor, Walter M. Oestreicher, managing editor and John W. Smith, city editor.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 3,749 Daily Average Circulation Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

DAILY OCCUPIES NEW PLANT

Five Thousand Persons Visit New Home of Hannibal (Mo.) Courier Post

The *Hannibal* (Mo.) *Courier Post* recently completed its new building and issued a 70-page special edition commemorating the event. This is the second time the plant has been completed within the year, fire having badly damaged the structure Feb. 21, on the eve of occupancy.

The new building is modern in every detail and houses a 24-page Scott press. More than 5,000 persons inspected the plant on the day it was formally opened.

The Courier Post is a member of the Lee Syndicate. J. B. Jeffries, president of the Missouri Associated Press, is publisher. E. L. Sparks is business manager.

CANADIAN DAILIES MEET IN TORONTO

George E. Scroggie, Toronto Mail and Empire, Elected President at Annual Meeting—Agency Contacts Discussed

(*By Telegraph to* EDITOR & PUBLISHER)

TORONTO, April 30.—With large attendance and keen interest in various matters discussed, the annual meeting of the Canadian Daily Newspaper Association held in the King Edward Hotel here yesterday was the best in the history of the organization. Reports presented indicated the association to be in a healthy condition both as regards membership and finances, while the work of committees has been actively prosected throughout the year. The report of the board of directors stated that definite and substantial progress had been made in the direction of increasing the value of the Association's service to members.

Of outstanding importance was the strengthening of the work in advertising promotion, a special appropriation having been made for this purpose last November and office arrangements adjusted to permit of a manager devoting practically his entire time to it. The manager is now making personal contact with present and prospective national advertisers and agencies, supplemented by carefully prepared promotional literature.

Another achievement was placing on an entirely new basis relations with recognized advertising agencies. For several years the directors and the advertising committee had been in negotiation with agencies looking to standardization of practice and relations through a signed agreement.

Difficulties had been encountered but the agencies were hopeful these could be overcome. During the past year they had come into an agreement with the Association's views. An attempt to conclude a long debated agreement has been abandoned and it has been decided that further efforts to secure improved conditions should be along the lines of conference and education rather than to attempt to regulate by agreement. A joint standing committee has been appointed and is doing good work. Another important development was securing an incorporation under the Dominion Companies Act removing the element of personal individual liability and placing the Association in a better position to carry on its work.

The first international arbitration agreement was negotiated during the year this being with the International Printing Pressmen's Union which should be acceptable to those desiring protection of arbitration for press rooms and are not members of the American Newspaper Publishers Association. There were no developments requiring special action by the paper and circulation committees.

The officers elected were: president, George E. Scroggie, *Toronto Mail and Empire;* vice-president, Hon. Frank Carrel, *Quebec Telegraph;* treasurer, N. T. Bowman, *Toronto Telegram.*

Directors: W. H. Dennis, *Halifax Herald;* T. F. Drummie, *St. John Telegraph Journal and Times Star;* L. J. Tarte, *Montreal LaPatrie;* Henri Gagnon, *Quebec Le Soleil;* J. R. Henderson, *Montreal Gazette;* V. E. Morrill, *Sherbrooke Record;* L. H. Dingman, *St. Thomas Times-Journal,* F. I. Ker, *Hamilton Spectator;* R. M. Glover, *Peterboro Examiner;* J. W. Curran, *Sault Ste. Marie Star;* Hugh Graybiel, *Windsor Border Cities Star;* E. H. Macklin, *Manitoba Free Press;* Burford Hooke, *Regina Leader Post;* J. H. Woods, *Calgary Herald;* F. J. Burd, *Vancouver Province;* John M. Imrie, *Edmonton Journal;* W. Buchanan, *Lethbridge Herald;* M. E. Nichols, *Winnipeg Tribune;* W. S. Marson, *Montreal Star* and Senator J. S. McLennan, *Sydney Post.*

Chairmen of standing committees: Paper, P. D. Ross, *Ottawa Journal;* Cost and Record, G. A. Disher, *Ottawa Citizen;* Advertising, W. B. Preston, *Brantford Expositor;* Postal, and Parliamentary, F. R. Parkinson, *Ottawa Journal;* Labor, J. R. Henderson, *Montreal Gazette;* Circulation, George McTaggart, *Toronto Mail and Empire.*

The convention concluded with a banquet addressed by Sir Henry Thornton, president of the Canadian National Railways, Premier Ferguson of Ontario and C. A. Magrath, International Waterways Commission.

Book Dedicated to C. M. Palmer

The name of Charles M. Palmer, newspaper broker, appears on the dedication fly-leaf of Irvin S. Cobb's new book, "Alias Ben Alibi," a story of New York newspaper days of the recent past.

Some day they may round up all the rum runners, but they'll never get all the paragraph pirates.—*J. R. W. in Milwaukee Journal.*

Why so much talk about it? Riding an electric horse is merely a current event.—*Cleveland Times.*

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

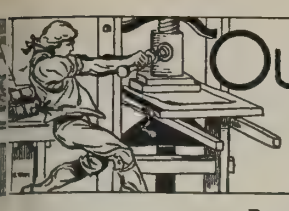
DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, Security Bldg., Chicago

A Traveling Salesman recently said:
"The shopkeepers in Norristown, Pennsylvania, will not stock my line because it is not advertised in the
Norristown Times Herald"
Montgomery County's
Great Home Newspaper

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1924, *124,468 total net paid.
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 129,834
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Packing your grip for New York? So are we . . .
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia



Our Own World of Letters

By JAMES MELVIN LEE

ERLE THORPE, the editor of *The Nation's Business,* asks in his May the question "Have You Ever ught of a Great Cartoonist as a t Teacher?" He answers this ques- by printing an article by Henry tt on Jay N. Darling—better known Ding," famous for his cartoons in the *York Herald Tribune* and other spapers to which they are syndicated. r. Darling, according to this article, ucts a course in picture economics. distinguishing characteristics of his ures is the absence of a picric pen. the contrary, a smile is inserted in his cartoons dealing with economic cts.

r. Darling is quoted as saying:

"hadn't thought of them in that way. What to be is fair, honest. If I can't treat ject honestly, I drop it. You can't fool ublic even part of the time these days getting mad at it only drives away your nce; so what else is there to do but be natured—and reasonable."

number of cartoons by Darling illus- the article.

* * *

E Labour Publishing Co., Ltd., of 38 Great Ormond street, W. C. 1, lon, England, announces for early cation "The Miracle of Fleet Street" George Lansbury, M. P. Briefly, ook is the story of the *Daily Herald,* bor newspaper published in London. reasons doubtless known to most ers, the Daily Herald became, for ile, a weekly journal but later re- d daily publication. Incidentally, it be remarked that the author of the was the founder of the Herald.

* * *

THOUT a doubt the most complete library relating to printing and its il arts is the one that has been ght together by the American Type ders Company of Jersey City—a ry of more than 12,000 volumes. A pamphlet describing this typo- hic library and museum, may be ned upon application to Henry s Bullen, Librarian, 300 Commuti- avenue, Jersey City, N. J.

* * *

the "hot air page" which announces ne features, *Harper's Magazine* that it will print next month an le on "Wild Journalism in News- Circulation" by a "prominent paper man." The blurb adds that ill present unanswerable facts about papers where their own editors read only "to see if we're handing out arly what the boobs like for break- "

* * *

SYMPOSIUM "The Editor and His People" appears in *The Bookman* May. To it contribute Robert H. s of the Frank A. Munsey Com- ; John O'Hara Cosgrave, editor, unday magazine section of the *New World;* and George Jean Nathan, f the editors of the *American Mer-*

speaking of the whimsical reading ic, Mr. Davis says that "it sips its tainment from every flower that blooms, not infrequently pausing at some weed in search of pungent cordial." He also believes that editing is both a grave responsibility and a dangerous occupation—"an enterprise equal in peril to that encountered by one who walks a desert only to be lured from the right path by an inviting mirage that suddenly appears on the distant horizon."

What is an editor? Mr. Cosgrave thinks that an editor may be a promoter, showman, artist, or evangelist—preferably all of them, if he be heaven born. He points out that the editor is limited by his medium—"either he is conveyed by his subjects or cruises under his own power."

Mr. Nathan, on the other hand, believes that there are three types of editing. First, he lists pure commercial editing—"editing for circulation with profit from circulation and from advertising as the sole end in view." The next type of editing he calls the Messiah editing—a type that has as its aim "the improvement of the condition of mankind and the uplifting of the cosmos in one particular or another." The third type which he mentions is "editing for the pure fun and exhilaration of the thing, like riding a good horse, listening to good music, or drinking good wine."

* * *

IN this issue *The Independent* for April 18, Willis J. Abbot describes the paper which he so ably edits—the *Christian Science Monitor,* a journalistic success in which crime, disaster, disease, scandal, and death have no place. He outlines somewhat in detail the news which the Monitor prints but which is omitted in its contemporaries. One explanation given for the selection of material for the Monitor is the international character of its circulation.

Mr. Abbot frankly admits that there are different types of readers which must be served as the following quotation will show:

> As a matter of fact, there are many distinct publics with sharply divergent tastes. An editor is skillful if he can determine what any considerable body of readers desires; no editor is shrewd enough to determine the tastes of the whole reading public, nor could he satisfy them in one publication. Sooner or later the individual reader will find the paper which appeals to his mind. It is for the editor, then, to choose the public to which his paper shall appeal. If he believes that there are more morons in the field than any other class and is indifferent to all save mass circulation, he will make a paper for morons and exult in the volume of circulation thereby gained.

To his article Mr. Abbot gives the picturesque head "Headlining Happiness."

* * *

THE School of Journalism at University of Iowa, Iowa City, Ia., has started a monthly periodical called *The Iowa Journalist.* It is mailed free to the newspapers of that state; others pay a dollar a year.

* * *

IT is difficult to answer a correspondent who wants to know what newspaper first had a humorous column. Some light, however, on this subject is shed by Charles Lamb in an article "Newspapers Thirty-Five Years Ago" which he published in *The Englishman's Magazine* for October, 1831, and which contained the following paragraph:

> In those days every Morning Paper, as an essential retainer to its establishment, kept an author, who was bound to furnish daily a quantum of witty paragraphs. Sixpence a joke—and it was thought pretty high too—was Dan Stuart's settled remuneration in these cases. The chat of the day, scandal, but above all, *dress,* furnished the material. The length of no paragraph was to exceed seven lines. Shorter they might be, but they must be poignant.

* * *

The New Yorker for April 18 has an article entitled "Mr. Hearst Retires," but recent newspapers carry stories that Mr. Hearst returns.

WOULD PURIFY MAGAZINES

Massachusetts Group to Confer With Publishers May 8

For the announced purpose of "purifying" certain alleged objectionable magazines which have flooded Massachusetts, a conference of publishers, newsdealers and representatives of the Watch and Ward Society will be held in Boston May 4.

The Massachusetts magazine committee will be represented by John J. Tracey of the New England News Company, chairman; Frank J. Perry of Newton, and Oscar Blaisdell of the Armstrong Company, and the New England Suburban Newsdealers' Association.

Those representing the magazines will be Henry Altimus, editor of *Saucy Stories;* Douglas W. Cook, publisher of *Snappy Stories;* Charles W. Nelson, president of *Excella;* C. Pomeroy, editor of *Breezy Stories;* George T. Delacourt, Jr., of the Dell Publishing Company, publishers of *I Confess;* Fulton Oursler, supervising editor of the Macfadden publications; S. W. Jenkins of *Telling Tales,* and David Gordon, editor of the Merit Publishing Company.

The Watch and Ward Society will have as its representatives at the conference Rev. Raymond Calkins, president; Bernard J. Rothwell, former president of the Boston Chamber of Commerce; Prof. Julia L. Coolidge and Attorney Grousvenor Calkins.

Darling Continues to Improve

The condition of Jay Darling, Des Moines cartoonist, is much improved, his physicians say. He is now able to sit up a number of hours each day. A radio has been installed in Mr. Darling's room, and he has been able to listen to stations broadcast the state of his health, as well as to hear regular programs. It will be some time before Mr. Darling will be released from the hospital, it is thought.

"FIRST IN PUBLIC SERVICE"

The World. MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

Ever Ready Razors

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

America's most complete newspaper

The New York Herald Tribune

covers an ideal test market used by National Advertisers

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Aubridge Bldg. New York
Lytton Bldg. Chicago

Dominates its field

The Circulation of the New York Evening Journal is larger than the next two evening papers combined.

Such an enormous circulation of 666,886 daily is one reason why the Evening Journal publishes more advertising than any other New York evening paper and why it has done so for ten years.

NEW YORK JOURNAL

Largest Evening Circulation in America

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

NEW INTERTYPE "MIXER"

Four Magazine Machine a Feature of Convention Exhibit

The Intertype Corporation exhibited at the A. N. P. A. Convention last week, a "standardized mixer" machine, which without the side unit, will be known as the Intertype with standard equipment E, and with side unit as Intertype with standard equipment E-s.m.No. 3. The machine is equipped with two main magazines and the side unit with two side magazines with distributing mechanism that automatically distributes matrices into all magazines at the same time. Matrices are drawn or assembled from either the upper or lower main and side magazines by shifting a light finger lever. The magazines are stationary in operation. The changing from one magazine to another is accomplished by shifting of the keyboard reeds. There is one set of keyboard reeds which are adapted to engage either of two sets of escapement reeds above them. The assembler entrance is double at the top leading into one entrance at the bottom.

Standard Intertype main magazines are used. There are two distributors on the same horizontal plane and a double channel entrance leading from them to the magazines. The only distributor box is mounted on an arm and adapted to swing horizontally from one distributor to another.

Sorting of mixed fonts is done entirely by the distributor box and its shifting mechanism.

The only change in the matrices is the cutting of the regular font notch one thirty-second of an inch deeper and the addition of another font notch. The machine, which is furnished with or without the side unit, is standardized in conformity with the Intertype A, B, and C equipment.

Camden Daily to Have Crimeless D

J. David Stern, publisher of the *Co den* (N. J.) *Courier*, has taken a banke dare and on May 5, will issue a crir less newspaper for a day. The banker John B. Kates, president of the Bro way Trust Company, Camden. Cri news, in the opinion of Mr. Kates has place in the world of journalism. would, he said in a speech the other d present in newspapers only the sunny s of life. Mr. Stern heard this stateme and agreed to turn over his newspaper the banker and a staff of business as ciates to run one day as they wished.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
25 all steel galley cabinets, each containing 152 steel galleys 8¾ x 13 inches, in four tiers, 38 galleys in each tier, all in good condition. Wire or write for price on No. 679. Baker Sales Company, 200 Fifth Avenue, New York City.

For Sale.
Several Linotype Magazines usable on Models 5, 8, 14, 19, 25 or 26 Linotypes. Owner has just installed an entire new Linotype equipment of models which will not take these magazines. Wire or write for price on No. 678. Baker Sales Co., 200 Fifth Ave., New York City.

Printers' Outfitters.
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Company
Hammond, Indiana
Warehouses in Principal Cities

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Used Newspaper Presses

SCOTT	16, 24 and 32 Page Presses.
GOSS	24-Page Press for black or color work.
HOE	Quadruple, Sextuple and Double Sextuple Presses.

Send for list of presses which are available for early delivery.

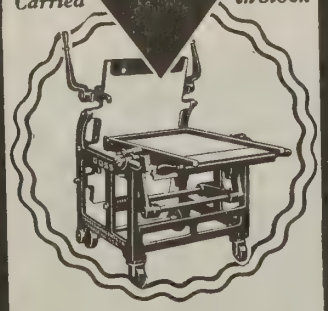
WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
441 Monadnock Block CHICAGO
1457 Broadway NEW YORK

Cline-Westinghouse Double Motor-Drive with full automatic push button control
USED BY THE
Los Angeles Shopping News
Los Angeles, Calif.
We refer you to them for their opinion
QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE
MAIN OFFICE Conway Bldg. 111 W. Washington St. CHICAGO
EASTERN OFFICE Marbridge Bldg. Broadway at 34th St. NEW YORK

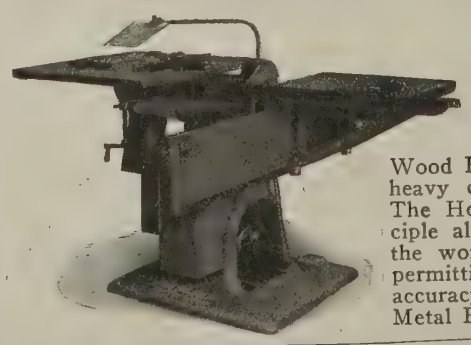
Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.

N.Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

FOR ALL NEWSPAPERS
DUPLEX PRESSES
"OUR CUSTOMERS WRITE OUR ADS"
DUPLEX TUBULAR
"The TUBULAR is on the jo *all the time.*"
Sedalia, Mo., Democrat
Duplex Printing Press Co
BATTLE CREEK, MICH.

GOSS STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

You Can Save A Lot of Space in your shop
by advertising your used machinery in a small space in the equipment section of
EDITOR & PUBLISHER

Hoe Combined Saw Table and Mono-Rail Trimmer

This Machine combines the advantages of the H Pedestal Saw Table a the Hoe Mono-rail Trimm The Trimmer is suppli with either Style "A" C ter Head for trimmi Wood Blocks or Style "B" for ex heavy cutting on Zinc or Copp The Hoe Patented Mono-Rail pr ciple allows the Operator to foll the work beyond the Cutter He permitting more speed and grea accuracy in trimming Wood Metal Blocks of varied sizes.
IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., INC. 504-520 Grand St., New York C
7 South Dearborn Street CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

er word per insertion, cash with order, or advertisements under the classifica- "Situations Wanted."

per line per insertion, cash with order, if white space is used at top and bot- advertisement.

er word per insertion, cash with order, or advertisements under any other cation.

per line per insertion, cash with order, if white space is used at top and bot- advertisement.

ITUATIONS WANTED

tising Manager.
gressive, capable man, 31 years old and d, wants place where hard work mixed telligence is needed. Unlimited enthusiasm, and love of work, together with practical ence and sound ideas are my greatest Experienced as advertising manager on in cities twenty to hundred thousand I know selling, advertising and mer- sing, and can lead men both by theory hrough practical sales demonstrations. roduce results. Am looking for a per- t place. Best of references. Address Box Editor & Publisher.

ising Solicitor.
rs old, 10 years' display experience, mar- ollege education and of good address. employed. Best of reference. Prefer West location. Address Box C-939, ditor & Publisher.

nd Newspaperman.
ou use a man who writes, draws car- speaks French and can work a press in an emergency. C-901, Editor & her.

ss Manager
advertising and circulation experience, to connect with small town daily. Will r buying small amount of stock. Ad- C-960, care Editor & Publisher.

ation Manager.
practical working experience on morn- vening and Sunday papers desires posi- with progressive publication. With t publication past ten years, last 6 in charge. Can furnish satisfactory nces and reason for making change. ar with conditions in and prefer middle thwest. Address Box C-951, care Edi- Publisher.

ation Manager.
made good with present employer. Have wn the job. Am looking for hard cir- n proposition, where opportunity will more importance than salary. Have specially successful installing and oper- Independent boy system of delivery. an offer better reference. Age 30— d. Available at once. Box C-952, & Publisher.

ied Manager.
install, operate all or part of highly ed system of lineage building. Tried, very successful many papers. Per- services. Bonus or commissions. Best nces. C-950, Editor & Publisher.

ued Manager.
tly employed but seeking larger field sent connections have been outgrown. of past performances will convince you can also build your volume. For fur- information address Box C-962, Editor & lher.

le Man.
more in college with some newspaper ence desires permanent work with city untry paper in Middle West. C-956, & Publisher.

pportunity Awaits

You in the Classified Section of DITOR & PUBLISHER

ead it every week and use to advertise your wants.

Situations Wanted

Classified Manager—Solicitor.
Has proven ability to increase, hold business under adverse conditions, daily, 12,000 circulation. Thoroughly experienced with successful modern methods; classified development. Present connections outgrown. Good personality. Finest references. Age 23. Bonus proposition preferred. C-949, Editor & Publisher.

Competent Layout Man.
Now available. Know type and how to use it. Desire position with growing newspaper or magazine. Married. Best references. Robert F. Dempsey, 168 West Liberty street, Bridgeport, Conn.

Desk Expert.
Copy desk expert or rewrite man available for summer as vacation supply. C-953, Editor & Publiher.

Desk Man.
Open; sports, telegraph or general news. G. E. F., 833 West 3rd St., Plainfield, N. J.

Editor
of daily and Sunday morning paper in east seeks connection with afternoon publication. College and university education, married, 6 years in present position; 34 years old. C-959, Editor & Publisher.

Editor and Writer
with six years' newspaper experience desires position for summer or few months on small town or resort paper. Excellent feature and news writer. Can run paper or will work on staff. Reasonable salary acceptable; report immediately. Best of references. Trebor, 99 North Nineteenth Street, Flushing, New York.

Editorial and Feature Writer.
Can also handle dramatic page and special staff correspondence, and have telegraph desk experience. Box C-954, care Editor & Publisher.

Editorial Writer-Paragrapher.
Who has rendered satisfactory service on large well known daily would like to receive offer from some sane, constructive and progressive newspaper. Address Box C-940, care Editor & Publisher.

Experienced Editor of Copy.
I seek employment on the staff of a New York periodical. Skilled in detail work; intelligent punctuation; systematic use of capital letters; correct spelling; proper conjunctions and prepositions, construction of sentences, paragraphing; suitable subheads (also main heads). Not addicted to unnecessarily altering author's work; sympathetic in assistance, always considerate of writer's style. Expert proofreader also; useful for work on revised proofs or page proofs from publisher. Technical to extent desired by editor; schooled in exactness, but not given to insistence upon personal ideas. Efficient copy-editing prevents waste of time and labor in print-shop; better results, perhaps at less cost. Age 63; health excellent; vigorous. A degree of deafness prevents employment as proofreader (union) with copy-reader. Perhaps I am just the man you need in your office. Ready for "tryout." References: The Hon. Leslie Sutherland, Mr. William Rees Williams, Mr. Rudolf Eickemeyer, Mr. Charles E. Skinner, the Rev. Dr. Richard E. Bell, Mr. Walter F. Haskett, Dr. Bertram Ball and many others. Box C-965, Editor & Publisher.

Lady Society Editor Wants
position with growing newspaper or magazine. Several years' experience. Best references. Reasonable salary. Will go anywhere but prefer Southern California. Write Society Editor, 1400 Santee St., Los Angeles, Cal.

Mechanical Superintendent.
Press Superintendent wants position on daily newspaper. Practical experience in all mechanical departments. In charge of plant or dept. for the last twenty years. Can give A-1 references. Box C-957, Editor & Publisher.

Newspaper Man.
Capable, energetic man (36) as assistant to busy executive. Ten years' newspaper office experience Advertising, Circulation and Business Departments. Knowledge of gravure, color, etc. Stenographer, and can take care of affairs in absence of chief. Good reference. C-958, Editor & Publisher.

Reporter.
Young woman, university graduate, trained in journalism. Ambitious and willing to work. Best references in regard to ability and character. Am available at once. C-948, Editor & Publisher.

Situations Wanted

Newspaper Executives!
Are you tired out? Do you want to drop some of the wear and tear of your office? Do you want time to play golf or time for a restful vacation? Do you want some one on which to unload these responsibilities? If you do I am your man. I have been a managing editor in New York, Boston, Chicago, San Francisco and Los Angeles. I have been a Washington correspondent. I have been stationed in London for two years as correspondent of a great leading daily. Do you think you can use me? I am capable, industrious and know the game. Communicate with Mr. Brown of the Editor & Publisher who knows me and my work. Box C-966, Editor & Publisher.

Newspaper Executive.
I am a young man of proven executive ability in newspaper work. Special training and experience in all branches of the business. Am desirous of making contact with a publisher who wants to be relieved of details to devote his time to other activities and in return will give me an opportunity to become a vital factor in the business. My experience covers newspaper advertising, promotion, circulation, accounting and management. A broad conception of the business and wide acquaintance among publishers and advertisers. Can furnish several good men for publisher requiring new blood or contemplating establishment of new property. Am not a floater, but student and lover of the business seeking an opportunity to build a permanent, profitable business for party appreciative of ability, energy and vision. Prefer Central States, but will consider other territory. All replies confidential. Address Box C-955, Editor & Publisher.

Two Men.
Who have just accepted attractive offer for their newspaper property want to take charge of the business and advertising departments of paper that needs new enthusiasm and constructive ideas. Such a paper may also be benefited by economies that these two hard-workers can effect. They have built new and successful business in face of keen competition, have served on big dailies, and have experience in various departments. Taking your paper as a team, you will overcome the possibility of friction between department heads and insure immediate results. Age 30. Both married. Box C-947, Editor & Publisher.

Wanted Position.
Circulation Manager, eighteen years' experience, wishes to connect with progressive newspaper. Have made good record papers connected with. Can furnish the best of reference. Wire or write. W. T. Buck, care Herald, Augusta, Ga.

HELP WANTED

News Editor
for fast growing Florida newspaper wanted at once, splendid opportunity for first class news writer. Wire or write, Roderick Arkell, Sebring, Florida. State salary and experience.

Circulation Managers.
Two ambitious circulation managers must be over 30 years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Manager, Butterick Publishing Company, Butterick Building, New York.

Circulation and Promotion Manager
for fast growing Local Daily near New York. Must be experienced and furnish first class references. Excellent opportunity for live wire. Box C-961, Editor & Publisher.

Wanted.
Live Manager to take complete charge of oldest Newspaper in Hanover. Plant recently equipped with modern machinery, full leased wire service, etc. Apply by letter giving age, experience, references and salary expected. Box C-964, Editor & Publisher.

Wanted.
Successful newspaper reporter who has been interested enough in getting into advertising to have studied it and who sees in advertising a better future for himself—for this man there is an opening in the advertising department of a large department store. State fully age, experience, salary required, etc. Advertising Manager, J. L. Hudson Company, Detroit, Michigan.

FOR SALE AT ALBANY, N. Y.

Hoe Lightning Sextuple Web Press

This press was new in 1918, but has been run less than one hour per day. No breaks, not worn enough to affect it in any way. Can be seen at Albany Journal Building until sold. Has complete stereotype equipment.

Also, one Model 17 Linotype, No. 22214, with two fonts matrices and motor, fine working order.

Two Model 9 Linotypes, Nos. 22076 and 23193, four magazine, with four fonts matrices and motor, fine working order.

PALMER, DeWITT & PALMER
350 Madison Avenue, New York City

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40 to $50, we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money, or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

BUSINESS OPPORTUNITIES

General Manager
who can invest few thousand dollars in proposition requiring development. Opportunity to treble investment in 2 years. Key C-946, Editor & Publisher.

Daily Newspaper for Sale.
Creston (Iowa) Daily Advertiser; population 8,034. Only daily in ideal field; north 60 miles; east 115 miles; south 60 miles; west 100 miles. Price $125,000. No alibis; just want to sell at a price that means a profit.

Newspaper Properties.
Omar D. Gray, Sturgeon, Missouri, specializes in consolidating newspaper properties in same city. If you want to buy property of your competitor or sell write Gray. He has seven clients who want to purchase daily newspapers.

Pacific Coast Newspaper
property with large commercial printing department. Doing $100,000.00 annually. Carried five million lines advertising last year. Now dominating almost exclusive field of more than 50,000 population. Own building and wonderful mechanical equipment. This is a real opportunity for one or two practical men able to make first payment of not less than $50,000. Property is ideally located from transportation standpoint, both rail and water. Climatic conditions hard to excel. Substantial and growing community having a real future. This is high class proposition in every sense of the word and now on the market for the first time for reasons instantly recognized as legitimate. Replies should be accompanied by evidence of financial ability, and will be treated in strictest confidence. Address P. O. Box 2672, Station "D," San Francisco.

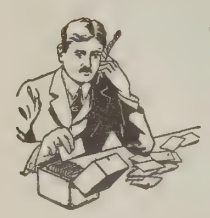
FEATURED ARTICLES

Publishers—Attention!
We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



WHAT will your newspaper do, both editorially and in advertising, with this year's school graduations? When you appeal to this class of readers you are in the company of the city's most interesting citizens. See to it that each one is cited for honor in your columns. Tell your enterprising merchants to address these future business and professional men and women and home-makers.

A CLEVELAND furniture store notified customers of their approaching anniversary sale in a novel way recently. Invitations were printed in the exact style of theatre tickets, and a pair sent to each home. It permitted customers to participate before the event was advertised in the papers, and a valuable souvenir was given upon presentation of the tickets at the store.—H. H. Hudson, *Cleveland Press.*

It isn't to late yet to work up a page or a double-page spread around your home-town nine, either professional or amateur, using its schedule, with half-col. pictures of players, and other news layout through the center. A few minutes planning in the ad department will uncover a surprising number of stores, athletic shops, sport goods dealers, tobacco stores, barber shops, florists, awning dealers, auto men and supplies dealers, etc., who cater to baseball fans and would buy space if the copy has a baseball tang.—J. L.

A way of ridding a city of house-to-house canvasser, with his false assertion of lower prices and small profits, was pointed out by the merchants of Madison, Wis., recently, when 28 of them cooperated in a window display drive and a four-page newspaper ad showing why the public should patronize the regular retail store for hosiery. Ad men will find that mills will co-operate and proves good for a big spread.—L. J. Jellison.

The *Marysville* (Cal.) *Democrat* recently obtained a full page of advertising from the National Automobile Club featuring the club's state-wide service at the charge of $10 a year. The service includes towing, roadside repairing, transportation of gasoline and oil, and tire changing. The ad solicited memberships in the club.—W. B.

The *Houston* (Tex.) *Post-Dispatch* is running photographs of old ten homes in Houston, during ten successive weeks, and to the persons who can tell to whom they belong, by whom they were built, and where they are located, two tickets to a local theatre is given each week. Owners of the homes are barred from participation, but only when their home is being featured. This is done, so the Post-Dispatch says, to interest people of Houston in the romance and history of the fine, old homes of the city. This could be made an interesting feature for papers elsewhere.—A. W. Roe.

Under a large caption—SAVE—Don't Throw It Away!—may be grouped ads of shoe repairers, dyers and cleaners, upholsterers, doll hospitals, dish cements, mend shops and all the list of businesses who specialize in making something old "as good as new." This is a particularly timely page to run right now during spring housecleaning and should be easy to solicit.—F. J. McEniry.

"Tips to the Home Builder," makes a "spot" center for a weekly page featuring advertisements of all classes of trade appealing to the home builder or home owner. The "tips" can be obtained from the various houses, architects, etc., and should be such as to guide the average man in planning his home.—B. A. T.

One of the best pullers in working up farm auction sale advertising is to keep an up-to-the-minute calendar of the sales as fast as the dates are made. Arrangement should be made with all auctioneers to report all sale dates made to the office immediately. Auctioneers are generally glad to make this arangement as it prevents conflicts of sales in the same locality. This point should be stressed in all the newspaper's auction publicity, as a definite service to the sale holder. Incidentally it is a good idea to carry a line to this effect on all auction hand bills put out concurrently with the advertising. Eventually this service will strengthen itself, until the newspaper will be making most of the dates for the auctioneers. This entails a little extra work in the office but is the inside track to get the sale advertising.—W. Webb McCall, *Mt. Pleasant* (Mich.) *Times.*

An index to local store advertisements is run on the second title page of the *Fort Wayne* (Ind.) *News-Sentinel,* on days when the paper must be more or less packed with ads. Stores and the pages on which their display ads appear are listed. This appeases to some extent the advertiser whose ad runs in a less favorable position than his compeitor and at the same time renders a valuable service to the busy reader.—Glenn E. Hopper.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

PUBLIC interest in New York has recently been centered on the grand jury investigation of the "easy child marriages." This gives opportunity for a timely local feature regarding the age at which Cupid's darts strike oftenest in your city, legal marriage age, etc. Divorce age records should give an important angle to the story.—Glenn E. Hopper, Fort Wayne.

The *Santa Ana* (Cal.) *Register* publishes a column of personal news under the heading "You and your Friends, Please Phone or Mail Items," and the number of such items printed indicates that readers of the paper are responding to the invitation—L. C. Pratt, Pasadena, Cal.

If you have a Zoo in your city, a good animal story can always be obtained by getting a couple of musicians to play, first the violin and classical music and then the saxophone and "jazz" before the cages of the various animals. The reactions are sometimes very funny—almost human! For example, at the Denver zoo, foxes ran to cover when the wild, wailing "jazz" began, the buffalo grew angry, snorted and pawed the ground and the bears started to dance. All responded in some manner to "jazz" while the classical music did not seem to register at all.—F. J. McEniry.

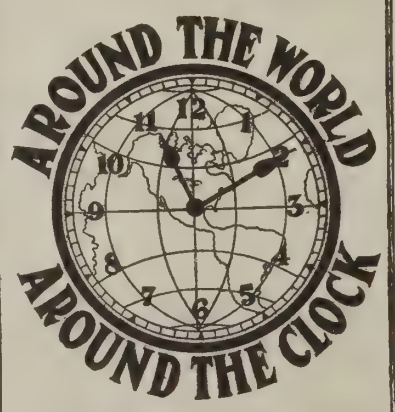
Check up on the number of transient autos in your town for a day by having a reporter keep a close lookout for the state license and city nameplates. A good automobile story can be written from the tabulations.—Robert B. Miller.

Run a prize contest to find out whi local man belongs to the most differe lodges. Offer a prize of $5 or $10 to t man. Get the contestants to write giving their names and addresses and t names of the lodges to which they belor Publish all letters just as written. T would be of great interest to every lod member in your city.—Frank Williams.

Some time ago, we discovered, in round-about way that our subscrib wanted more news from the court ho so we started such a department. T county officers have taken a great inter in it so we carry about two columns court house news each week under a he using the cut of the court house. It one of the most valuable features carry.—Donald O. Ross, *Washing* (Ia.) *Democrat.*



BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

SPOT A BIG NATIONAL SUCCESS When You See It Coming

ELLA CINDERS

Comedy Strip With An All-Star Comic Cast

Starts June 1

Metropolitan Newspaper Service
Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York



GUS and GUSSIE
By JACK LAIT
Great new daily comic strip will amuse millions. Don't watch it grow—*grow with it!*
KING FEATURES SYNDICATE, Inc.
241W. 58th St. New York City

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Magazine Feature Pages.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department
Address the Secretary Treasurer please, Mr. Clarence Eyster, care Sta Building, Peoria, Ill.

The Advertising Situation

IN

THE SOUTH

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham News ..... (E)	78,337	.18	.18
*Birmingham News ..... (S)	89,196	.18	.18
**Mobile News-Item ..... (E)	11,722	.05	.05
*Mobile Register ..... (M)	20,192	.08	.07
*Mobile Register ..... (S)	32,440	.025	.036
FLORIDA			
*Daytona Daily News..... (ES)	4,036	.035	.035
*Florida Times-Union, Jacksonville.. (M&S)	41,293	.10(S.12)	.10(S.12)
*Miami Herald ..... (M)	31,499	.07	.07
*Miami Herald ..... (S)	36,498	.08	.08
*Orlando Sentinel ..... (M&S)	5,749	.035	.035
††St. Petersburg Independent..... (E)	10,087	.04	.04
*Tampa Times ..... (E)	18,021	.05	.05
*Tampa Tribune ..... (M&S)	29,481	.08(.09S)	.07(.08S)
GEORGIA			
*Augusta Herald ..... (E)	15,753	.05	.05
*Augusta Herald ..... (S)	15,190	.05	.05
††Macon Telegraph ..... (M)	25,137	.07	.07
††Macon Telegraph ..... (S)	25,137	.07	.07
**Savannah Morning News (M), 21,372. (S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY			
*Lexington Leader ..... (E)	19,498	.06	.06
*Lexington Leader ..... (S)	19,376	.05	.05
*Paducah Sun ..... (E)	9,275	.04	.04
NORTH CAROLINA			
†Asheville Citizen ..... (M)	14,066	.055	.055
†Asheville Citizen ..... (S)	14,540	.055	.055
††Greensboro Daily News..... (M)	25,543	.08	.07
††Greensboro Daily News..... (S)	32,547	.07	.07
††Raleigh News and Observer..... (M)	29,982	.07	.07
††Raleigh News and Observer..... (S)	34,169	.07	.07
*Winston-Salem Sentinel ..... (E)	16,031	.06	.06
SOUTH CAROLINA			
**Columbia Record ..... (E)	16,107	.05	.05
**Columbia Record ..... (S)	15,907	.05	.05
**Columbia State ..... (M)	24,246	.07	.07
**Columbia State ..... (S)	24,442	.07	.07
**Greenville News ..... (M)	20,190	.065	.06
*Spartanburg Journal ..... (E)	4,086	.05	.05
*Spartanburg Herald (M) 6,901..... (S)	9,606		
TENNESSEE			
*Chattanooga Times ..... (M)	27,545	.08	.08
*Chattanooga Times ..... (S)	27,606	.08	.08
*Nashville Banner ..... (E)	55,560	.11	.11
*Nashville Banner ..... (S)	55,471	.12	.12
VIRGINIA			
**Danville Register and Bee..... (M&E)	12,128	.05	.05
**Danville Register (Sunday)	7,134		
*Newport News Times-Herald..... (E)	7,827	.05	.05
*Newport News Daily Press..... (S&M)	5,706		
*Roanoke Times & World News.... (M&E)	26,188	.07	.07
*Roanoke Times ..... (S)	17,815	.06	.06
**Staunton News-Leader (M), Leader.. (E)	6,424	.035	.035

* A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.
** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

The South, covering an area of over 945,000 square miles, has over 36,000,000 people. This represents about one-third of the population of the United States distributed over about one-third of its area. Beside this, these 945,000 square miles are endowed with natural resources such as are found in no similar area on earth.

The possibilities and opportunities for sales are increasing every day in proportion to the commercial and industrial expansion that is taking place. Advertising results are most promising in this territory since the purchasing power and merchandising facilities have attained a high point.

The bank deposits have increased nearly ten times during the past twenty years, until at present they are in excess of $6,000,000,000.

At present, billions of dollars are in circulation. Some of this is finding its way into banks, but the larger part will be used to buy daily needs as well as luxuries.

The daily newspapers will help you to convert its readers into buyers of your advertised products.

Consumer Demand and Acceptance

Food advertisers have found through experience that The Sun can be depended upon to create a demand for a new product and increase the sales of products already established in the New York market.

During 1924, The Sun published more than half a million lines of Food Advertising, and for the last six months of 1924 published more Food Advertising than any other New York newspaper.

During the first four months of 1925, The Sun published more than 135,000 lines of Foodstuffs advertising — has had the greatest gain in this classification of any New York evening newspaper, and was one of three papers to show a gain for these four months.

The Sun goes into the homes and is read by the family because it is a clean, honest, dependable newspaper, holding the confidence of its readers.

A rigid censorship is maintained on all advertising submitted.

The Sun

280 BROADWAY NEW YORK

JOURNALISM LIBRARY
to be taken from this room

HOUSTON, TEXAS, 1925 A. A. C. W. CONVENTION—PHILADELPHIA NEXT

EDITOR & PUBLISHER

1884 *The Newspaper Advocate* 1925

SUITE 1700 TIMES BUILDING, NEW YORK,
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 50 | NEW YORK, MAY 9, 1925 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
not to be taken from this room

Just out!

Bellringers of 1924

The second annual collection of news stories picked for their reportorial excellence from the thousands written by Tribune reporters during 1924; illustrated with news photos and pictures of the reporters represented.

Price 10 cents
(13 cents by mail)

Editorials of 1924

Illuminating and forceful Tribune editorials showing The Tribune's stand on the problems of 1924; illustrated with cartoons by John T. McCutcheon and Carey Orr.

Price 5 cents
(8 cents by mail)

Both books for two dimes

Address the
Public Service Bureau
11 S. Dearborn St.
Chicago

Buying Space to Sell Space

Did our newspapers cheat American business men when they sold them upwards of six hundred million dollars' worth of advertising space last year?

The attitude of many publishers toward advertising indicates that they regard it as blue sky and bunk. Like the old-time bartender, they sell it to suckers but don't touch it themselves.

They expect poorly paid, poorly equipped, unsupported solicitors to sell unlimited quantities of space to merchants, manufacturers, banks, want ad users, etc. But they can't even listen to suggestions that they themselves *buy* advertising space.

Many of these publishers attained their position through the reportorial and editorial departments. Yet they often fail to realize that editorial independence and reportorial enterprise must have a foundation of financial stability.

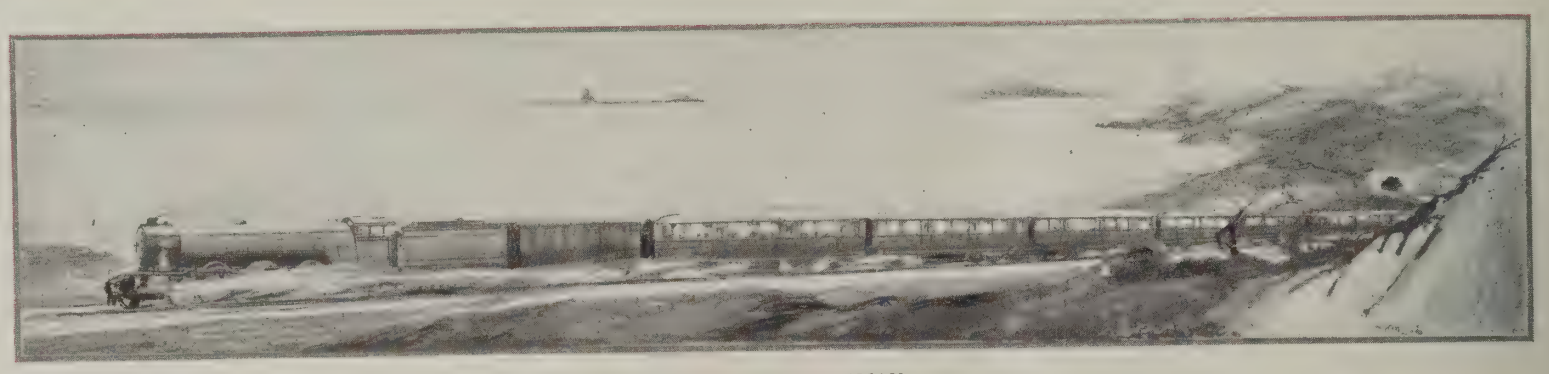
Newspapers live on advertising. Without revenues from the sale of space the whole publishing business would collapse. Subscription rates would soar. Circulations would decline. Influence, profits, importance, would drop swiftly. The American press would fall to the subsidized, unstable insignificance of newspapers in countries where volume of advertising does not exist.

This advertising is not only the support of the American press. It it a dynamic, energizing force in American business and throughout American life.

We publish this booklet in the hope that it may stimulate newspaper publishers to greater use of the force which they manufacture

Above is reproduced the first page of a booklet "Buying Space to Sell Space" which will be mailed free on request.

The Chicago Tribune
The World's Greatest Newspaper



THE FLYING SCOTSMAN

The London & North Eastern Railway Sends Greetings to the Delegates to the International Advertising Convention at Houston

Give one thought to the convention of last year!

The same entertainment which you enjoyed then is available always.

A welcome to England, whether you come individually or collectively, awaits you at anytime.

The "Flying Scotsman" still leaves Kings Cross Station, London, daily at 10.00 a. m. for Scotland as it has done for 63 years.

The L. N. E. R. is the only railway in the world with a century's history—

It ought to know its job by now—and it does.

Remember W. M. Teasdale, Advertising Manager, L. N. E. R., Kings Cross Station, London.

He remembers you and is sorry he cannot be at Houston, but if you are contemplating a trip to Europe—



York, "the walled city of great antiquity," on the London and North Eastern Railway

Communicate with

H. J. Ketcham, General Agent
London & North Eastern Railway
311 Fifth Avenue, New York

LONDON AND NORTH EASTERN RAILWAY

OF ENGLAND AND SCOTLAND

Growth
—in circulation
—in advertising

For the fifth consecutive time The Times-Picayune showed a gain in both daily and Sunday circulation in its April 1 semi-annual statement to the United States Post Office Department. . . . No other New Orleans paper has shown such steady and consistent growth.

The Times-Picayune's circulation figures represent 28% excess daily and 22% excess Sunday over the figures published by the second paper, and 54% excess daily and 37% excess Sunday over the figures published by the third paper.

What is more important, The Times-Picayune's circulation figures are regularly substantiated by the audits of the Audit Bureau of Circulations.

* * * * * * *

The Times Picayune printed 3,970,424 lines of paid advertising during the first quarter of 1925—a gain of 175,969 lines over the same period last year.

All the three major divisions of advertising—local display, national and classified—shared in this increase, which was markedly greater than that shown by any other New Orleans newspaper.

During this three months' period The Times-Picayune printed 55% more paid advertising than the second paper, seven issues a week against seven, and 84% more paid advertising than the third paper, seven issues a week against seven. It printed more paid advertising than an evening-morning-Sunday combination, seven issues a week against thirteen, despite the fact that a large proportion of the combination's lineage was sold on a basis of insertion in both evening and morning issues for the price of one. It maintained its undisputed leadership not only in all three main divisions of advertising, but in the great majority of standard classifications, whether the advertising appeal was directed to women buyers, to men buyers or to men and women alike.

Only outstanding, steadfast merit can account for the overwhelming preference shown for The Times-Picayune month after month, year in and year out, by newspaper readers and newspaper advertisers.

"Truth in Circulation"

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc. New York, Chicago, Detroit, St. Louis, Kansas City end Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.

First In the Southwest

The Houston Chronicle leads all newspapers in the Southwest in National Advertising.

The total National advertising published during 1924

2,769,924 lines

This proves Houston to be a productive market and that the Chronicle covers this market at one cost.

In Houston the CHRONICLE is:

First in City circulation.
First in Country circulation.
First in Total circulation.
First in Local advertising.
First in National Advertising
First in Classified advertising.

First In Circulation Gain

For six months period ending April 1, 1925, the HOUSTON CHRONICLE gained 5360 subscribers, which is a greater gain than any other Texas newspaper.

73,331 Daily
84,934 Sunday

A merchandising Service Department is maintained to assist National advertisers to enter the HOUSTON market and maintain their sales standing.

DETAILED INFORMATION
GLADLY FURNISHED

The HOUSTON CHRONICLE

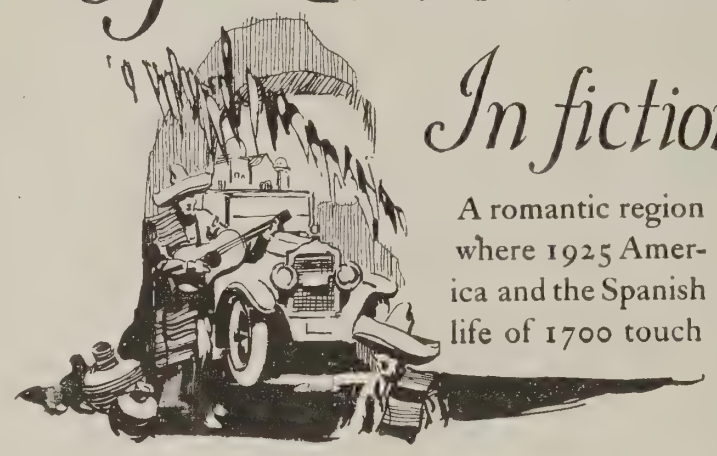
HOUSTON, TEXAS

M. E. FOSTER, Publisher STEVE KELTON, Manager National Advertising

JOHN M. BRANHAM COMPANY, National Representatives

Get the facts about the Golden Center of America's Bright Spot

The Lower Rio Grande Valley of Texas



In fiction:

A romantic region where 1925 America and the Spanish life of 1700 touch

In fact:

An intensively developed region that produces more wealth from the soil than any other equal area in the world.



Richer in soil than the far-famed delta of the Nile, tropical Mexico or Brazil; farther south than Miami or San Diego, yet cooled by Gulf breezes, the Lower Rio Grande Valley of Texas is a region of wealth where 150,000 men and women are producing something every day in the year.

400,000 acres of irrigated land of unrivaled fertility in constant cultivation creates from the steady income of "new" money, a huge *every-month-in-the-year* buying power, and a continual demand for all the necessities and luxuries of life required by the cultured people of the Valley as well as for implements and machinery of all kinds.

Intensive cultivation of rich farms and citrus orchards by adequately financed landowners instead of "shoe string" operations by tenants, makes a demand for only the best of equipment and plenty of it.

Within the past 12 months, ending May 1, 1925, the Valley will have produced and shipped to market, 90,370 bales of cotton, 10,000 to 12,000 carloads of vegetables, and nearly 400 carloads of grapefruit, oranges, and lemons.

For further information about the richest territory in the United States for an intensive selling campaign, write any of the following publications:

THE BROWNSVILLE HERALD
Every afternoon and Sunday Morning
Brownsville Texas

SAN BENITO LIGHT
Thursdays
San Benito, Texas

THE VALLEY FARMER & CITRUS GROWER
Monthly
San Benito, Texas

THE HARLINGEN STAR
Fridays
Harlingen Texas

WILLACY COUNTY NEWS
Thursdays
Raymondville Texas

LOWER RIO GRANDE VALLEY MAGAZINE
Monthly
Mission, Texas

MERCEDES NEWS ITEM
Fridays
Mercedes, Texas

THE WESLACO NEWS
Thursdays
Weslaco, Texas

THE DONNA NEWS
Thursdays
Donna Texas

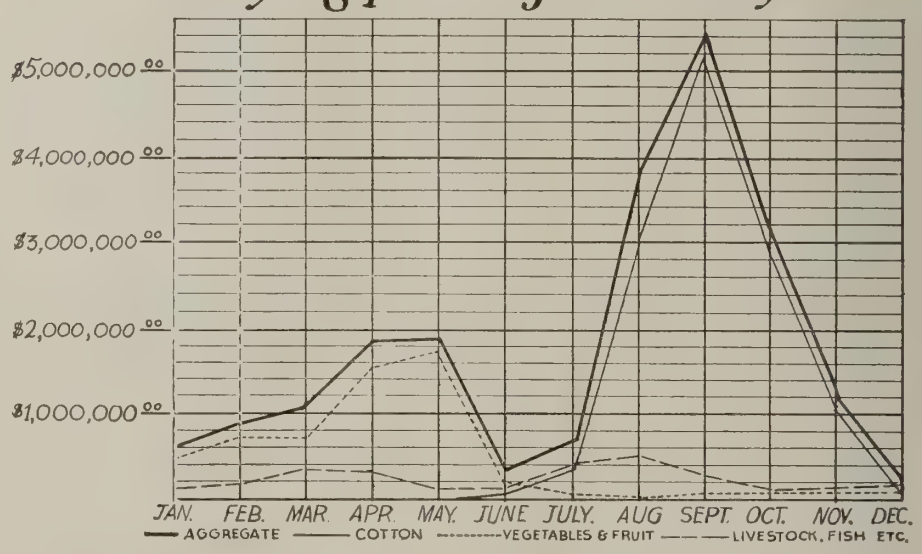
SAN JUAN-ALAMO SENTINEL
Thursdays
San Juan, Texas

MONTY'S MONTHLY
Monthly
McAllen, Texas

THE MISSION TIMES
Fridays
Mission, Texas

MERCEDES TRIBUNE
Thursdays
Mercedes, Texas

Buying power of the Valley



Come to the Lower Rio Grande Valley

on the Circle Tour following the Houston Convention

Immediately following the Houston Convention, the most important of all the Circle Tours will be that to the Lower Rio Grande Valley-- Raymondville, Lyford, Harlingen, La Feria, Mercedes, Weslaco, Donna, Alamo, San Juan, Edinburg, Pharr, McAllen, Mission, San Benito, Brownsville, and across to Matamoras, Mexico.

In addition to seeing towns and cities typical of no other section of Texas, you will see the luxuriant semi-tropical section of Texas, exclusive to the Valley and at a time when climate and nature have have joined hands in making it beautiful beyond description.



EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, MAY 9, 1925 No. 50

A. A. C. W. "Coming of Age" Convention Sees Truth Idea Firmly Established

Principle First Adopted on Texas Soil 13 Years Ago Now Permeates Advertising in All Its Phases—Clubs Now Advocating Universal Understanding and Outlawing War

"TRUTH IN ADVERTISING" as a working code for the nation's business was first written, read, and heard when the Associated Advertising Clubs met in 1912—in Dallas, Texas. The organization was then eight years old and ambitious for the great task that lay before it—the banishment of deceit from business announcements.

The Advertising Clubs return to Texas this week. Twenty-one years old, the Association celebrates its "coming of age" convention in the knowledge that the idea which came to life on the soil of Texas 13 years ago has been accepted and that it permeates the greater part of the stories that business tells the public in 1925. "Truth in Advertising" may be called established.

"Truth and Universal Understanding" is the word as the seventeen railroads that meet the sea at Houston bear thither their thousands of advertising men for the 1925 meeting. The resolution adopted at the London meeting in 1924 declared it the firm conviction of business men that war as a method of adjusting international misunderstandings is the supreme peril of humanity, and called upon the Advertising Clubs of the World to make a message of international goodwill part of their permanent program until war shall have a place only in history, and "world service, comradeship, and international co-operation shall become universal."

The international thought expressed in that resolution, and given force by the meeting in London last year, which brought delegates from all over both hemispheres, receives additional impetus at Houston.

Great Britain is represented by a score of forward-looking advertisers eager to maintain the contacts established two years ago. The international peace resolution which received the signatures of the British and 19 other nations at London will gain further adherents this year, when delegates from every state of the Mexican Republic and from practically every country of Central and South America will take part in the convention.

"Advertising and Its Influence for World Peace" will be the general topic of every one of the 15 speakers who will occupy the pulpits of Houston's churches Sunday morning.

And, to translate the convention's high thoughts into every-day business action, the Pan-American Trade Conference will go into session in Houston on May 15, the day after the A. A. C. W. convention adjourns.

All of this takes place, fittingly enough, within the borders of a State that has saluted six flags in its history of the last three hundred years.

Convention affairs open Saturday night with a reception in the magnificent new city auditorium of Houston, with the idea of compelling delegates who went to London last year to remember and as soon forget the great Albert Hall reception accorded the American visitors when Great Britain was a host. Details of this and of the Sunday inspirational program and of the business sessions which will keep the members of 21 departmental associations occupied from Monday to Thursday—all are given minutely on the pages which follow. Major aspects of the meeting, other than those mentioned so far and those detailed in the program, are the contest for the 1926 convention and the election of a new president to succeed Lou E. Holland, of Kansas City who was elected in 1922 and re-elected in 1923 and 1924. He has declined to serve another term, and his successor will take office with the association in the best financial condition of its history and enjoying the confidence of the public and of advertisers in particular on both sides of the Atlantic.

The prospect of a contest for the nomination for the first time in several years gives interest at this time to the A. A. C. W. method of nominating officers and the plan of suffrage.

The chief governing body of the association is the executive committee, three of whose seven members are elected on the floor of the annual convention—the president, secretary, and retiring president. Nominations for president and secretary-treasurer are made by the joint assembly, which comprises one representative from each of the departmental organizations, and representatives from the geographically-separated districts. Additional nominations for president may be made from the floor of the business meeting of the annual convention.

Other members of the executive committee, besides those named, are elected as follows:

One is chosen as their president by the board of advertising club presidents, meeting at the convention; another is elected chairman by the national advertising commission; a sixth is elected by the representatives of the women's advertising clubs, and the seventh is elected by the sustaining members.

In addition to electing a member of the committee, the advertising club presidents are also given the duty of nominating the next convention city, their choice being subject to ratification on the floor of the convention. Other nominations can be made from the floor, but it is the practice to ratify the choice of the club presidents.

The joint assembly, in addition to acting as a nominating committee, also serves as a committee on resolutions and both of these bodies are employed during the convention, for the presentation of important matters which require study before presentation to the convention business session.

Candidates who have been mentioned frequently for the presidency include C. K. Woodbridge, of New York; Rowe Stewart of Philadelphia; and Homer J. Buckley of Chicago. Mr. Woodbridge, whose candidacy has been aggressively forwarded by the New York Club, is advertising manager of the Dictaphone Company, and has been prominent in local club affairs for many years. He has taken an active part in the national movement also for several years and has many friends throughout the organization. Mr. Stewart, who is general manager of the *Philadelphia Record,* is a past president of the association and is well acquainted with the trials of the office. It might be stated, parenthetically, that none of the

(*Continued on page* 52)

GOV. FERGUSON WELCOMES ADVERTISERS ON BEHALF OF ALL TEXANS



GOVERNOR FERGUSON

ALL Texas will greet those who come to Houston for the Associated Advertising Clubs convention.

All Texas will welcome them.

Those who are not in Houston will be staying in Dallas and Fort Worth, San Antonio and Austin, so that when you make the post-convention tours your welcome and your entertainment over the State will be of the same quality as that you have had in Houston.

There is plenty in Texas for you to see. From the wind-swept plains of the Panhandle to the rice fields of the Southeast, from the lumber pine forests of East Texas to the flowering gardens of the Rio Grande Valley, from the rich cotton fields of the black land belt to the majestic beauty of the Davis Mountains, you can gather a story of the richness and the promise of the Lone Star State. From the battlefields of San Jacinto to the hallowed shrine of the Alamo you will learn the story of that fight; you will catch the romance and the glory of "Thermopylae had her messenger of defeat; the Alamo had none."

In the name of the State of Texas, I bid you welcome.

MIRIAM A. FERGUSON, Governor.

OFFICIAL PROGRAM

Twenty-First Annual Convention

Associated Advertising Clubs of the World

HOUSTON, TEXAS, MAY 9 to 14, 1925

SUMMARY OF PROGRAM AND CONVENTION FEATURES

THEME OF CONVENTION—"Advertising as a Means to World Progress."

SATURDAY, May 9.

Evening—

"Welcome to Texas" Reception—City Auditorium.

Concert by Mexican National Band (by courtesy of President Calles, Republic of Mexico).

Formal reception on stage, welcoming officials of the Associated Advertising Clubs of the World and official spokesmen of each Advertising Club and each Department of the National Advertising Commission.

Addresses of Welcome by

Miriam A. Ferguson, Governor of Texas:

Oscar F. Holcombe, Mayor of Houston;

Amon G. Carter, Fort Worth, chairman, Tenth District, Associated Advertising Clubs.

William S. Patton, president, Advertising Association of Houston;

Samuel R. Bertron, president, Houston Chamber of Commerce.

Response by Lou E. Holland, Kansas City, president, Associated Advertising Clubs of the World.

SUNDAY, May 10.

Morning—

Special services in various Houston churches with delegates at the convention as speakers.

Afternoon, 1:00—

Houston Club, Private Dining Room.—Joint Luncheon, Executive Committee, Associated Advertising Clubs of the World and District Chairmen and Chairmen of Standing Committees, Associated Advertising Clubs.

Afternoon, 2:30—

Inspirational Meeting, City Auditorium.

Presiding: Lt. Governor Lynch Davidson of Texas.

Band Concert—2.30 to 3:00 P. M.

Music—Texas Prairie View Normal Chorus (100 negro voices).

Invocation—the Rev. F. M. C. Bedell, Christ Episcopal Church, Houston.

Speaker—Charles Aubrey Eaton, Congressman from New Jersey.

Keynote Address—"Advertising as a Means to World Progress."

Evening, 8:00—

City Auditorium.

Band Concert by Royal Scotch Highlanders Band, St. Petersburg, Florida.

Address by the Rt. Rev. Clinton S. Quin, Bishop of the Episcopal Church of Texas, Houston, "Moral Influence of World Peace."

Address by Morris Sheppard, United States Senator from Texas, "Economic Influence of World Peace."

Concert—The Mexican National Band (courtesy of President Calles of the Republic of Mexico).

MONDAY, May 11.

Morning—9:00—General Session, City Auditorium.

Convention formally opened by President Holland.

Addresses of welcome by delegates from other countries by President Holland and Mayor Holcombe.

Responses by

Sir Willian Veno, Manchester, England.

Arturo Elias, Mexico, special envoy, President Calles.

Samuel Tolon, official representative, Cuban Government.

Norman S. H. Catts, Sydney, Australia.

Message to the convention from President Calvin Coolidge.

Herbert Hoover, Secretary of Commerce, Washington, "The Influence of Advertising on Distribution."

L. W. Baldwin, president, Missouri Pacific Railroad Company, the Gulf Coast Lines and the International-Great Northern Railroad, St. Louis, "Advertising and Public Opinion."

Denick W. Dunlay, Assistant Secretary of Agriculture, Washington, "Advertising the Farmer as a Business."

John H. Logeman, chairman, International Exhibit Committee, Chicago, "The Advertising Exhibits."

PROGRAM

Afternoon—12:30.

Annual Meeting National Advertising Commission for election of officers and other business, Rice Hotel.

Afternoon—2:00.

General Session, City Auditorium.
Presiding: William S. Patton, president, Advertising Association of Houston.
James W. Young, vice-president, J. Walter Thompson Company, Chicago, "Romance of Marketing."
Major Wynne Williams, advertising manager, *Times*, London, "Britain's Gain."
H. W. Wayne, director, E. Harris and Company, Ltd., and Kenway, Ltd., London, "Truth in International Publicity."
Meeting will adjourn early for Ship Channel trip to San Jacinto Battleground.

TUESDAY, May 12.

Morning—9:00.

General Session, City Auditorium.
Presiding: Edwin T. Meredith, president, Meredith Publications, Des Moines.
George Waverly Briggs, vice-president, City National Bank, Dallas, "Service, the Genius of Progress."
Edith McClure-Patterson, Dayton, Ohio, home budget specialist, General Federation of Women's Clubs, "How Advertising Serves the Consumer."
Mrs. Anita Simpson, Albert Frank & Company, Chicago, "How We Are Selling the Value of Advertising to Women in the Home."
Hiram Bingham, United States Senator from Connecticut, "Aviation for World Progress."
Martin J. Insull, president, Middle West Utilities Company, Chicago, "The Benefits of Public Utility Advertising to the Consumer."

Afternoon—12:30.

Meeting of Joint Assembly, Brazos Hotel.

Afternoon—2:00.

Departmental Sessions.

Evening—6:30.

Annual Dinner Board of Club Presidents, Rice Hotel Ball Room.

WEDNESDAY, May 13.

Morning—9:00.

Departmental Sessions.

Afternoon—1:00.

Trip to Galveston. Special trains from Union Station to convey all delegates to Galveston.

Afternoon—3:00.

General Session, Galveston City Auditorium,

INTERNATIONAL DAY.

Presiding: C. K. Woodbridge, president, Dictaphone Corporation, chairman General Program Committee, New York.
Address of Welcome—Baylis Harriss, Mayor of Galveston.
Address by George E. Roberts, vice-president, National City Bank, New York.
Address by delegate from South America (name to be announced).
Brief address by Roy Miller, president, Intracoastal Canal Association, Houston.

THURSDAY, May 14.

Morning—9:00.

Departmental Sessions.

Afternoon—2:30.

General Session, City Auditorium.
Presiding: President Holland.
Presentation of olive wood gavel, made in the Carpenter Shop in Nazareth by an orphan boy—a ward of America—by Miss L. MacKibbin, National Committee Near East Relief and Member of League of Advertising Women of New York.
Annual Business Meeting.
Report of secretary-treasurer, Jesse H. Neal.
Report of Federation of Women's Advertising Clubs, Miss Ethel B. Scully.
Report of National Advertising Commission, W. Frank McClure.
Report of Committees:
Constitution and By-Laws, T. W. LeQuatte, chairman, National Vigilance Committee.
National Vigilance Committee, by Herbert S. Houston, chairman.
Educational, Paul T. Cherington, chairman.
Speakers Bureau, George W. Hopkins, chairman.
International Advertising Club Development, Frederick M. Feiker, chairman.
Reforestation, Malcolm Muir, chairman.
Report on Resolutions by chairman of Joint Assembly.
Announcement of nomination of convention city, by president, Board of Club Presidents.
Announcement by Jesse H. Neal, secretary-treasurer, of previous selections to Executive Committee of the Associated Advertising Clubs of the Word by the Sustaining Members, Board of Club Presidents, Federation of Women's Advertising Clubs and National Advertising Commission.
Election of president.
Election of secretary-treasurer.

Afternoon—4:30.

Delegates conveyed by motor to Hermann Park for rodeo exhibition and southern barbecue.
Miller Memorial Theatre (Hermann Park), Musical Revue, "South of 36."
Entertainment at City Auditorium.

Evening—10:30.

Delegates depart for Texas Post Convention Tours.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

(Newspaper Department, A. A. C. W.)

COMPLETE PROGRAM

MONDAY, May 11.

(Unofficial Session.)
Assembly Hall, Chamber of Commerce.

Morning—9:00.

Informal "get-together" of newspaper men.

Morning—10:00.

Session opened by Frank T. Carroll, president, A. of N. A. E., and advertising manager, Indianapolis News.
Address of welcome—M. E. Foster, president, Houston Chronicle.
Response—Harvey R. Young, advertising director, Columbus Dispatch.

PROGRAM

Report of secretary and other introductory business proceedings.
Announcements.

CLASSIFIED ADVERTISING

Meeting place to be announced

TUESDAY, May 12.
(Unofficial Session.)
Morning—10:30.

Joint meeting of A. of N. A. E. and Association of Newspaper Classified Advertising Managers. This session will be in charge of the Classified men. The A. of N. A. E. will be represented on the program by Carl P. Slane, Publisher, the Peoria Journal-Transcript, who will discuss the subject, "The Relation of Classified to Other Divisions of the Advertising Department."

LOCAL DISPLAY ADVERTISING PROBLEMS

Afternoon—2:00.
(Unofficial Session.)
Assembly Hall, Chamber of Commerce.

Thomas K. Kelly, president, T. K. Kelly Sales Company, Minneapolis, "The Development of Special Sales Through Newspaper Advertising."
Major Wynn Williams, advertisement manager, London Times, "How We Are Developing More Newspaper Advertising in England."
M. E. Foster, president, Houston Chronicle, "The Development of Advertising from Public Utilities."
George S. Cohen, president, Foley Brothers Dry Goods Company, Houston, "Department Store Advertising from the Inside."
Informal Discussions:

How often should sales meetings for salesmen be conducted? What information should be covered? Should they be confined to general discussions or assigned topics?
Stories of successful advertisers to be presented from the floor by members. Amount of space used, number of papers used, results secured, etc.
What is the relative value of special sales advertising, as compared with institutional and style advertising?
Should newspapers exact a minimum daily lineage from theatres? Should the lineage requirement be based upon the amount of publicity secured?
What should the closing hour for copy be, both for morning and evening paper, assuming that proofs are required? How many changes should be allowed on proofs without an extra composition charge?
Is direct mail advertising by retailers growing? How can direct mail competition be combated most successfully?

NATIONAL ADVERTISING PROBLEMS

WEDNESDAY, May 13.
(Official Session.)
Assembly Hall, Chamber of Commerce.
Morning—9:00.

Holland Hudson, National Vigilance Committee, A. A. C. of W., "The National Vigilance Committee and the Newspapers."
James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, "The Relationship Between Advertising Agencies and Newspapers."
Prof. Daniel Starch, Graduate School Business Administration, Harvard University, and director, Department of Research, A. A. of A. A., "Markets and Media Research."
Informal Discussions:

Should special positions be sold or should all advertisements be handled on the run of paper basis? What are the proper definitions of each kind of preferred position service? How much does it cost the newspaper to handle each kind of position?
What are acceptable methods of developing national newspaper advertising from manufacturers located in the immediate vicinity of the newspaper's publication city? (Newspapers should develop home city manufacturers for their own paper with the idea of the manufacturer extending his operations to newspapers in other markets instead of to magazines.)
Do present and future conditions justify a change in merchandising service policies, either from the standpoint of extending or curtailing such operations?
Will radio broadcasting become a greater or less factor as an advertising medium?

PROBLEMS AFFECTING COMPLETE ADVERTISING DEPARTMENTS

THURSDAY, May 14.
(Official Session.)
Morning—9:00.
Assembly Hall, Chamber of Commerce.

A. L. Carmical, director of publicity and promotion, Chicago American, "Promotion As a Factor in Newspaper Advertising."
Merle Sidener, president, Sidener-Van Riper Advertising Company, "Non-Skid Advertising."
R. A. Turnquist, advertising manager, Milwaukee Journal, "Effective Rulings to Differentiate National from Local Advertising."
Informal Discussion:

Should newspapers maintain a supply of many type styles or just a few that are well selected?
What suggestions can be offered covering effective sales arguments for newspaper advertising?
What plans are used to develop Saturday lineage for an evening newspaper with a Sunday issue and Monday lineage for a morning paper with a Sunday issue?
How can comparisons of lineage and circulation be handled in a solicitation without "Knocking" other newspapers?

Afternoon—2:00.
(Unofficial Session.)
Assembly Hall, Chamber of Commerce.

Completion of discussion of more important subjects remaining after adjournment of previous sessions.
Report of Resolutions Committee.
Report of Auditing Committee.
Report of Nominating Committee.
Election of Officers.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

H. S. Gardner, presiding.

TUESDAY, May 12.
Afternoon—2:30.

Welcome, Shelly E. Tracy, Southwestern Advertising Agency, Dallas.

PROGRAM

Response, H. S. Gardner.
"Function of Advertising in Distribution of Merchandise," John Benson, Benson, Gamble & Crowell, Chicago.
"Constructive Co-operation," James O'Shaughnessy, executive secretary, American Association of Advertising Agencies.
"How Agencies Can Use Vigilance Movement to Best Advantage," H. J. Kenner, manager, Better Business Bureau, New York.

WEDNESDAY, May 13.
Morning—9:30.
"Market and Media Research," Dr. Daniel Starch, American Association of Advertising Agencies.
"Co-ordinating Advertising With Sales," Arthur W. Sullivan, Joseph Richards Company, New York.
"Post-War Change in Overseas Marketing," Overseas Guests.

THURSDAY, May 14.
Morning—9:30.
"How Accessible to Public Should Manufacturer Aim to Make His Product?" A. B. Taylor, Ferry-Hanly Advertising Company, Kansas City.
"Planning the Copy Appeal," James W. Young, J. Walter Thompson Company, Chicago.
"Shall the Campaign be Sectional"? Harborough I. Lill, The Chambers Agency, New Orleans.

DIRECTORY AND REFERENCE MEDIA DEPARTMENT

TUESDAY, May 12.
Afternoon—2:00.
The principal paper at the meeting of the Directory and Reference Media Department will be presented by Col H. H. Burdick, R. L. Polk & Company, Detroit, president of the department.

CHURCH ADVERTISING DEPARTMENT

TUESDAY, May 12.
Afternoon—2:00.
Presiding: William N. Bayless, president, The Tiffany-Bayless Company, Cleveland, Ohio.
"A Remarkable Co-operative Interchurch Campaign," A. G. Corry, church advertising specialist, Philadelphia.
"The Church and the Newspaper," John T. Brabner Smith, in charge of secular press publicity, world service agencies, Methodist Episcopal Church, Chicago.
"The Newspaper is Anxious to Co-operate," J. B. Fraser, promotion manager, Hamilton (Ont.) Herald.
"Broadcasting Religion to a Receptive World," Graham Stewart, advertising director, People's Popular Monthly, Des Moines.
"How to Win Newspaper Co-operation," Frank LeRoy Blanchard, director public relations, Henry L. Doherty & Co., New York.

WEDNESDAY, May 13.
Morning—9:00.
Presiding: Rev. F. M. C. Bedell, Christ Church Rectory, Houston.
"What Has the Church Got to Advertise?" Rev. Kerrison Juniper, pastor, First Congregational Church, St. Petersburg, Fla.
"Copy That Compels," William N. Bayless, president, Tiffany-Bayless Company, Cleveland.
"Some Effective Methods From My Experience," Rev. P. B. Hill, Pastor, First Presbyterian Church, San Antonio.
"The Advertising of Truth," Norman T. A. Munder, president, Norman T. A. Munder Company, Baltimore.
"Putting Religion on the Front Page," E. P. Beebe, assistant treasurer, Iron Age Publishing Company, New York.

THURSDAY, May 14,
Morning—9:00.
Presiding: W. Frank McClure, vice-president, Albert Frank & Co., Chicago.
"Can the Church Use Poster Advertising?" Clarence B. Lovell, advertising manager, Poster Advertising Company, Inc., New York.
"From the Publisher's End," Rowe Stewart, business manager, Philadelphia Record.
"Church Advertising in England," Sidney Joseph Fox, Hallett, Fox & White, London, England.
"Impressions of Current Church Advertising," Norman M. Parrott, secretary, Advertising Club of Baltimore.
"The Church's Outside Audience," Joseph M. Ramsey, business manager, The Expositor, Cleveland,

AGRICULTURAL PUBLISHERS ASSOCIATION

Three sessions will be held by the Agricultural Publishers Association. Marco Morrow of the Capper Publications, Topeka, president of the association, will preside.

Sessions begining at 2:30 p. m., Tuesday, May 12, and 9:30 a. m., Thursday, May 14, will be devoted solely to business and routine matters.

The program for the session at 9:30, Wednesday, May 13, follows:

Morning—9:30.
"A Tribute from Vigilance to the Agricultural Press," Holland Hudson, special representative, National Vigilance Committee, New York.
Morning—10:45.
"Some Recent Changes in the Rural and Small Town Market," Paul T. Cherington, director of research, J. Walter Thompson Company, New York.

NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS

E. E. Brugh, Chicago, president of the association, presiding.
Time of the meeting to be announced.
"Fundamentals of Advertising," E. E. Brugh.
"Importance of Theatre Programs to the National Advertisers," Ralph Trier, president, New York Theatre Program Corporation.
"Establishment of National Rate and Uniform Program as Aid to National Advertiser Using Theatre Programs," D. R. Mills, president, Mills Advertising Company, Omaha.

DIRECT MAIL ADVERTISING ASSOCIATION

Joseph Meadon will preside at the session Tuesday afternoon, May 12, Frank L. Pierce Wednesday morning and Homer J. Buckley Thursday morning.

TUESDAY, May 12.
Afternoon—2:00.
"The Customer's Viewpoint on Direct Mail Advertising," Irene I. Donath, president, Donath Service, New York.

PROGRAM

"Writing Music for House Organs," R. Fullerton Place, editorial director for Business Papers, House Organs and Associated Magazines, St. Louis; president, Advertising Club of St. Louis.

"Agitation of Information," John H. Clayton, manager department of printed salesmanship, Beals & Morrison, Oklahoma City.

"The Fundamentals of Direct Mail Selling," John Howie Wright, editor, Postage, N. Y.

WEDNESDAY, May 13.

Morning—9:30.

"How to Improve Your Business Letters," S. R. Stauffer, letter counsellor, Minneapolis.

"Eliminating the Waste in Direct Mail Advertising," Homer J. Buckley, president, Buckley, Dement & Company, Chicago.

"Potentialities and Peculiarities of Direct Mail in the South," Jules J. Paglin, advertising manager, Sam Bonard, New Orleans, La.

THURSDAY, May 14.

Morning—9:30.

"Humanizing Advertising," Claude M. Bolser, Department of Journalism, Indiana University, Bloomington, Indiana.

"Selling 30,000 Salesmen by Mail," A. Rasmussen, general sales manager, W. and H. Walker, Inc., manufacturing chemists, Pittsburgh.

"Some Notable Examples of Church Advertising," William N. Bayless, president, Tiffany-Bayless Company, Cleveland.

ASSOCIATED RETAIL ADVERTISERS

TUESDAY, May 12.

Afternoon—2:00.

Chairman: Theodore G. Morgan.

"The Advertisement Itself," Miss Catherine McNelis, advertising manager, Fowler, Dick & Walker, Wilkes-Barre, Pa.

"Merchandising the Advertisement," George B. Forristall, advertising manager, Foley Bros. Dry Goods Company, Houston.

"Retail Copy," Speaker to be announced.

"How a Better Business Bureau Develops Retail Advertising Standards," Edward L. Greene, special representative, National Vigilance Committee.

WEDNESDAY, May 13.

Morning—9:00.

Chairman: George B. Forristall, Foley Bros. Dry Goods Company, Houston.

"Changes in Retailing and the Advertiser," H. H. Maynard, professor of business organization, College of Commerce and Journalism, Ohio State University.

"Advertising, the Open Road to Profit," Martin L. Pierce, director of research, The Hoover Company, North Canton, Ohio.

"Store Publications," H. E. Hart, president, Hart Company, Chicago.

"Adapting the Other Fellow's Ideas," Amosh H. Weigel, Standard Corporation, New York and Chicago.

THURSDAY, May 14.

Morning—9:00.

Chairman: Theodore G. Morgan.

"Crediting Basement Readers with Average Intelligence," Miss Harriet Goodsite, Advertising Department, LaSalle & Koch Company, Toledo, Ohio.

"Big Town Advertising with Small Town Facilities," Roy G. McKinney, advertising manager, Baker-Hemphill Company, San Angelo, Tex.

"Teasers as a Help to Selling," R. D. Friend, advertising manager, Pelletier Company, Sioux City, Iowa.

"Human Appeal in Furniture Advertising," Mrs. Guy M. Locking, advertising manager, Buckeye Furniture Company, Toledo, Ohio.

"Building a $2,000,000 Business in a Town of 1,000 People," Bob Mooney, president, the B. & O. Cash Store, Temple, Okla.

COMMUNITY ADVERTISING DEPARTMENT

TUESDAY, May 12.

Afternoon—2:00,

Presiding: Charles F. Hatfield, secretary and general manager, St. Louis Convention and Publicity Bureau; president, Community Advertising Department.

"Health Appeal in Community Advertising," Homer N. Calver, executive secretary, American Public Health Association, New York.

"How Advertising Specialties Advertise Communities," U. Rae Colson, president, U. Rae Colson Company, Paris, Ill.

"How Tourist Camps Advertise a Community," J. Lee Barrett, secretary-treasurer, International Association of Tourist Camps, Detroit.

WEDNESDAY, May 13.

Morning—9:00.

Presiding: Don E. Mowry, general secretary, Chamber of Commerce, Madison, Wis.

"The Florida Mill Tax; How Distributed and What It Has Accomplished," Jefferson Thomas, president, Thomas Advertising Service, Jacksonville, Fla.

"Chamber of Commerce Publications as Medium for Community Advertising," Montague A. Tancock, manager, Bureau of Publicity, Chamber of Commerce, Omaha.

"How Missouri Has Organized to Sell Its Resources to the World," George A. Pickens, secretary, Missouri Association, Jefferson City, Mo.

"How Advertising Has Developed the Pacific Coast Country," Lloyd Spencer, Seattle Post-Intelligencer, president, Pacific Coast Advertising Clubs Association.

"The Place of the Motion Picture in Community Life and Development," J. Homer Platten, treasurer, Motion Picture Producers & Distributors of America, Inc., New York.

"How the City of St. Louis Advertises," Walter B. Weisenburger, chairman, Publicity Committee, St. Louis Chamber of Commerce; past president, Advertising Club of St. Louis.

THURSDAY, May 14.

Morning—9:00.

Presiding: Charles F. Hatfield.

"The Good Will of the Community," William P. Green, associate director, National Vigilance Committee, New York.

Report of Committees:

Extension—Don E. Mowry, chairman.

Research—(Truth)—Montague A. Tancock,

PROGRAM

Chairman, manager, Bureau of Publicity, Omaha Chamber of Commerce.
Membership—Frank B. White, chairman, president, Agricultural Advertising Service, Chicago.
Miscellaneous reports and discussion; election of officers.

GRAPHIC ARTS ASSOCIATION

WEDNESDAY, May 13.

Morning—9:00.

"How the Photo-Engraver Can Help the Printer," Edward Epstean, Walker Engraving Company, New York.
"Truth in Printing," Norman T. A. Munder, president, Norman T. A. Munder Company, Baltimore.
"Salesmanship As It Applies to Printing," G. C. Willings, vice-president, Intertype Corporation, New York, N. Y.
Subjects to be announced—Joseph Meadon, president, Franklin Press, Detroit; Fred Johnston, president, Johnston Printing & Advertising Company, Dallas.

ADVERTISING SPECIALTY ASSOCIATION

The Advertising Specialty Association will hold one session on Wednesday morning, May 13. Frank A. Geiger, president, Geiger Brothers, Newark, N. J., and president of the association, will preside. The program follows:

"Financial Advertising as a Field for Specialties," Paul Hardesty, manager of publicity, Union Trust Company, Chicago.
"Supplementing Direct Mail with Specialty Advertising," Harry Todd, vice-president and general manager, Kuhl & Bent Company, Chicago.
"Augmenting Community Advertising with Specialties," Charles F. Hatfield, president, Community Advertising Department, St. Louis.
"Advertising Specialties as an Aid to Screen Advertising," Douglas D. Rothacker, president, Screen Advertisers Association, Chicago.
"Good-Will—Its Value and Creation by Specialties," Bennett Chapple, advertising manager, American Rolling Mills Company, Middletown, Ohio.
"Making the Desert Blossom," L. H. Buckley, American Art Works, Coshocton, Ohio.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION.

(Time and place to be determined.)

C. A. Stinson, president, Gatchel & Manning, Inc., Philadelphia, "The American Photo-Engravers Association's Contribution to Modern Advertising."
J. J. Walden, president, Southwestern Engraving Company, Ft. Worth, "The Development of the Great Southwest Through the Aid of Pictures."
Edward Epstean, Walker Engraving Company, New York City, "The Photo-Engraving Process" (Illustrated).
O. F. Kwett, president, Northern Engraving Company, Canton, Ohio, "Pictures as an Aid to Distribution of the World's Goods."
Lou E. Holland, "Harnessing the Power of Pictures in Advertising."
H. C. Campbell, president, Western Engraving & Colortype Company, Seattle, "Your Story in Pictures Leaves Nothing Untold."
Addresses by President Houser and by Louis Flader, Chicago, commissioner of the Photo-Engravers department.

FEDERATION OF WOMEN'S ADVERTISING CLUBS OF THE WORLD.

TUESDAY, May 12.

Afternoon—2:00.

Theme: "The Advertising Woman's Part in World Progress."
Greetings— Lou E. Holland, president, Associated Advertising Clubs of the World, New York City.
"The Woman Proprietor Aiding World Progress," Miss Leno Osborne, advertising, Oklahoma City.
"World Progress Needs Women of Confidence!" Carl Hunt, manager, Associated Advertising Clubs, New York City.
"Advertising Responsibilities Assumed by Women in World Progress," Mrs. Carolyn Trowbridge Radner-Lewis, director of publicity, H. R. Mallinson & Co., Inc., New York City.
Federation Business Reports and Election of Officers.

POSTER ADVERTISING ASSOCIATION

TUESDAY, May 12.

Afternoon—2:00.

Presiding: Tom Nokes, secretary and general manager, Johnstown Poster Advertising Company, Johnstown, Pa.
Welcome Address—P. L. Michael, president, Houston Poster Advertising Company, Houston.
"Posters—The Greatest Common Denominator," Clarence B. Lovell, advertising manager, General Outdoor Advertising Company, Inc., New York.
"Posters and Their Co-ordination with Other Media," Harold Kayton, manager, Sunset System of San Antonio, San Antonio.
"A Message from Overseas," H. W. Wayne, director, E. Harris & Company, Ltd., London.
"The Future of Poster Advertising," Harry Crawford, president, Galveston Poster Service, Galveston.
"International Uniform Service in Poster Advertising," E. Allen Frost, counsel, Poster Advertising Association, Chicago.

WEDNESDAY, May 13.

Morning—9:00.

"The Relation of Advertising to Distribution," Warren L. Hoagland, chief, Specialties Division, Department of Commerce, Washington.
"The Choice of Media as a Means of Elimination of Waste in Distribution," Richard F. O'Toole, chief, Latin American Division, Bureau of Foreign and Domestic Commerce, Washington.
"The Present Scope of Better Business Bureau Work," Harry W. Riehl, manager, Better Business Bureau, St. Louis.
"What Poster Advertising Has Done for Our Product," J. O. Cheek, president, Cheek-Neal Coffee Company, Nashville.
"Can the Church Use Poster Advertising?" William N. Bayless, president, Tiffany-Bayless Company, Cleveland.

NATIONAL INDUSTRIAL ADVERTISERS' ASSOCIATION AND THE ASSOCIATED BUSINESS PAPERS, INC.

TUESDAY, May 12.

Afternoon—2:00.

Julius Holl, advertising manager, Link-Belt Company, Chicago, and president, Industrial Advertisers, will preside.

PROGRAM

"The Industrial Advertiser and the Community," Bennett Chapple, director of publicity, American Rolling Mills Company, Middletown, Ohio.
"How Trade Advertising Benefits the Ultimate Consumer," Paul I. Aldrich, editor and manager, National Provisioner, Chicago.
"Improving Industrial Methods Through Advertising," Keith J. Evans, advertising manager, Joseph T. Ryerson & Sons Company, Chicago.
"The Economic Function of Business Paper Advertising," Jesse H. Neal, executive secretary, Associated Business Papers, Inc., New York.

FINANCIAL ADVERTISERS ASSOCIATION

Presiding: E. H. Kittredge, Hornblower & Weeks, Boston, president, Financial Advertisers' Association.

TUESDAY, May 12.

Afternoon—2:00.

"Greetings from the Associated Advertising Clubs of the World," President Holland.
"The Ideal Savings Bank," Alvin P. Howard, vice-president, Hibernia Bank and Trust Company, New Orleans, and president Savings Bank Division, American Bankers' Association.
"Home Banks and Premiums," Guy W. Cooke, assistant cashier, First National Bank, Chicago.
Discussion.
"Building a New Business Machine for a City Bank," H. J. Bernard, cashier, Second National Bank, Houston, Texas.
Discussion.
"Does Circulation of Savings Customers Pay?" Sam R. Lawder, vice-president, First National Bank, Houston.
"Out-Faking the Fake Publication," Sam P. Judd, publicity manager, Merchantile Trust Company, St. Louis.

WEDNESDAY, May 13.

Morning—9:00.

"Your National Advertising Commission," Mr. McClure.
"Protecting the Good Will Investment of Financial Advertisers," Kenneth Bernard, manager, Better Business Bureau, Detroit.
"Some Major Problems in Investment Advertising," H. M. Tenney, advertising manager, First National Bank, Houston.
"Employees Contests," Paul Hardesty, publicity manager, Union Trust Company, Chicago.
"Educational Service in Financial Advertising," W. J. Kelley, assistant vice-president, Chicago Trust Company, Chicago.
"Yes, We Have Nothing to Advertise," W. B. Weissenburger, vice-president, National Bank of Commerce, St. Louis, Mo.
"How to Finance Enduring Patriotism," Herbert S. Houston, publisher, Our World, New York.

PUBLIC UTILITIES ADVERTISERS

TUESDAY, May 12.

President's address, W. H. Hodge.
E. Paul Young, Illinois Power & Light Corporation, Chicago, "Costs and Results."
I. M. Tuteur, McJunkin Advertising Company, Chicago, "Better Copy."
Discussion, led by LaBert St. Clair, American Electric Railway Association, New York.
Edward J. Cooney, Lowell, Mass., "Interesting Facts about the Exhibit,"
Dana H. Howard, Commonwealth Edison Company, Chicago, "Membership Campaign Results,"
Donald M. Mackie, Consumers Power Company, Jackson, Mich. "The Association Bulletin."
Leonard Ormerod, Bell Telephone Company, Philadelphia, "Employment Opportunities."

WEDNESDAY, May 13.

P. C. Staples, Bell Telephone Company of Philadelphia, "Keeping the Organization Abreast of its Advertising."
C. R. Winters, Central Advertising Agency, Wichita, Kan., and George Ade Davis, Oklahoma Gas & Electric Company, Oklahoma City, discussing the agency and the direct advertising sides of the question, "Relation of Advertising Agency to Public Utility Advertising."
Marshall E. Sampsell, Illinois Public Service Company, Chicago, "The Use of Motion Pictures by Public Utilities."
J. C. Jordan, Pacific Gas & Electric Company, San Francisco, George McQuaid, Texas Public Utility Information Bureau, Dallas, and B. J. Mullaney, People's Gas, Light & Coke Company, Chicago, "Good Will and Institutional Advertising."

CLUB OFFICERS CONFERENCE

TUESDAY, May 12.

Afternoon—2:00.

Presiding: Norman M. Parrott, secretary, Advertising Club of Baltimore.
"The Qualifications of a Good Advertising Club Secretary," R. Fullerton Place, president, R. Fullerton Place & Co.; president, Advertising Club of St. Louis.
"The Clubs' Educational Work," Paul T. Cherington, chairman, Educational Committee, Associated Advertising Clubs of the World; director of research, J. Walter Thompson Company, New York.
"Duties and Responsibilities of an Advertising Club," Joe Marshall, Fidelity Mutual Life Insurance Company, Pasadena, Cal.
"How the Washington Bureau is Serving the Clubs," Robert E. Hutchinson, director, Washington, D. C.
"Better Business Bureau Benefits," William P. Green, associate director, National Vigilance Committee, New York.

WEDNESDAY, May 13.

Morning—9:00.

Presiding: Norman M. Parrott.
"Simple Methods of Accounting," Frank L. Galle, advertising manager, Wichita Eagle; chairman, Seventh District, Wichita, Kansas.
"The Associated Advertising Clubs of the World," Lou E. Holland, Kansas City, president.
"The Most Important Club in Town," Earle Pearson, educational director, Associated Advertising Clubs of the World, New York.
"What Has the Association to Offer to the Junior Clubs?" C. C. Younggreen, Klau, Van Pietersom-Dunlap-Younggreen; chairman, Sixth District, Milwaukee, Wis.
"How the New England Clubs Stage a District Convention," Frederick W. Bliss, General Electric Company, Providence, chairman, First District.

STATISTICAL SNAPSHOT OF TEXAS AS A MARKET AND ITS NEWSPAPER ADVERTISING FACILITIES

CITY 1920 Population	Bank Resources	Value Manufactured Products	Chief Industries	Trading Area	Wholesale Houses	Retail Outlets	Daily Newspapers	Total Circulation
ABILENE 18,000	$6,000,000	.....	Grain elevator, gins, oil mill, cotton compress, broom factory, printing, auto springs, planing mills and railroad shops. Wholesale center.	25 to 50 miles to each direction. Retail shopping is not uncommon for a distance of 200 miles.	Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1.	Automobile agencies and accessories, 75; bakers, 7; cigar stores and stands, 12; confectioners, 12; delicatessen, 3; dressmakers, 7; druggists, 13; dry goods, 12; department stores, 4; electrical supplies, 6; florists, 4; fruits, 6; furniture, 6; garages, 20; grocers, 84; hardware, 5; jewelry, 5; meat markets, 8; men's furnishings, 15; men's clothing, 12; merchant tailors, 1; milliners, 12; opticians, 6; photographers, 6; pianos and musical instruments, 3; radio supplies, 6; restaurants, 26; shoes, 20; sporting goods, 5; stationers, 4; women's apparel, 8.	Evening..... 1 Sunday..... 1	E6,731 S7,824
AMARILLO 15,494	9,816,000	$3,000,000	Railroad shops, zinc smelter, flourmill, creamery, oil refinery, leather goods, sheet metal, products, candy, ice, brick and tile, oil development.	22 miles in all directions.	Groceries, 4; Meats, 2. Fruits, 7; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Farm Implements, 14; Auto Accessories, 6; Auto Tires, 9; Miscellaneous, 19.	Automobile agencies and accessories, 66; bakers, 6; cigar stores and stands, 23; confectioners, 19; delicatessen, 2; dressmakers, 8; druggists, 20; dry goods, 17; department stores, 1; electrical supplies, 3; florists, 3; fruits, 5; furniture, 13; garages, 10; grocers, 90; hardware, 5; jewelry, 13; meat markets, 26; men's furnishings, 16; men's clothing, 16; merchant tailors, 6; milliners, 12; opticians, 6; photographers, 6; pianos and musical instruments, 3; radio supplies, 3; restaurants, 36; shoes, 16; sporting goods, 6; stationers, 1; women's apparel, 17.	Morning..... 1 Evening..... 2 Sunday..... 2	M8,206 E7,563 S16,238
ATHENS 3,176	2,443,693	1,250,000	Brick, building, tile, pottery and clay products, auto batteries, printing, mattresses.	Extends 25 miles north, south, east and west.	Groceries, 2.	Automobile agencies and accessories, 20; bakers, 1; confectioners, 2; dressmakers, 1; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 1; florists, 1; furniture, 2; garages, 6; grocers, 18; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; milliners, 1; opticians, 1; photographers, 1; pianos and musical instruments, 1; radio supplies, 1; restaurants, 10; women's apparel, 2.	Evening..... 1	E680
AUSTIN 34,876	27,000,000	7,121,000	Furniture, chili factory, printing, foundries, machine shops, ice factories, fruit and meat canning, compresses, brick factories.	40 to 50 miles.	Groceries, 3; Meats, 2; Fruits, 2; Hardware, 7; Dry Goods, 1.	Automobile agencies and accessories, 51; bakers, 20; cigar stores and stands, 15; confectioners, 40; dressmakers, 40; druggists, 33; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 8; fruits, 36; furniture, 18; furriers, 1; garages, 34; grocers, 132; hardware, 5; jewelry, 12; meat markets, 51; men's furnishings, 8; men's clothing, 25; merchant tailors, 1; milliners, 9; opticians, 5; photographers, 9; pianos and musical instruments, 6; radio supplies, 1; restaurants, 73; shoes, 13; sporting goods, 3; stationers, 6; women's apparel, 8.	Morning..... 1 Evening..... 1 Sunday..... 2	M11,511 E6,438 S22,173
BEAUMONT 40,422	.....	.....	Oil refining, lumbering, rice milling, iron manufacturing, shipbuilding, hardwood manufacturing.	Extends 40 miles west, 100 miles east, 125 miles northeast, 100 miles north, 30 miles south.	Groceries, 5; Meats, 6; Fruits, 3; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Drugs, 1; Miscellaneous, 5.	Automobile agencies and accessories, 116; bakers, 10; cigar stores and stands, 23; confectioners, 5; delicatessen, 5; druggists, 26; dry goods, 8; department stores, 7; electrical supplies, 6; florists, 5; furniture, 14; furriers, 2; garages, 8; grocers, 154; hardware, 4; jewelry, 10; men's furnishings, 15; men's clothing, 15; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 5; pianos and musical instruments, 5; radio supplies, 5; restaurants, 18; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 3.	Morning..... 1 Evening..... 1 Sunday..... 1	M22,271 E7,316 S31,431
BONHAM 6,008	2,000,000	.....	Gasoline Pump Mfg. Co. and Mattress Mfg. Co., farming, truck and fruit raising, dairying.	15 to 20 miles.	Groceries, 1; Fruits, 1.	Automobile agencies and accessories, 21; bakers, 1; confectioners, 5; druggists, 3; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages, 5; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos and musical instruments, 1; radio supplies, 2; restaurants, 4; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.	Evening..... 1	E1,568
BRENHAM 5,066	5,000,000	1,846,000	Cotton seed oil mill, cotton mill, creamery, ice cream, foundry, machine shops, gas light and electric plant, printing, chicken hatchery, two cotton gins,, planing mill.	Radius of 30 miles.	Groceries, 4; Fruits, 1.	Automobile agencies and accessories, 27; bakers, 3; cigar stores and stands, 21; confectioners, 8; delicatessen, 1; dressmakers, 19; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 1; florists, 2; fruits, 12; furniture, 3; garages, 8; grocers, 26; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 3; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos and musical instruments, 1; radio supplies, 2; restaurants, 7; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 4.	Evening..... 1	E1,068
BROWNSVILLE 11,791	6,500,000	75,000	Winter truck and citrus fruit and average 5,000 bales of cotton. Farming community all about here. Tourist city, also manufacture 10,000 dozen palm hats, mattresses, shirts and suits.	North and westerly 26 miles. Across river into old Mexico, truck farming, cotton and citrus fruit communities with 15 miles and Point Isabel on the Gulf of Mexico have bus lines and good roads connecting.	Groceries, 5; Meats, 4; Fruits, 3; Dry Goods, 1; Miscellaneous Lines, Fruit and Truck, 4; Candy, 1; Drugs, 1.	Automobile agencies and accessories, 36; bakers, 3; cigar stores and stands, 6; confectioners, 20; dressmakers, 4; druggists, 5; dry goods, 15; department stores, 4; electrical supplies, 1; florists, 3; fruits, 40; furniture, 8; furriers, 1; garages, 6; grocers, 20; hardware, 5; jewelry, 4; meat markets, 20; men's furnishings, 10; men's clothing, 10; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 5; pianos and musical instruments, 3; restaurants, 12; shoes, 10; sporting goods, 2; stationers, 3; women's apparel, 12; curio stores, 4.	Evening..... 1 Sunday..... 1	E3,150 S3,150
BROWNWOOD 12,500	3,726,144	.....	Railroad lines, rock crushers, candy and pecan products, brick, women's clothing, printing, mattress factories, woodwork plants, cotton oil, gasoline refineries, shale products, cream products, cigars.	50 miles each side.	Groceries, 4; Meats, 2; Fruits, 2; Hardware, 3; Dry Goods, 1.	Automobile agencies and accessories, 37; bakers, 4; cigar stores and stands, 12; confectioners, 8; delicatessen, 1; dressmakers, 3; druggists, 10; dry goods, 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 6; garages, 8; grocers, 42; hardware, 7; jewelry, 3; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 5; pianos and musical instruments, 4; radio supplies, 1; restaurants, 27; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.	Evening..... 1	E1,844
BRYAN 6,800	4,379,712	1,500,000	Ice and bottling; laundry, cotton gins, general merchandise, oil mills.	West and south 20 miles, and to north and west 20 to 30 miles.	Groceries, 2; Hardware, 1; Miscellaneous Lines, 1 Ice, 1 Cotton Seed Oil, Coke and Fertilizer.	Automobile agencies and accessories, 25; bakers, 2; cigar stores and stands, 4; confectioners, 6; delicatessen, 2; dressmakers, 5; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages, 8; grocers, 22; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos and musical instruments, 2; radio supplies, 1; restaurants, 8; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.	Evening..... 1	E1,300
CISCO 10,000	2,000,000	.....	Oil and gas, nitro glyc. plants, oil well supplies headquarters for the larger oil companies.	30 miles in each direction.	Groceries, 3; Meats, 1; Fruits, 1; Miscellaneous Lines, 2.	Automobile agencies and accessories, 18; bakers, 3; cigar stores and stands, 5; confectioners, 2; delicatessen, 1; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 1; florists, 2; fruits, 1; furniture, 1; garages, 15; grocers, 20; hardware, 3; jewelry, 1; meat markets, 2; men's furnishings, 2; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 1; photograpers, 2; pianos and musical instruments, 1; radio supplies, 1; restaurants, 25; sporting goods, 1; women's apparel, 2.	Evening..... 1 Sunday..... 1	E2,000 S2,000
CLEBURNE 16,335	.....	.....	Agricultural products, especially the raising of cotton; also dairy, poultry, fruit and vegetable products.	About 15 miles north, 30 east, 50 south and 75 west.	Groceries, 4; Wholesale Lumber Companies, 4.	Automobile agencies and accessories, 36; bakers, 3; cigar stores and stands, 10; confectioners, 5; dressmakers, 5; druggists, 9; dry goods, 10; department stores, 7; electrical supplies, 5; florists, 4; fruits, 20; furniture, 5; garages, 10; grocers, 75; hardware, 6; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 9; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 4; pianos and musical instruments, 5; radio supplies, 11; restaurants, 10; shoes, 15; sporting goods, 4; stationers, 10; women's apparel, 12.	Morning..... 1 Evening..... 1 Sunday..... 2	M3,408 E1,240 S4,648

CITY 1920 Population	Bank Resources	Value Manufactured Products	Chief Industries	Trading Area	Wholesale Houses	Retail Outlets	Daily Newspapers	Total Circulation
CORPUS CHRISTI 10,500	$8,000,000	. . . . .	At present strictly agricultural. Nueces County produced 92,000 bales of staple cotton last year, which sold for $11,000,000. This county has had the highest yield per acre of any section of cotton belt for last 10 year period.	30 miles north, 30 miles northeast, 40 miles south and 40 miles west.	Groceries, 9; Meats, 2; Fruits, 3; Hardware, 1; Miscellaneous Lines, 3 Grain, 1 Ice Cream.	Automobile agencies and accessories, 23; bakers, 8; cigar stores and stands, 15; confectioners, 12; delicatessen, 2; dressmakers, 15; druggists, 9; dry goods, 20; department stores, 6; electrical supplies, 5; florists, 4; fruits, 15; furniture, 4; garages, 7; grocers, 30; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 7; men's clothing, 9; merchant tailors, 4; milliners, 9; opticians, 5; photographers, 4; pianos and musical instruments, 4; radio supplies, 3; restaurants, 14; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 7.	Morning . . . . . 1 Sunday . . . . . 1 Evening 1	M3,760 S3,760 E . . .
CORSICANA 22,000	17,000,000	$25,000,000	Oil refineries, cotton mills, cotton oil mills, big machine shops, oil well machinery manufacturers, road graders, candy factory, broom factory, fruit cake factory, brick plants, cotton warehouses and compresses, wholesale center with large oil well supply houses, planing mills, and many smaller industries. Center of large agricultural district.	Almost unlimited to the east and south, with larger cities seventy miles north and west dividing the trade about half way.	Groceries, 7; Meats, 3; Fruits, 2; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Oil Well Supplies, 32.	Automobile agencies and accessories, 19; bakers, 2; cigar stores and stands, 15; confectioners, 5; delicatessen, 1; dressmakers, 9; druggists, 11; dry goods, 12; department stores, 6; electrical supplies, 3; florists, 2; fruits, 4; furniture, 7; garages, 7; grocers, 49; hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos and musical instruments, 3; radio supplies, 3; restaurants, 9; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 5.	Evening 1	E4,109
CUERO 3,671	3,000,000	. . . . .	Cotton cloth, cottonseed products; dressed turkeys and poultry, poultry and stock feeds; important inland concentration point for south Texas cotton. Home of Texas Central Power Co. dam and power company, supplying lights and power for Cuero and three neighbor cities.	Extends about 15 miles north, 35 miles west, 30 miles south and 18 miles east.	Groceries, 2; Meats, 2; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Machinery, 1; Feed, 1; Seed, 1.	Automobile agencies and accessories, 27; bakers, 4; cigar stores and stands, 30; confectioners, 12; delicatessen, 4; dressmakers, about 10; druggists, 3; dry goods, 16; department stores, 4; electrical supplies, 3; florists. 1; fruits, 4; furniture, 2; garages, 15; grocers, 12; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1, exclusive: men's clothing, 8; merchant tailors, 5; milliners, 7; opticians, 3; photographers, 2; pianos and musical instruments, 2; radio supplies, 3; restaurants, 9; shoes, 8; supply goods, 2; stationers, 1; women's apparel, 12.	Evening . . . . . 1 Sunday 1	E680 S710
DALLAS 158,976	123,466,099	93,650,000	Petroleum products, cotton seed products, iron and steel, cement, clothing, flour, mixed feeds, bakery products, furniture, packing house products, paints, building materials, cigars, candy, trunks, sporting goods, engraving, architectural stone, automobile accessories, ice cream, jewelry, tents and awnings, tools, show-cases and toys. The leading industry is cotton raising.	Weekly trading radius of 150 miles.	Groceries, 11; Meats, 15; Fruits, 13; Hardware, 5; Dry Goods, 11.	Automobile agencies and accessories, 316; bakers, 30; cigar stores and stands, 28; confectioners, 35; delicatessen, 10; dressmakers, 6; druggists, 275; dry goods, 30; department stores, 8; electrical supplies, 62; florists, 16; fruits, 68; furniture, 62; furriers, 18; garages, 100; grocers, 954; hardware, 16; jewelry, 20; meat markets, 63; men's furnishings, 12; men's clothing, 12; merchant tailors, 69; milliners, 26; opticians, 16; photographers, 22; pianos and musical instruments, 15; radio supplies, 5; restaurants, 97; shoes, 24; sporting goods, 8; stationers, 18; women's apparel, 40.	Morning . . . . . 1 Evening . . . . . 3 Sunday 2	M62,224 E119,893 S141,332
DENISON 17,065	4,989,702	. . . . .	Railroad shops, textile mill, coffee roasting, peanuts and pecans, mattresses, woodwork and cabinet work, nursery stock, greenhouses, flour mills, poultry and cow feeds, ice, ice cream, candy and soda water. Rich farming lands in every direction. Truck farming, cotton, corn and small grains principal crops.	Radius of 25 miles.	Groceries, 2; Meats, 2; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Nursery Stock 1, Barber Supplies 1, Poultry and Eggs 1.	Automobile agencies and accessories, 23; bakers, 4; cigar stores and stands, 75; confectioners, 25; delicatessen, 1; dressmakers, 3; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 3; fruits, 6; furniture, 8; furriers, 1; garages, 15; grocers, 75; hardware, 2; jewelry, 3; meat markets, 11; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 3; pianos and musical instruments, 3; radio supplies, 5; restaurants, 7; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 3.	Evening . . . . . 1 Sunday 1	E5,025 S5,025
DENTON 7,626	2,945,669	. . . . .	Flour milling, brick manufacturing, pottery making.	Extends about 20 miles in each direction.	Groceries, 2.	Automobile agencies and accessories, 16; bakers, 2; cigar stores and stands, 2; confectioners, 3; dressmakers, 3; druggists, 10; dry goods, 8; electrical supplies, 2; florists, 3; furniture, 5; garages, 8; grocers, 33; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 1; milliners. 5; opticians, 3; photographers, 5; pianos and musical instruments, 1; radio supplies, 3; restaurants, 5; shoes, 1; sporting goods, 1; women's apparel, 2.	Evening 1	E2,138
EL PASO 77,560	32,475,001	16,649,982	Gold, silver, copper, lead, cement, brick and tile. flour, sawmill, railroad shops, sash and doors, automobile repairing, machine shops, dairying, cotton seed oil and by-products.	Extends east to Pyote on T. & P. Ry., 237 miles; east to Sanderson on G. H. & S. A. Ry., 313 miles; north to Dawson N. M. on E. P. & S. W. Ry., 463 miles; north on E. P. & S. W. to Tucumcari, N. M., 331 miles; west on S. P. Ry. to Gila, Ariz., 440 miles; and to Aguas Calientes, Mexico, on the N. de M. Ryr., 860 miles.	Groceries, 11; Meats, 6; Fruits, 3; Hardware, 3; Dry Goods, 9; Miscellaneous, 99.	Automobile agencies and accessories, 63; bakers, 25; cigar stores and stands, 28; confectioners, 51; dressmakers, 20; druggists, 60; dry goods, 36; department stores, 4; electrical supplies, 9; florists, 6; fruits, 28; furniture, 36; furriers, 3; garages, 37; grocers, 570; hardware, 15; jewelry, 21; meat markets, 81; men's furnishings, 23; men's clothing, 23; merchant tailors, 2; milliners, 11; opticians, 6; photographers, 17; pianos and musical instruments, 7; radio supplies, 6; restaurants, 121; shoes, 25; sporting goods, 6; stationers, 4; women's apparel, 5.	Morning . . . . . 1 Sunday . . . . . 1 Evening 2	M13,028 S19,808 E26,853
ENNIS 7,500	. . . . .	. . . . .	Cotton, R. R. shops (700 employes).	Covers about 25 square miles.	Groceries, 3.	Automobile agencies and accessories, 29; bakers, 2; cigar stores and stands, 1; confectioners, 1; dressmakers, 1; druggists, 6; dry goods, 18; department stores, 3; electrical supplies, 2; florists, 3; fruits, 1; furniture, 4; garages, 10; grocers, 25; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 2; men's clothing, 3; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 1; pianos and musical instruments, 1; radio supplies, 2; restaurants, 15; shoes, 2; sporting goods, 1; stationers, 6; women's apparel, 2.	Evening 1	E1,025
FORT WORTH 106,482	87,000,000	175,000,000	Meat packing, petroleum refining, metal working, flouring mills, wheat elevators, furniture factories, cotton seed oil mills, railroad shops, overall shirt and dress factories, cement mill, printing and bookbinding, candy.	Extends about 15 miles east; 50 miles north; 50 miles west and south.	Groceries, 6; Meats, 35; Fruits, 14; Hardware, 4; Dry Goods, 3; Miscellaneous Lines, Drugs 3, Oil Well Supplies 40, Grain 37, Cotton 14.	Automobile agencies and accessories, 337; bakers, 38; cigar stores and stands, 44; confectioners, 106; delicatessen, 40; dressmakers, 53; druggists, 126; dry goods, 38; department stores, 5; electrical supplies, 14; florists, 24; fruits, 97; furniture, 64; furriers, 3; garages, 142; grocers, 804; hardware, 22; jewelry, 42; meat markets, 240; men's furnishings, 32; men's clothing, 44; merchant tailors, 62; milliners, 24; opticians, 12; photographers, 20; pianos and musical instruments, 11; radio supplies, 12; restaurants, 350; shoes, 112; sporting goods, 5; stationers, 5; women's apparel, 8.	Morning . . . . . 1 Evening . . . . . 2 Sunday 2	M30,652 E101,400 S150,521
GALVESTON 44,255	35,000,000	14,979,034	Marine iron works and ship repairing, package rice mill, flour mill, soft drinks, coffee roasting, printing and binding, meat packing.	City is located on an island and retail area is confined to section less than 40 miles at points, but extending 200 miles at other points.	Groceries, 15; Meats, 6; Fruits, 4; Hardware, 3; Dry Goods, 1.	Automobile agencies and accessories, 41; bakers, 19; cigar stores and stands, 70; confectioners, 35; delicatessen, 2; dressmakers, 37; druggists, 23; dry goods, 16; department stores, 5; electrical supplies, 8; florists, 5; fruits, 12; furniture, 21; garages, 11; grocers, 199; hardware, 7; jewelry, 14; meat markets, 75; men's furnishings, 14; merchant tailors, 23; milliners, 9; opticians, 4; photographers, 9; pianos and musical instruments, 3; radio supplies, 2; restaurants, 146; shoes, 16; sporting goods, 5; stationers, 9; women's apparel, 9.	Morning . . . . . 1 Sunday 1	M10,546 S14,159
GAINESVILE 8,648	2,585,573	2,000,000	Oil refinery; casing head gasoline plant, flour mill, cottonseed oil mill, brick plant, iron foundry, ice plant, bottling works, mattress factories, overall factory, ice cream factory, cotton gins, saddleries, monumental works, cotton compress, cigar factory, gravel beds, 4 produce houses, railroad shops, drilling 3 oil wells.	35 miles in every direction.	Groceries, 3; Fruits, 2; Miscellaneous Lines, Drugs 1, Candy 1, Ice Cream 1.	Automobile agencies and accessories, 78; bakers, 2; cigar stores and stands, 15; confectioners, 7; dressmakers, 10; druggists, 7; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages, 6; grocers, 63; hardware, 7; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 3; pianos and musical instruments, 1; radio supplies, 4; restaurants, 18; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 1.	Evening 1	E1,600
GONZALES 3,128	450,000	. . . . .	Cotton duck, building and face brick. Large cement products manufacturing. Large commercial chicken hatchery. Cotton oil manufacturing.	20 miles north, east and west, and about 30 miles south.	Groceries, 3; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, Poultry and Eggs, Baby Chicks, Produce and Pecans, Confectionery.	Automobile agencies and accessories, 30; bakers, 3; cigar stores and stands, 20; confectioners, 6; dressmakers, 4; druggists, 3; dry goods, 6; fruits, 3; furniture, 3; garages, 7; grocers, 25; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; pianos and musical instruments, 1; radio supplies, 3; restaurants, 15; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 5.	Evening 1	E500
HILLSBORO 6,952	$540,000	. . . . .	Farming, cottonseed oil and cake, cotton duck and osnaburg, advertising novelties.	20 miles in all directions.	Groceries, 3; Miscellaneous Lines, Produce 2.	Automobile agencies and accessories, 28; bakers, 2; cigar stores and stands, 10; confectioners, 15; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages, 7; grocers, 38; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos and musical instruments, 2; radio supplies, 3; restaurants, 8; shoes, 1; women's apparel, 1.	Evening 1	E1,211

CITY 1920 Population	Bank Resources	Value Manufactured Products	Chief Industries	Trading Area	Wholesale Houses	Retail Outlets	Daily Newspapers	Total Circulation
HOUSTON 138,276	115,500,000	.....	Petroleum refining, vegetable oil pressing and refining, cottonseed products, car wheel foundries, rice milling, oil well machinery and supplies, press cloth, bagging factories, cement and fertilizer, iron and brass foundries, machine shops, packing house products, locomotive repair plants, flour mills, textile mills, railroad shops, candy, overalls, ice cream, boilers and tanks	30 to 35 miles north, west and south.	Groceries, 10; Meats, 7; Fruits, 33; Hardware, 8; Dry Goods, 7; Miscellaneous Lines, Shoes 1, Tires 1, Bottles 2, General Merchandise 1, Grain 16, Confectionery 6, Tobacco 4, Bakers 6, Drugs 3, Ice 10	Automobile agencies and accessories, 140; bakers, 60; cigar stores and stands, 473; confectioners, 573; delicatessen, 14; dressmakers, 227; druggists, 143; dry goods, 64; department stores, 5; electrical supplies, 17; florists, 21; fruits, 89; furniture, 68; furriers, 4; garages, 63; grocers, 745; hardware, 17; jewelry, 35; meat markets, 182; men's furnishings, 22; men's clothing, 43; merchant tailors, 87; milliners, 23; opticians, 12; photographers, 37; pianos and musical instruments, 19; radio supplies, 5; restaurants, 416; shoes, 26; sporting goods, 9; stationers, 7; women's apparel, 17.	Morning..... 1 Evening..... 2 Sunday..... 2	M52,570 E95,363 S132,623
LAMPASAS 3,000	1,500,000	.....	Farming and stock raising	25 to 40 miles in each direction.	Groceries, 4; Produce, 2.	Automobile agencies and accessories, 33; bakers, 1; cigar stores and stands, 10; confectioners, 6; dressmakers, 5; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; furriers, 1; garages, 10; grocers, 5; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 3; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos and musical instruments, 1; radio supplies, 4; restaurants, 9; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 5.	Evening 1	E890
LAREDO 22,710	10,000,000	.....	Crude oil refining, Laredo brick, railroad shops, printing. Numerous miscellaneous factories such as ice, bakeries, rope and twine, planing mills, concrete materials, cotton gins, soap factory, Mexican products, etc.	Includes Nueva Laredo in the State of Tamaulipas, a radius of 60 to 80 miles.	Groceries, 6; Meats, 5; Fruits, 5; Hardware, 1; Dry Goods, 6; Miscellaneous Lines, 12.	Automobile agencies and accessories, 40; bakers, 3; cigar stores and stands, 15; confectioners, 3; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 5; furriers, 1; garages, 10; grocers, 20; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos and musical instruments, 3; radio supplies, 1; restaurants, 5; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 7.	Evening..... 1	.....
LUFKIN 4,827	2,500,000	.....	Four lumber mills, manufacturing pine and numerous hardwood mills that aggregate capacity of 600,000 feet per day. Foundry and machine shop, railroad shops, wagon works, special gin machinery, chemical plant, veneering plant, brick factory, chair and handle factory, 2 printing plants.	50 miles or more radius.	Groceries, 3; Meats, 1; Fruits, 1; Miscellaneous Lines, Hay and Grain 3.	Automobile agencies and accessories, 24; bakers, 2; cigar stores and stands, 7; confectioners, 6; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 1; fruits, 3; furniture, 4; garages, 6; grocers, 40; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos and musical instruments, 1; radio supplies, 1; restaurants, 10; shoes, 7; stationers, 3; women's apparel, 7; sporting goods, 2; dressmakers, 6.	Evening..... 1	E1,280
MARSHALL 14,271	5,729,210	$9,000,000	Lumber, baskets and crates, brick, pottery, car wheels and castings, candy, heavy trailers for trucks, machinery supplies, printing, railroad shops. Darco (a clarifier manufactured from lignite coal, mainly used for clarifying sugar).	20 miles east; 15 miles south and north; 20 miles west.	Groceries, 3; Meats, 2; Fruits, 2; Hardware 1.	Automobile agencies and accessories, 38; bakers, 2; cigar stores and stands, 8; confectioners, 2; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 5; garages, 10; grocers, 96; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 4; photographers, 2; pianos and musical instruments, 3; radio supplies, 3; restaurants, 8; shoes, 1; sporting goods, 3; stationers, 1; women's apparel, 5.	Morning..... 1 Sunday..... 1 Evening..... 1	M3,608 S3,720 E2,732
MEXIA 10,621	3,470,156	.....	Oil, agricultural center, printing, machinery supplies, railroad shops.	25 miles in each direction.	Groceries, 3.	Automobile agencies and accessories, 17; bakers, 4; cigar stores and stands, 12; confectioners, 2; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 13; department stores, 4; electrical supplies, 3; florists, 2; furniture, 3; garages, 4; grocers, 15; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 5; opticians, 2; photographers, 2; pianos and musical instruments, 2; radio supplies, 2; restaurants, 6; shoes, 1; stationers, 2.	Evening..... 1 Sunday..... 1	E4,293 S4,293
McALLEN 6,100	1,500,000	.....	No manufacturing. Citrus fruit, grapefruit, oranges, lemons, etc.	Includes entire Rio Grande Valley, 25 miles wide and 60 miles long.	Groceries, 3; Hardware, 1; Dry Goods, 2.	Automobile agencies and accessories, 35; bakers, 2; cigar stores and stands, 8; confectioners, 4; delicatessen, 2; dressmakers, 5; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 3; garages, 12; grocers, 7; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 2; pianos and musical instruments, 2; restaurants, 6; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 4.	Evening..... 1	.....
McKINNEY 6,677	8,000,000	.....	Cotton oil mill, ice plant, cotton mill, flour mills.	Radius 5 to 15 miles.	Groceries, 3; Meats, 1; Fruits, 1; Hardware, 1.	Automobile agencies and accessories, 18; bakers, 3; cigar stores and stands, 12; confectioners, 12; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 3; fruits, 2; furniture, 3; garages, 5; grocers, 30; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos and musical instruments, 2; radio supplies, 3; restaurants, 10; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 1.	Evening..... 1	E1,600
NACOGDOCHES 3,546	2,548,618	.....	Frost-Johnson Lumber Co., Nacogdoches Oil Mill, Yuba Refining Co., Nacogdoches Compress Co., Southern Ice & Utilities Co., Nacogdoches Mattress Factory, Mahdeen Hair Tonic Co. Farming and stock raising.	Covers the entire county of Nacogdoches and draws from adjoining counties of San Augustine, Angelina, Cherokee, Rusk and Shelby.	Groceries, 2; Meats, 1; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Candy 1.	Automobile agencies and accessories, 12; bakers, 2; cigar stores and stands, 5; confectioners, 4; dressmakers, 10; druggists, 3; dry goods, 9; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 3; garages, 9; grocers, 21; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos and musical instruments, 4; restaurants, 11; shoes, 1; sporting goods, 3; stationers, 3; women's apparel, 5.	Evening..... 1	E1,000
NAVASOTA 6,000	1,769,344	.....	Hoop and barrel factory, cotton seed oil mill, cooperage and bottling works.	Whole county and 25 miles in all directions.	Groceries, 2; Fruits, 1.	Automobile agencies and accessories, 35; bakers, 2; cigar stores and stands, 6; confectioners, 1; delicatessen, 6; dressmakers, 2; druggists, 5; dry goods, 9; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages, 8; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; restaurants, 8; shoes, 1; stationers, 1.	Evening..... 1	E750
ORANGE 9,212	7,000,000	10,000,000	Saw mill, creosoting plant, iron and steel fabricating plant, iron foundry, railway car building plant, box factory, machine shops, etc., ship yards, rice, mill.	Extends about 60 miles north, 20 miles west and 70 miles east and northeast.	Groceries, 2; Hardware, 2.	Automobile agencies and accessories, 30; bakers, 5; cigar stores and stands, 50; confectioners, 10; delicatessen, 1; dressmakers, 15; druggists, 7; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; furriers, 1; garages, 5; grocers, 35; hardware, 3; jewelry, 4; meat markets, 35; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; pianos and musical instruments, 2; radio supplies, 3; restaurants, 20; shoes, 1; sporting goods, 3; stationers, 1.	Evening..... 1 Sunday..... 1	E2,100 S2,100
PALESTINE	$5,000,000	.....	Cotton oil mill, furniture factory, broom factory, foundry, mattress factory, candy factory, salt plant, coal mines, ice factory, fertilizer plant, printing and railroad shops, I. & G. N. headquarters, agriculture, cotton, cucumbers, poultry, watermelons, vegetables.	Extends throughout the county. Intermittent business is secured from towns on edge of adjoining counties within 30 to 50 miles radius.	Groceries, 5; Meats, 1; Fruits, 1; Hardware, 4.	Automobile agencies and accessories, 65; bakers, 2; cigar stores and stands, 12; confectioners, 6; delicatessen, 1; druggists, 9; dry goods, 12; department stores, 5; electrical supplies, 2; florists, 3; fruits, 4; furniture, 4; garages, 8; grocers, 70; hardware, 4; jewelry, 2; meat markets, 70; men's furnishings, 15; men's clothing, 15; merchant tailors, 6; milliners, 9; opticians, 2; photographers, 2; pianos and musical instruments, 2; restaurants, 6; sporting goods, 5; stationers, 3; women's apparel, 13.	Evening..... 2	E1,410
PARIS 15,040	.....	.....	Furniture factory, box factory, crate factory, iron foundry, handle factory, printing, overalls, flour, cottonseed products, candy.	Extends about 25 miles to the east; 20 miles to the west; 20 miles to the south and 30 miles to the north.	Groceries, 3; Meats, 3; Fruits, 1; Hardware, 1; Miscellaneous Lines, 5.	Automobile agencies and accessories, 61; bakers, 3; cigar stores and stands, 150; confectioners, 75; delicatessen, 1; dressmakers, 30; druggists, 7; dry goods, 10; department stores, 3; electrical supplies, 6; florists, 3; fruits, 50; furniture, 7; garages, 14; grocers, 40; hardware, 4; jewelry, 2; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 10; photographers, 4; pianos and musical instruments, 2; radio supplies, 5; restaurants, 10; shoes, 12; sporting goods, 6; stationers, 2; women's apparel, 12.	Morning..... 1 Sunday..... 1 Evening..... 1	M4,485 S4,485 .....

CITY 1920 Population	Bank Resources	Value Manufactured Products	Chief Industries	Trading Area	Wholesale Houses	Retail Outlets	Daily Newspapers	Total Circulation
PORT ARTHUR 22,251	10,000,000	.....	Refineries, Gulf Co., The Texas Co., The Atlantic Oil Prod. Co., Humphries Co., shipbuilding, railroad shops, planing mills, bottling works, cigar factory, asphalt plant, box factory, ice plant, sulphur plant.	Extends about 10 miles to north and west and 20 miles to the south.	Groceries, 2; Meats, 1; Fruits, 4; Miscellaneous Lines, 8.	Automobile agencies and accessories, 35; bakers, 10; cigar stores and stands, 40; confectioners, 15; dressmakers, 8; druggists, 35; dry goods, 50; department stores, 5; electrical supplies, 6; florists, 2; fruits, 10; furniture, 8; garages, 30; grocers, 350; hardware, 5; jewelry, 10; meat markets, 20; men's furnishings, 20; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 4; pianos and musical instruments, 3; radio supplies, 2; restaurants, 20; shoes, 5; sporting goods, 4; stationers, 3.	Evening..... 1 Sunday..... 1	E7,088 S7,438
RANGER 16,000	1,200,000	.....	Casing head gasoline manufacturing; oil production and refining; crushed stone; brick; flour; railroad shop.	Extends about 20 miles in all directions.	Groceries, 3; Meats, 2; Fruits, 1.	Automobile agencies and accessories, 26; bakers, 3; cigar stores and stands, 15; confectioners, 5; delicatessen, 2; dressmakers, 3; druggists, 7; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; fruits, 10; furniture, 6; garages, 10; grocers, 15; hardware, 1; jewelry, 2; meat markets, 8; men's furnishings, 2; men's clothing, 4; merchant tailors, 6; milliners, 2; opticians, 2; photographers, 2; pianos and musical instruments, 1; radio supplies, 2; restaurants, 6; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 1.	Evening..... 1 Sunday..... 1	E2,642 S2,642
SAN ANGELO 10,600	9,947,642	.....	Livestock, sheep, cattle, cotton, alfalfa, oil, production, refining and distribution, wool concentration point, packing house, flour mill, mattress factory, foundry.	Extends 175 miles south, 115 west, 50 north and 45 east.	Groceries, 7; Meats, 3; Fruits, 1; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Sash and Doors, 1; Tires, 2; Jewelry, 1; Drugs, 2; Paint, 1; Oil, 7.	Automobile agencies and accessories, 62; bakers, 4; cigar stores and stands, 53; confectioners, 16; delicatessen, 3; dressmakers, 5; druggists, 8; dry goods, 10; department stores, 5; electrical supplies, 3; florists, 4; fruits, 8; furniture, 9; garages, 16; grocers, 47; hardware, 6; jewelry, 5; meat markets, 17; men's furnishings and men's clothing, 2; merchant tailors, 5; milliners, 8; opticians, 2; photographers, 3; pianos and musical instruments, 2; radio supplies, 5; restaurants, 14; shoes, 14; sporting goods, 3; stationers, 5; women's apparel, 1.	Evening..... 1 Sunday..... 1	E3,124 S3,582
SAN ANTONIO 161,379	55,000,000	.....	Iron and steel shops, flour milling, oil and oil refining, railroad offices and shops, cigar making, saddlery and harness making, cotton seed oil refining, sash, doors and mill work, food and candy manufacturing.	Retail daily and weekly shopping area extends out 75 miles north and east, and 100 miles south and west.	Groceries, 12; Meats, 13; Fruits, 16; Hardware, 4; Dry Goods, 14; Miscellaneous Lines, 117.	Automobile agencies and accessories, 226; bakers, 28; cigar stores and stands, 1,290; confectioners, 68; delicatessen, 21; dressmakers, 112; druggists, 126; dry goods, 40; department stores, 3; electrical supplies, 10; florists, 13; fruits, 169; furriers, 2; garages, 66; grocers, 791; hardware, 21; jewelry, 35; meat market, 243; men's furnishings, 75; men's clothing, 44; merchant tailors, 18; milliners, 14; opticians, 24; photographers, 25; pianos and musical instruments, 7; radio supplies, 3; restaurants, 122; shoes, 74; sporting goods, 15; stationers, 8; women's apparel, 28.	Morning..... 1 Evening..... 2 Sunday..... 2	M30,607 E62,882 S93,999
SHERMAN 15,031	9,290,093	.....	Manufacturing, agriculture, flour mills.	Large trade from the nearby towns.	Groceries, 2; Meats, 2; Fruits, 3; Hardware, 3; Miscellaneous Lines, Furniture 2, 20 others.	Automobile agencies and accessories, 33; bakers, 3; cigar stores and stands, 9; confectioners, 5; dressmakers, 15; druggists, 7; dry goods, 10; department stores, 6; electrical supplies, 4; florists, 3; fruits, 3; furniture, 4; furriers, 4; garages, 8; grocers, 77; hardware, 4; jewelry, 4; meat markets, 13; men's furnishings, 10; men's clothing, 4; merchant tailors, 4; milliners, 8; opticians, 4; photographers, 2; pianos and musical instruments, 6; radio supplies, 4; restaurants, 36; shoes, 10; sporting goods, 4; stationers, 3; women's apparel, 10.	Evening..... 1 Sunday..... 1	E4,482 S4,482
SWEETWATER 6,228	2,500,000	5,000,000	Manufacture, gypsum products, cottonseed products, agriculture, railroad shops, cotton ginning.	Extends 35 miles west, 40 miles north, 20 miles east, 40 miles south.	Groceries, 5; Meats, 1; Fruits, 2; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 15.	Automobile agencies and accessories, 19; bakers, 2; cigar stores and stands, 12; confectioners, 12; dressmakers, 3; druggists, 10; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages, 10; grocers, 32; hardware, 2; jewelry, 23; meat markets, 5; men's furnishings, 5; men's clothing, 12; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 1; pianos and musical instruments, 2; radio supplies, 3; restaurants, 11; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 6.	Evening..... 1 Sunday..... 1	E1,700 S1,700
TERRELL 10,000	$6,500,000	.....	Cotton raising tributary, with oil mill, seven gins in city.	Covers a radius of 30 miles.	Groceries, 3; Meats, 5; Fruits, 1.	Automobile agencies and accessories, 55; bakers, 5; cigar stores and stands, 12; confectioners, 26; delicatessen, 3; dressmakers, 12; druggists, 8; dry goods, 26; department stores, 5; electrical supplies, 6; florists, 3; fruits, 5; furniture, 7; garages, 33; grocers, 56; hardware, 5; jewelry, 6; meat markets, 11; men's furnishings, 5; men's clothing, 12; merchant tailors, 10; milliners, 6; opticians, 5; photographers, 3; pianos and musical instruments, 3; radio supplies, 3; restaurants, 15; shoes, 2; sporting goods, 1; women's apparel, 3.	Evening..... 1	E3,490
TEXARKANA 8,000	16,000,000	.....		A radius of 150 miles, comprising 60 counties with a population of 1,500,000.	Groceries, 3; Fruits, 1; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, 3.	Automobile agencies and accessories, 28; bakers, 5; cigar stores and stands, 30; confectioners, 14; delicatessen, 10; dressmakers, 12; druggists, 12; dry goods, 20; department stores, 3; electrical supplies, 3; florists, 3; fruits, 35; furniture, 6; furriers, 1; garages, 30; grocers, 130; hardware, 6; jewelry, 6; meat markets, 30; men's furnishings, 8; men's clothing, 8; merchant tailors, 10; milliners, 7; opticians, 4; photographers, 3; pianos and musical instruments, 2; radio supplies. 3; restaurants, 10; shoes, 6; sporting goods, 5; stationers, 2; women's apparel, 5.	Morning..... 1 Sunday..... 1	M6,245 S6,775
TYLER 12,085	750,000	.....	Long-Hargrove Mfg. Co. (overalls); Marcey-Lee Mfg. Co. (dresses); Tyler Potato Chip Factory, Woldert Peanut Factory, Tyler Mattress Factory, Tyler Canning & Pickling Co., Tyler Candy Factory, Ward Crate & Box Factory, Jensen Veneer Company, Tyler Fertilizer Plant, Auto Truck Body Factory, Jewell Battery Company.	Extends 40 miles north, 35 miles south, 40 miles west, 40 miles east.	Groceries, 2; Meats, 1; Fruits, 4; Miscellaneous Lines, 8.	Automobile agencies and accessories, 57; bakers, 4; cigar stores and stands, 25; confectioners, 30; delicatessen, 10; dressmakers, 8; druggists, 8; dry goods, 30; department stores, 12; electrical supplies, 7; florists, 3; fruits, 40; furniture, 8; furriers, 1; garages, 20; grocers, 100; hardware, 6; jewelry, 5; meat markets, 16; men's furnishings, 35; men's clothing, 35; merchant tailors, 2; milliners, 15; opticians, 6; photographers, 3; pianos and musical instruments, 2; radio supplies, 5; restaurants, 22; shoes, 35; sporting goods, 3; stationers, 9; women's apparel, 12.	Evening..... 1	E2,351
WACO 38,500	$3,500,000	.....	Textile mills, work clothing, tents and awnings, shoe dressing, flour, wood working establishments.	A radius of 15 to 20 miles.	Groceries, 4; Meats, 3; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous, Lines, 35—Drugs, Auto Accessories, etc.	Automobile agencies and accessories, 31; bakers, 6; cigar stores and stands, 11; confectioners, 35; dressmakers, 27; druggists, 38; dry goods, 21; department stores, 3; electrical supplies, 5; florists, 4; fruits, 10; furniture, 23; furriers, 3; garages, 10; grocers, 285; hardware, 11; jewelry, 12; meat markets, 59; men's furnishings, 12; men's clothing, 9; merchant tailors, 12; milliners, 11; opticians, 7; photographers, 8; pianos and musical instruments, 3; radio supplies, 5; restaurants, 74; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 9.	Morning..... 1 Evening..... 1 Sunday..... 2	M19,405 E13,249 S33,231
WAXAHACHIE 7,958	5,000,000	$500,000	Cotton duck, cotton seed products, hosiery, medicine and toilet goods.	About 10 miles in all directions.	Groceries, 3; Meats, 1.	Automobile agencies and accessories, 47; bakers, 2; confectioners, 1; dressmakers, 5; druggists, 8; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 2; furniture, 4; garages, 5; grocers, 20; hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 2; men's clothing, 10; milliners, 4; opticians, 5; photographers, 3; pianos and musical instruments, 1; radio supplies, 2; restaurants, 5; shoes, 11; sporting goods, 2; stationers, 10; women's apparel, 12.	Evening..... 1	E2,200
WICHITA FALLS 40,079	4,218,000	24,169,241	Refineries, motor trucks, fruit jars, window glass, brick and tile, railroad and machine shops, flour.	Extends about five miles in all directions with much business from greater distances.	Groceries, 4; Meats, 3; Fruits, 5; Hardware, 5; Miscellaneous Lines, 35.	Automobile agencies and accessories, 73; bakers, 9; cigar stores and stands, 34; confectioners, 43; delicatessen, 4; dressmakers, 40; druggists, 15; dry goods, 7; department stores, 6; electrical supplies, 4; florists, 3; fruits, 25; furniture, 7; furriers, 6; garages, 28; grocers, 200; hardware, 5; jewelry, 6; meat markets, 48; men's furnishing, 15; men's clothing, 17; merchant tailors, 2; milliners, 14; opticians, 5; photographers, 6; pianos and musical instruments, 5; radio supplies, 6; restaurants, 14; shoes, 16; sporting goods, 4; stationers, 5; women's apparel, 15.	Morning..... 1 Evening..... 1 Sunday..... 2	M9,385 E15,292 S24,938
YOAKUM 6,750	2,947,000	.....	Railway terminal and shops, tannery, marble works, flour mills, business college, home office of two fire insurance companies, commercial job printing plant, wholesale groceries, wholesale meats.	Extends about 20 miles west, 15 miles south, 25 miles north and 15 miles east.	Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous Lines, Confectionery 2.	Automobile agencies and accessories, 40; bakers, 3; cigar stores and stands, 11; confectioners, 7; druggists, 7; dry goods, 8; department stores, 2; electrical supplies, 2; fruits, 6; furniture, 4; garages, 8; grocers, 38; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos and musical instruments, 2; radio supplies, 3; restaurants, 10.	Morning..... 1 Sunday..... 1 Evening..... 1	M700 S700 E1,240

Concentrated Circulation in Houston

Texas cities are so prosperous, while the country districts of Texas' enormous area are so thinly populated, comparatively speaking, that the advertiser is most likely to be successful when concentrated local circulation is secured.

In other words, it pays to seek more CITY and SUBURBAN circulation and LESS country circulation than might be the case in New York, Connecticut, Massachusetts, Illinois, or Iowa.

The following tabulation of city and suburban circulations and rates is shown as a matter of interest. Figures for the Houston Press are net paid average for March, 1925. Figures for other papers are from April issue of Standard Rate and Data Service (the latest available when this advertisement was written).

Paper	CITY-Suburban	Rate
HOUSTON PRESS	27,185	8c
Dallas News	26,959	17c (5-thou. lines)
Fort Worth Star-Telegram	23,855	18c
Houston Chronicle	31,172	14c
Houston Post-Dispatch	33,080	12c

The Press offers circulation concentrated in city and suburbs at only 8c a line, the lowest rate of any Houston paper. Houston is the largest city in South Texas—an important seaport and one of the richest cities in the United States per capita.

The Press, because of its large concentrated local circulation leads all other Houston papers in local food and grocery advertising SIX DAYS AGAINST SEVEN, and carries more drug store advertising than all other Houston papers combined.

The Houston Press

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO LOS ANGELES SEATTLE CINCINNATI

SPEED BOAT RACES, HISTORIC PAGEANT, FIREWORKS FOR DELEGATES MAY 11

Numerous Entertainment Features Await Houston Delegates —Trip Down Ship Canal to Precede Day's Ceremonies

HOUSTON intends to live up to her promise to entertain the delegates of the Associated Advertising Clubs of the World in royal fashion, when they meet at the twenty-first annual convention, May 9 to 14. This is easily verified by referring to the program scheduled for the one afternoon and evening of Monday, May 11.

Adjoinment of departmental sessions will be in order promptly at 3:30; meanwhile, some 1,200 automobiles will be in waiting close to convention headquarters, ready to convey all delegates to the municipal wharves at the Port of Houston.

Once aboardship, a trip will be made down the Houston Ship Canal, en route to San Jacinto Battleground, giving the delegates an opportunity to view some of the great industrial plants which line the channel, and to gain a slight idea of the tremendous growth and expansion which will come to Houston in the future, the city which James J. Hill, empire-builder, predicted would one day house a million people.

On arrival at the battleground, the festivities will open with a series of speed boat races, under the auspices of the Houston Yacht Club, Commodore J. W. Weatherford and committee in charge.

Commodore Weatherford reports, the following schedule of races for the afternoon of May 11: First race begins at 5:00 sharp. A distance of 6 miles, using class 510 displacement boats. Prizes for this race will be as follows: 1st winner, $150.00; 2nd winner, $100.00 and 3rd winner, $50.00. Second race begins at 5:15, a distance of 6 miles. Between class 925 displacement boats. Prices, 1st winner, $150.00, 2nd winner, $100.00, and 3rd winner, $50.00. Third race, which will be a grand free-for-all, two high-powered hydroplanes participating. Prizes for this race are, 1st, $200.00, 2nd, $150.00, 3rd, $75.00 and 4th a pair of marine glasses donated by Geo. B. Carpenter & Co. (marine supply dealers) of Chicago. J. W. Sackrider, who made the donation for his company, is reported as being the official starter for all national races.

An added prize for the grand free-for-all, and one which will no doubt make it a hard fought race, will be a beautiful trophy (fittingly inscribed), donated by Mr. Milby Dow of the Dow Motor Company, for presentation in the name of the Houston Yacht Club. This trophy will be raced for each year; the racer winning for three consecutive years, becomes the permanent owner of the trophy.

The following entrants for the races have been named: Frank Robertson, who enters "Miss Houston the Second," a class 925 displacement boat, and "Miss Houston the Fourth," a hydroplane (in the free-for-all). Chas. K. Kuhlman enters "Miss Vanity," class 510 displacement boat. I. C. Ilfrey enters "Miss Genevieve," class 510 displacement boat; J. E. Sellman enters the second hydroplane, name not given. J. L. Bloodworth, of Galveston, enters (unnamed) 510 class displacement boat; Milby Dow enters (unnamed) class 925 displacement boat.

Following the speed boat races there will be a bailing and tilting contest between canoeists, which gives promise of a rare display of skill as well as furnishing much excitement and fun for the delegates.

There will also be a review of nations, under the supervision of Commodore Earle Manint, president of the Houston Kodak Canoe Club. This review will undertake to represent the various nations who have sent delegates to the advertising conventions.

The canoes will pass in review before the judges' stand, each occupied by a gondolier and his swain, attired in costumes of the nations represented. In addition to flying the flags of nations all of the canoes will be appropriately decorated for the occasion.

According to Commodore Manint, this review will present an imposing as well as impressive spectacle, and promises to be one of the real features of the Monday evening entertainment.

There will be suitable prizes awarded, donated by some of the leading business men of the city, and these will go to the best and most artistically decorated canoes.

The participants in this review have been selected from among the membership of the Houston Kodak Canoe Club and their ladies, names to be announced through the daily newspapers.

During the course of a shore dinner which will be served to all the convention delegates by Jack Saunders, owner of the San Jacinto Inn, John H. Paine of the convention entertainment committee, sub-chairman for the dinner, the "Texas Star," a pageant by Miss Jessie Millsaps, will be given by the Houston Public Schools, in co-operation with the City Recreation Department.

The presentation of the pageant comes as the result of a request to these organizations by the entertainment committee of the World Advertising Convention. With plans calling for more than 1,000 in the cast, it was necessary to enlist large organizations, in order to present the pageant on the scale desired.

The pageant to be presented was selected after a competition in which a number of the most experienced pageant writers of Texas took part. Miss Jessie Millsaps, whose pageant was chosen, was born and reared in Houston. She has had a wide experience in pageantry and public presentations. She is a graduate of the Boston School of Expression and has taken post-graduate work in the same school. She is also a graduate of Columbia University of New York City, in which institution she also studied pageantry.

Miss Millsaps has written and staged twenty pageants; she was one of the founders of the Rocky Mountain Artists Colony at Estes Park, Colorado.

The "Texas Star" portrays the history of Texas from the time of the Tejes Indian up to the present, striving to put the great spirit of Texas in each scene.

The Park at the battleground offers an excellent setting for such a pageant, with its long open space, forming a natural amphitheatre.

In the late evening there will be a display of fireworks, A. D. Collins, sub-chairman in charge. Photographs of President Lou E. Holland and other notables will illuminate the sky. This demonstration will be augmented by a display of fireworks from the air, Captain Mackie and his aides assisting.

A chorus of negro voices will probably be used during the shore dinner, to assist in bringing out some of the scenes of the historical pageant.

There will be dancing and other forms of diversion for the delegates before their return to the city that night.

Ad Organ Now Issued Weekly

The official publication of the Advertising Club of St. Louis is now being issued as a weekly, and is known as the *Advertising Club Weekly*, superseding *P-E-P*, as the monthly publication issued by the Club for more than ten years was known. Harold M. Mann is editor-manager of the paper.

Women Denied Membership

Efforts to admit women to membership of the Des Moines (Ia.) Advertising Club were defeated last week, the membership deciding that the action several months ago, in tabling a similar resolution, ended the proposition.

MAYOR HOLCOMBE EXTENDS SOUTHLAND'S FAMOUS HOSPITALITY

HOUSTON is anxious to show you just what a thriving, prosperous city she is and will do everything within her power to make your 21st annual Convention the best you have ever held.

She appreciates the honor of entertaining you and trusts that your visit will better acquaint you with activities in the Southwest.

Her ambition is to boast of a population of 500,000 by 1930. She will have to maintain her present growth in order to accomplish that goal. But with her railroads, her ship channel, her many industries and her live and wide-awake citizenry as aides she hopes to accomplish this.

She has planned many unusual and entertaining things for you during your visit and trusts that they will meet with your approval and furnish you enjoyment.



Oscar F. Holcombe

Under Southern skies, with soft breezes blowing off the Gulf of Mexico, Houston, the city where 17 railroads meet the sea, stands with open arms and joyful hearts to greet you when you come, and wants to call you friends forever when you depart. God speed and protect you on your way to our gates, and when you enter may you know that you have arrived at the headquarters of the Southland's famous hospitality.

OSCAR F. HOLCOMBE, Mayor

TEXAS CITIES DECKED FOR A.A.C.W. TOURS

Delegates Invited by Rio Grande Valley, San Antonio and Austin, Port Cities and Oil Regions

Four post-convention "circle tours" have been announced for A. A. C. W. delegates along the Rio Grande Valley into Mexico; down to the Mexican border at Laredo; through east Texas to New Orleans; and to the oil fields and Dallas and Ft. Worth. Each will be of three days duration, starting after the close of the Houston convention. It is the present plan for the parties to leave on Thursday night, May 14.

Tour "A" covers the Rio Grande valley. Visits will be made to Corpus Christi and Kingsville. One of the largest cattle ranches in the world will be visited on the way through the Delta country of the lower Rio Grande valley. The trip will terminate at Brownsville and Matamoros, Mexico, across the Rio Grande.

Tour "B" takes in San Antonio, Laredo, a trip across the border to Mexico, Austin, etc. At Austin there will be a reception by Gov. Ferguson, while an official Mexican dinner and other entertainment is planned for San Antonio.

Tour "C" is through east Texas to New Orleans. The oil refineries, rice and lumber mills, etc., of Beaumont and Port Arthur will be visited. A stop is scheduled for Lake Charles, La. A day will be spent sight-seeing in New Orleans.

Those selecting tour "D" will visit the world oil production centers. The trip will include Mexia, Wortham and Corsicana, as well as a day's entertainment in Fort Worth and another day in Dallas.

A special railroad rate for these trips of one fare for the round trip, plus $2 has been arranged. In most cases, cost of Pullman is the only additional expense.

All trips will return to Houston in time for visitors to make the return trip before the expiration of the time limit for the regular fare-and-a-half for the round trip to the convention. Delegates taking the east Texas and New Orleans trip will have no additional railroad fare if routed via New Orleans from points east of the Mississippi river.

WRITER GETS DIPLOMATIC POST

Charles C. Hart, Washington Correspondent, Named Minister to Albania

Charles C. Hart, Washington correspondent for the *Portland Oregonian* and other Western newspapers, has been designated as U. S. Minister to Albania.

Mr. Hart is a native of Indiana, 47 years old, and was active in newspaper work in the Middle West and Far West before coming to Washington a number of years ago. He was secretary and manager of the National Republican Progressive League seeking the election of Charles E. Hughes in 1916.

Among the newspapers he is correspondent for are the *Minneapolis Tribune*, *Spokane Spokesman-Review*, and *Boise Capital News*.

As a writer of Washington news for the Minneapolis Tribune he came in frequent contact with Frank Kellogg when he was United States Senator from Minnesota. A warm friendship developed between the two. As Minister to Albania Hart will continue his close relations with Mr. Kellogg, now Secretary of State.

Kirkpatrick Joins California Paper

Lewis A. Kirkpatrick has been made business manager of the *Santa Ana* (Cal.) *Bulletin*, owned by Charles D. Overshiner and M. A. Yarnell. John F. Adams, who has represented Mr. Overshiner's interests in the paper, has resigned and in the future Mr. Overshiner will edit the Bulletin. With the addition of Mr. Kirkpatrick to the staff, the Bulletin will resume the operation of its printing plant.

Building in a city that is Building



Under Construction—New 22-story Office Building for Post-Dispatch

HOUSTON, according to the last census, has the highest percentage of income tax returns per capita of any city in the United States. In addition, it has the highest percentage of incomes above $2,500 per year of any city in the United States.

Houston is a city of progress—a city of prosperity. It is a city whose people have the faith and energy to put their dreams into reality. It is a city that matched dollars with the government—millions of dollars—to build a port that daily sees ships from all the countries of the world.

Its railroad facilities spread out in gigantic network, covering the prolific inland areas of Texas and the mid-continent.

Houston is a city that builds.

The Post-Dispatch, serving this territory in an intensified manner, with the greatest home-delivered city circulation of any newspaper in Texas, is building too. It has just moved into one of the finest newspaper plants in the country. It has under construction a 22-story downtown office building, one of the five largest newspaper buildings in the United States.

The Post-Dispatch is keenly alive to the problems of Houston. It is recognized as the leader in civic and industrial progress here.

Advertising space in the Houston Post-Dispatch gets *more* attention in Houston.



Houston Post-Dispatch

S. C. BECKWITH SPECIAL AGENCY—*National Representatives*

NEW YORK
CHICAGO
ATLANTA
DETROIT
ST. LOUIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

HOUSTON'S CIVIC GREATNESS NEEDS NO PROOF ITS BUSINESS LEADERS TELL A. A. C. W.

MOST any American city with any degree of pride and ambition—and it would be difficult to find one these days of progress and co-operative effort which does not possess these attributes—lays claims to its enviable position as a trade center. In most cases their claims are well-founded but effectiveness to a large degree is lost in the presentation of their claims because of a tendency to deal too much in generalities applicable to most any thriving community.

Houston has certain specific advantages as a trade center, with particular reference to the distributing and marketing phases of the subject, which can be described without the necessity of employing smooth phrases of much verbosity but little information. This character of civic advertising gives credit to the intelligence of prospective readers who it is assumed are looking for information and not for literary entertainment.

There are many elements entering into the trade of an interior territory and the business it develops through its center of distribution. In the first place its resources, to insure a permanent increase of business volume, must be different from that of sections in contiguous territory; it must produce a surplus of something which the other sections need. For the same reason this section in question plays the role of buyer at times and purchases needful products from the other sections.

To promote facilities for this exchange of trade and in order that a high degree of efficiency may exist, there must be adequate means of transportation to bring together with quickness and dispatch the various resources of neighboring sections. There must also be confidence and adequate financial accommodations available to inspire business promotion.

All of these factors are necessary and essential to a volume of foreign as well as domestic trade. Houston has these specific advantages for trade development and because of them and a proper utilization of them by a character of business men who are unselfishly interested in the city's progress as well as in the growth of their own private businesses, Houston is showing a surprising increase in its trade volume year by year.

Houston has unusually complete transportation facilities for the expeditious movement of trade. The city is served by 17 rail lines which reach not only every nook and corner of her logical trade territory but radiate to every section of the vast empire of Texas. Houston rail lines by direct haul serve a little more than 60 per cent of all railway stations in the State.

Many of the merchandise lines distributed throughout Texas and other States of the Southwest are received by Houston wholesalers via the Houston Ship Channel. These water transportation facilities constitute a distinct and highly profitable advantage to the Houston merchant, as they cut his transportation costs enabling him to share with his customers the benefits he thus receives. Houston's water-compelled rates place the city on a parity with all ports of the Gulf and contribute a specific and practical advantage compared to inland centers of distribution.

Houston's banking facilities are adequate and of that character which promotes trade. The city's banks are progressive commercially and alert to civic movements. They have always taken part in all activities which had to do with the city's development.

A folder prepared by the Chamber of Commerce shows that the area of Houston's immediate trade territory represents 24.5 per cent of the total area of the State, or 46,169 square miles. The population of this territory is 1,383,623. The annual purchasing power is $2,766,154,000. There has been an increase of 23 per cent in the population of the territory since 1910 as compared to an increase of 14.9 per cent for the State as a whole. The urban population of the territory is 508,059 and the rural is 875,564.

Not many years ago a few blocks of one, two and three story buildings marked the retail section of Houston. From these modest proportions Houston's retail district has developed until today this area is represented by magnificent stores housed in huge buildings covering a territory that has extended far in every direction from the confines of the original section. Then, this section was restricted to one street, which was quite typical of Southern cities at that time. Today there are a score of business streets in the retail section.



A six-cylinder steel "pony" now overtakes the cantering long-horn on Texas soil. Miss Fox Hastings, champion woman rider and "bull-dogger," star of the Houston rodeo, shown with a critter downed.

Two features of Houston's population particularly commend themselves; one, its unusual growth in later years, and the other, the marked numerical superiority of truly American stock. In these days when the influence of foreign elements is becoming so markedly manifest, a community with a preponderence of American ideals, free from the blight of foreign radicalism, must commend itself to the American investor and advertiser.

Houston has marked recreational, educational, cultural and home life advantages. Nature provides the foundation for the best recreation and Nature has endowed Houston and its vicinity with an abundance of recreational possibilities. The mild climate of Houston makes outdoor play possible the year round.

Any American of good judgment will be influenced, and materially so, in his choice for a home city, by the educational advantages offered his children. Houston caters to that sort of critical consideration of its scholastic possibilities. With free tuition from kindergarten to college, with physical equipment of the most modern type, Houston supplies all the necessary educational requirements. A citizen of Houston can keep his children under his own roof and by his own fireside, with all home influences, and give them a complete primary, grade, high school, and college education, without cost for tuition.

The cultural side of Houston has not been neglected. In Rice Institute Houston has one of the largest privately endowed colleges in the country. The original endowment of William Marsh Rice has grown to approximately $14,000,000. In addition to other assemblies of a public nature this school annually presents a series of lectures by outstanding men in the world of art, letters and science, to which the citizens of Houston are invited. The city has just completed a magnificent Art Institute which contains the best work of local and nationally known artists. From time to time special collections of famous canvases are presented to the public free of cost. One of the finest public libraries in the South is nearing completion, the entire cost of which was contributed by public funds.

Home ownership is a vital factor in the determination of the trade conditions of a city. Where attractive well-kept homes—whether they be of an imposing or modest character—and a universal spirit of home ownership exists, there will one find a class of citizenship, that is permanent and loyal to home institutions and responsive to an appeal which has to do with the betterment of living conditions. These conditions exist in Houston to an unusual degree. During the last five years this city has experienced a remarkable wave—not a boom—of home construction. Seventy-five per cent of this new construction has been necessary to satisfy the demands of desiring homeowners, and the demand has not yet been met.

A big surprise awaits many of the effete advertising men from the East when they visit Houston in May on the occasion of the international convention of the Advertising Clubs of the World. Houston hopes that the inspection will be most rigid and complete.

TRACEY WRITING FOR PRESS

Former Houston Chronicle Editor Now with Scripps-Howard Paper

Editorial articles by M. E. Tracy, for 11 years connected with the *Houston* (Tex.) *Chronicle,* 6 of them as its editor, are now being featured by the *Houston Press,* a Scripps-Howard newspaper.

Tracy is one of the most widely known writers in the southwest. A native of Maine, he had his first newspaper experience in Boston, on the *Cambridge Chronicle* and the *Boston Journal.*

With journalism he mixed contracting and architecture at times during his early career.

An interesting sidelight on Tracy's success in both business and newspaper life is the fact that for eight months after birth he was blind. An operation then partially restored his eyesight.

He is forced, however, to wear glasses so strong that in bright sunshine he can use them to light his pipe.

Weekly Spans 75 Years

The *Palmer* (Mass.) *Journal,* with its issue of March 27, completed the 75th year of its continuous existence as a weekly newspaper. The first issue of the paper appeared on April 6, 1850.

CLOSE personal relationship with the Jobbers, Manufacturers and Merchants of Texas, places this agency in an enviable position in the matter of placing an advertiser's product so as to get the maximum of distribution. Directly associated with the jobbing and manufacturing interests of Texas, this agency has ready at all times complete information, data and records for interested advertisers.

This agency will welcome correspondence regarding your marketing problems in Texas, and will send upon request all data and information you may wish.

Nationally recognized
Pitluk
Advertising Co.
San Antonio
Texas

The World's Greatest Oil Refining Area

Six of the world's largest oil refineries are located in Beaumont and suburban area.

Employing over 16,000 men with a payroll of $3,900,000.00 monthly — every month. A dependable 12 months revenue.

Waterways with 30 foot channels to the sea make this industrial area sought after by not only the oil industry but by numerous other interests who seek both rail and water facilities. The development of the Beaumont Trade Territory has just commenced.

No advertising campaign in either Texas or Louisiana is complete without The Beaumont Enterprise and The Beaumont Journal.

They serve not only the Sabine-Neches Waterways but Southeast Texas and Southwest Louisiana as well.

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL

(Members of the Audit Bureau of Circulation)

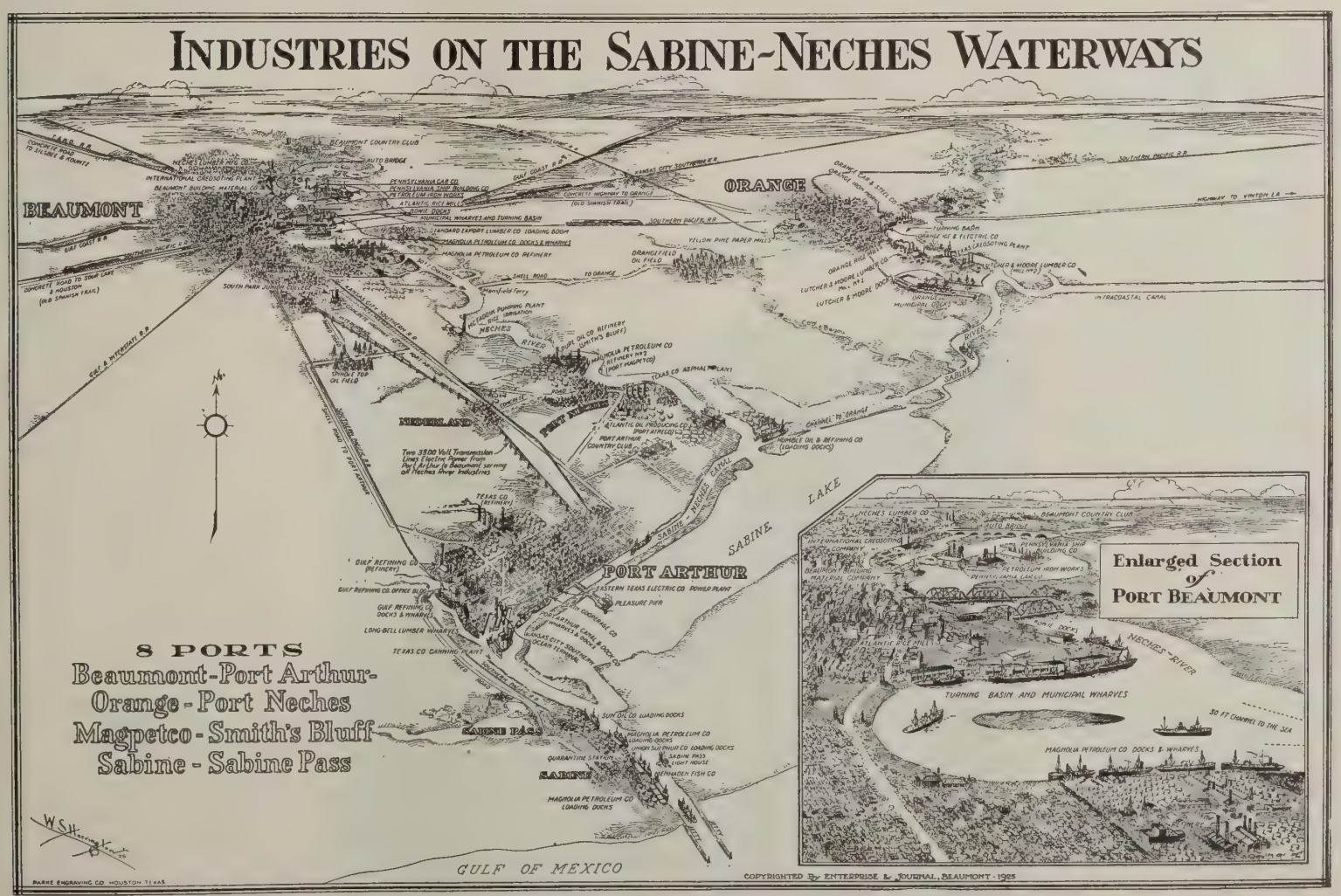
W. P. HOBBY, Publisher J. L. MAPES, Associate Publisher O. S. BRUCK, Advertising Director

NEW YORK CHICAGO ST. LOUIS LOS ANGELES

The S. C. Beckwith Special Agency

SOLE NATIONAL REPRESENTATIVES

DETROIT ATLANTA KANSAS CITY SAN FRANCISCO



MEXICAN NATIONAL BAND DELEGATED TO PLAY FOR A. A. C. W.



Two hundred picked musicians composing the Mexican National Band, said to be the equal of any band organization in the world, will appear at Houston to entertain the advertising convention delegates by special permission granted by President Calles of the Republic of Mexico.

"TOWERED DALLAS" LOOKS FORWARD TO BUSINESS CONQUESTS OF 1950

By CHARLES SAVILLE

FEW sections are making a greater rate of progress than the Southwest and fewer cities are recording a more rapid growth than Dallas. Since the war its building permits have totaled around $120,000,000, and on a per capita basis it has done more construction than any American city save Los Angeles. Although incorporated as a city only some fifty-odd years ago, nearly 250,000 people now boast they live in Greater Dallas. The ambitious namesake of the Vice-President of the United States under the Polk administration, George Mifflin Dallas, has vaulted in population rank in the nation from 86th in 1900 to 39th in 1924.

Dallas has been called a "City of Towers," as it has 115 buildings from 5 to 29 stories in height. Dallas is the home of the Federal Reserve Bank of the 11th District and the financial capital of the Southwest. The clearings of its fifteen banks, well in excess of $2,000,000,000.00 in 1924, gave the city rank of 19th in the Nation. Dallas is the largest inland cotton market in the Nation, financing around 1,500,000 bales annually. More Northern and Eastern concerns maintain branches in Dallas than in any other Texas city.

Dallas is the nation's fifteenth largest jobbing center, with a total business but little below $800,000,000 in 1924. It has more than 500 wholesale concerns carrying stock here and traveling some 3,500 men over the Southwest. Dallas ranks as the fifth largest wholesale dry goods market in the Nation.

In manufacturing Dallas leads all Texas cities, having some 760 industries with an annual output valued at $135,000,000. Dallas leads the world in the manufacture of cotton gins and saddlery, harness and leather gods and ranks among the leading centers of manufacture of cotton seed products.

The fact that 2,000,000 people live within a 100-mile radius of Dallas has a strong bearing on the fact that the annual retail business of the city reaches the high total of $250,000,000. The city has some 3,500 retail establishments.

Dallas has 22 steam or electric railway outlets. Its steam lines operate 163 package cars, giving the city a strong advantage as a distribution center. The freight, express and parcel post business handled annual over both steam and electric lines is in excess of 8,500,000,000 pounds. Dallas has a $6,500,000 union terminal station and a $1,000,000 interurban terminal station.

Dallas is near the geographical center of the Southwest, which it serves as a financial center and wholesale market. Nearly 11,000,000 people live within 24 hours' travel by rail. The Southwest produces annually about $5,000,000,000 worth of new wealth, or about $2,500 per family. It does this notwithstanding that but about one-fourth of its available tillable land is in cultivation. One-half of the oil of the nation is produced in fields within over-night travel of Dallas. Dallas is the largest wholesale market in the Southwest for automobiles, dry goods, farm implements, groceries, furniture, sporting goods, electrical goods, hardware paper, office supplies and many other lines.

Dallas is the home of the State Fair of Texas, the nation's largest annual fair, with an average attendance of 1,000,000. Dallas has 3,800 acres in parks and playgrounds. There are 15 golf courses in the city, 36 theatres and a $12,000,000 hotel building program in 1925 that will bring the total hotel valuation of the city to $25,000,000, with accommodations for 17,500 guests. Dallas entertains around 200 conventions annually.

Dallas has never voted down a school bond issue and pays the highest salaries to its public school teachers of any Texas city. It has some 80 private schools, including such well known institutions as Southern Methodist University, Baylor University's departments of Medicine, Pharmacy, Dentistry and Nursing, and the University of Dallas.

Dallas ranks among the first cities of the nation in express business per capita and in number of telephones per capita. The slogan of Dallas is "The City Where Men Are Looking Forward," and the Chamber of Commerce has a "Twenty-five Year Program Committee" constantly planning for the future. Anyone who visits Dallas and views its accomplishments in a brief half-century, and studies the potentialities of the Southwest, must realize that here is building one of the major cities of the Nation.



Beautiful Dallas as seen by Lady Luna

LAREDO, GATEWAY TO MEXICO, PLANS ROUSING TIME FOR DELEGATES

LAREDO, Texas, lays just claim to be the most important and most commanding gateway for the movement of American and foreign commodities into Mexico. The statistics of the 23rd Customs District which includes the Rio Grande border crossings, show conclusively that the movement of exports through Laredo amounts to more than double the combined movement through all other Rio Grande crossings into Mexico.

This supremacy has been established on account of the shortest railway mileage from large manufacturing centers in the United States to Laredo, and the shortest mileage from Laredo to the great manufacturing centers of Mexico. For that reason also the quickest time is made in delivery of carlots of commodities. The commodity distribution area through the Laredo gateway extends over the entire Republic of Mexico.

There is no representative of manufacturing interests who will be in attendance at the annual convention of the Associated Advertising Clubs in May who should not visit the Laredo gateway and study its facilities. Laredo is included in the Tour B circuit which is composed of Austin, the capital of the state, San Antonio and Laredo.

Laredo as a city has been completely modernized with a complete rebuilding, as it were, of the business center. Twelve miles of the most permanent modern type of paving have just been completed. The telephone, telegraph and electric lines are all under ground.

In addition the continuous season of growth of shrubs, fruit trees and shade trees has established the reputation of Laredo as one of the most beautiful cities in the south. The system and standard of the public schools and general education are equal to any facilities offered in any city in the south.

Laredo is famous for its hospitality and entertainment. The splendid new hotel, together with casinos and pavilions in Nuevo Laredo, Mexico, make it posible for the people of the two Laredos to afford diversion and entertainment which is not surpassed by any city on the border, and certainly not in south Texas.

As an example of the ability of Laredo to entertain, what is known as the Noche Mexicana, or a night in Mexico, will be staged on a grand scale the night that the A.A.C.W. delegations spend in Laredo. This will be a character of entertainment featuring the national songs and dances and other features of entertainment offered in Mexico, which will not be available to the delegates at any other city on any of the circle tours.

At Laredo there is the most complete organization of custom brokers, and other facilities for the movement of imports and exports. No city in the south is equal to the ability of Laredo in the movement of traffic into Mexico. The banking and financial resources of the city are ample for any volume of commercial transactions. The wholesale and jobbing business is being greatly encouraged and is rapidly increasing at this gateway.

With reference to the products of the irrigation farms of the Laredo territory, the famous Bermuda onion of Texas is produced to the extent of 1,500 cars from the Laredo area. These famous onions will be moving in train lots from Laredo at the time that the "ad" club delegation will be guests of the city. More than 1,000 cars of the health giving spinnach is moved from Laredo each winter and spring. The vigor and vitality of thousands of American citizens has doubtless been reinforced by the liberal supply of spinnach from the border territory.

DALLAS JOINS HOUSTON

In Bidding You Welcome to Texas

Welcome! To one of the most responsive fields ever discovered by printers-ink prospectors

Welcome! To the state that has grown up within the advertising age

Welcome! To the region where puttering precedent drags not upon the plunging pistons of progress

Welcome! To the place where purses are built for work and where great-grandfathers are kept where they belong, in the family album

Welcome! To the big state with the broad smile for every member of the tribe of truth and the clan of clean competition

Welcome! To the market whose doormat was blazoned by the coonskin-crested sloganeer of another century:

"Be sure you are right
and then come ahead"

The Dallas Morning News

Supreme in Texas

ANCIENT SAN ANTONIO, FOUNDED 1690, EXPECTS GREAT THINGS BEFORE 1930

By FRED M. HERNDON

IT is a far cry from the little Indian settlement along the banks of the San Antonio River in 1690, to the modern industrial city of San Antonio of 1925, with its 225,000 inhabitants, (300,000 in the country,) yet the modern, hustling giant among Southern cities still retains much of that historic and romantic background which has become a heritage. Here is located the Alamo, sacred shrine of Texas' independence, and the missions, monuments to the first civilization in the great Southwest.

San Antonio, second oldest city in the United States; largest city in the largest State in the Union, the gateway of trade and commerce with Mexico, Central and South America and the West Indies, boasts of a population which is 92 per cent native whites; 49 public and 37 private schools with an enrollment of more than 41,000 pupils; 77 churches; two Y. M. C. A. buildings; one Y. M. C. A.; more actual home owners than perhaps any other large city in America, average value $6,500; special attention given to landscaping makes residential districts never-to-be-forgotten beauty spots.

The City covers an area of 36 square miles through which winds the San Antonio River and San Pedro Springs Creek spanned by 86 modern bridges within the city limits. San Antonio is 700 feet above sea level, has 15 main highways leading into and out of the city. 179 miles of paved streets; 46 parks and plazas with a combined acreage of more than 600 acres; one municipal golf course, three country club courses; six polo fields; eight base ball fields; 16 municipal tennis courts; four municipal bathing pools; municipal tourist camp; pistol, target and scatter-gun ranges within the city limits; all operated by the city free of cost.

San Antonio is served by seven railways, four of which are trunk lines: Missouri-Kansas-Texas; Missouri-Pacific-I.-G. N.; Southern Pacific; San Antonio & Aransas Pass; San Antonio, Uvalde & Gulf; San Antonio Southern, and Fredericksburg & Northern; with two other lines projected for the immediate future.



The Alamo, sacred shrine of Texas independence, treasured by San Antonio, the second oldest city in the United States. This has been called the finest old Spanish relic on American soil

Upon the completion in 1926 of the new deep water port at Corpus Christi, 150 miles from San Antonio, manufacturers and jobbers of the Alamo City will secure advantage of lower commodity rates. San Antonio is now many miles nearer the markets of Mexico, Central and South America than any competing city, and is the logical distributing point for this export business.

San Antonio's trade territory embraces 160 counties with a population estimated at 2,000,000 persons. San Antonio is 700 miles from El Paso, 300 miles from Dallas and Fort Worth, and 211 miles from Houston.

San Antonio, with a $4,500,000 bond issue for public improvements to be spent this year and in 1926, has the lowest per capita cost of government of any city in Texas; San Antonio, $29.63; Fort Worth $39.98; Dallas, $49.26; Waco, $41.14.

An average of 10 homes each day are being built in San Antonio at an average cost of more than $3,000, a total for the year of $1,500,000. The building program for 1925 also includes: new hotels, $2,350,000; additions to present hotels (contracts let) $1,500,000; apartments $75,000; office buildings, $3,000,000; industrial plants, $500,000; Municipal, five fire stations, $150,000, municipal auditorium $800,000; addition to county court house, $1,000,000; street widening and paving, $700,000; flood prevention program, $2,800,000, or a grand total of $14,375,000.

San Antonio has not for a long while faced an unemployment situation and future building plans preclude such a calamity in this section, as all of San Antonio's trade territory is growing at a rate never equalled by any other section of the Nation.

With realty transfers for 1924 at $23,336,037, tax assessments at $188,202,180, post office receipts at $1,051,305; with 27 National, State and private banks with deposits of $65,000,000 and 1924 clearings of $425,014,969; abundant pure artesian water for all purposes; adequate supply of natural gas for domestic and industrial purposes, and low rates for electricity for lighting and power; with a rapidly developing contiguous territory; with its historical and romantic background, San Antonio is to witness its greatest development within the coming three years.

A.N.A.E. MEETS HALF BLOCK FROM MAIN AUDITORIUM

The meetings of the Association of Newspaper Advertising Executives at Houston will be held in the Assembly Hall of the Houston Chamber of Commerce. This building is half a block from the City Auditorium where the general sessions of the Associated Advertising Clubs of the World will be held. It is within easy walking distance of the various hotels.

A. A. C. W. Addresses on Radio

The *Houston Post-Dispatch* will broadcast speeches delivered at the general convention sessions of the Associated Advertising Clubs at Houston.

WELCOME

The City of Houston extends a hearty welcome to the Diplomats of Business who next month will gather here from all over the world.

It is given to us to be hosts to the most impressive gathering of men ever assembled within the boundaries of Houston, or indeed, Texas. In May, those unfamiliar with Houston will feel the pulse of a growing city, alive to innovations and eager for progress. They will find an industrial and commercial development that ranks Houston as the future metropolis of the great Southwest.

But, already, Houston has been extensively advertised and comprehensively boosted. Numberless adjectives have been used to describe the benefits of Houston, her people, her climate, her gardens, her business growth, her waterway development and her rail facilities. Our work (and pleasure) now lies in proving to our distinguished guests that *Advertising is Truthful.*

SECOND NATIONAL BANK

MAIN AT RUSK

CAPITAL $1,000,000.00 — *"Growing with Houston"* — SURPLUS $500,000.00

Population
Corsicana 25,000 — Navarro County 75,000
Trade Territory 200 000
2nd largest Cotton Market - 6th in building activities
8th largest in County Population
The Heart of the Black Land Belt
Agricultural Center
County rendition $75,000 000 ±
15,000 Automobiles in County



Home of the Daily Sun and Semi-Weekly Light

SUN

Worlds Biggest Oil Field
Peak Daily Production 354 000 bbls.
Daily Production now 100, 000 bbls.
Wholesale and Distributing Center
Industrial Center
Railroad and Interurban Center
300 miles of Pike Roads
Big weekly and monthly payroll

CORSICANA

World's Richest City Per Capita



Corsicana Daily Sun 27 YEARS | **Corsicana Semi-Weekly Light** 38 YEARS

Tell the story of your products in Central Texas prosperity zone through the

DAILY SUN
and
SEMI-WEEKLY MORNING LIGHT

16 to 24 pages to each issue — Associated Press Papers

These Papers hold the attention of 100,000 eyes of intelligent and progressive citizens who have money to spend

over 10,000 subscribers pay for these papers and the lists are growing daily

Impossible to reach this fertile field through any other mediums

Write for booklet of 100 facts about Corsicana and its home papers



Myriad oil derricks tell the story of Texas' annual gift of 14 per cent of the world's petroleum supply

PARIS, RISING ANEW FROM 1916 FIRE RUINS, A SEAT OF TRADE AND CULTURE

By W. C. Temple, Jr.

PARIS as a marketing place for nationally advertised products has no superior among the many modern Texas cities. There are approximately 23,000 people in Paris proper, and the population of Lamar County, of which Paris is the county seat, is more than 60,000. The trade territory of Paris will cover a district of nearly half a million population, taking in most of Northeast Texas and part of Southern Oklahoma.

The residents of Paris keep an active interest at all times in the advancement of the education of the younger ones and the older people arrange for many distinctive entertainments and lectures during the year. The city has ten grade schols, two high schools, a junior college and a business college, with buildings of the very latest and most modern design.

The churches of Paris are a point of especial pride. The buildings are practically all new, since the city was the scene of a great fire in 1916 that burned 1,440 buildings or more than half of the city. These churches have been erected at a cost of more than a million dollars and all enjoy good attendance. The religious survey of Paris showed it to be one of the highest ranking cities in that line in the world. Nearly 50 per cent of the residents of Paris are affiliated with one of the 27 churches, all in well-appointed buildings.

Five banks operate in Paris, including three national and two state institutions. There is also a building and loan association and a trust company with large capitalization. Deposits in Paris banks will average $16,000,000.

The housing of Paris people has been taken care of by a strict building code that has resulted in the lowest fire insurance rate allowable by the state fire insurance commission. There are less than ten apartment houses in the city, Paris being an own-your-own-home city. Since most of the homes are owned by the occupants Paris has gained the enviable reputation as the cleanest and most beautiful city in Texas.

The industrial development of Paris is in its infancy but is showing increased activity consistently. There are 52 manufacturing enterprises here including a furniture factory, crate factory, iron foundry, handle factory, printing, overall factory, flour, cottonseed products, candy and petroleum products.

There are 24 jobbers and distributors of various lines in Paris. Many of these have very large businesses.

The retail stores are quick to adopt modern methods of selling and have attracted many words of praise from the travelling public. The retail district is built around a very attractive plaza, or square. All street cars converge here and bus lines to the outlying districts of Paris have their terminus on the plaza. The stores surround the plaza and extend about three blocks in each direction from it.

Hard-surfaced highways radiate in all directions from Paris, adding many thousand customers to the retail trade. There are retailers for practically everything in Paris and the Paris Chamber of Commerce has just completed a "buy it at home" campaign that has taught the people that they may buy anything within reason at home.

Four theaters, including one legitimate and three motion picture houses, and three auditoriums with a total seating capacity of 2,500, afford entertainment facilities.

Some of the special features of Paris include a new post office just completed at the cost of $200,000; a municipal water plant with five-billion gallon capacity; the first municipally-owned abattoir in the world; biggest compress in Northeast Texas; three cotton gins; largest wagon cotton market in the world marketing average of 65,000 bales annually; three hospitals, 42½ miles of concrete highway, 11½ miles of concrete slab, and 59 miles of gravel highway; attractive public buildings of all kinds.

The nationally advertised product is furnished with an ample market here in Paris. It will be known and recognized by the buyers.

SAFE INVESTMENTS

Guaranteed First Lien Real Estate Mortgages and Conservative Real Estate Investments are our specialties. Do not hesitate to call upon us if we can serve you.

TRIUNE SECURITIES COMPANY

Safety—Strength—Service

Phone 179 **1308 Elizabeth Street**

BROWNSVILLE, TEXAS

28,819 Dallas Dispatch Families Will Buy Your Product

In Texas buy *local* circulation in the leading cities. Concentrate. Get city coverage. Much of the country circulation of some Texas papers is farther from the city of publication than St. Louis is from Chicago or Cleveland is from New York.

Dallas has four daily newspapers with a combined city circulation of approximately 106,000. The Dallas Gas Company estimates that there are 44,600 families in Dallas. 2.3 papers per family. To get thorough city coverage with minimum of duplication, select papers which, on account of editorial style and policy, are least likely to duplicate.

The Dallas Dispatch is a newspaper with a vigorous editorial policy, expounding the liberal viewpoint on public questions. Editorial make-up, style and policy are distinctive and exclusive. It has never enjoyed greater home carrier circulation than now.

The Dallas Dispatch reaches in excess of 28,819 families, which for the most part, read The Dallas Dispatch EXCLUSIVELY. The Dallas Dispatch differs from other Dallas papers as much as the New York Evening Post differs from the New York Evening Journal—as much as the New York Times differs from the New York American—as much as the Chicago Daily News differs from the Chicago American.

No other Dallas paper can give you contact with these 28,819 Dallas Dispatch families. This large and important buying group is the "exclusive property" of The Dallas Dispatch.

In any Dallas combination of papers, The Dallas Dispatch should be listed.

Rate only 7c a line

THE DALLAS DISPATCH

MEMBER OF A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK - CHICAGO - CLEVELAND
SAN FRANCISCO - LOS ANGELES
SEATTLE - CINCINNATI

Port Arthur, Texas

Wonder City of the Southwest—a world port—world's greatest oil refinery Center

The Industrial Port of America and Pan-American Gateway

WELCOME!

Important as the Houston convention itself will be the sidetrip to Port Arthur, Texas. Here you will find the second largest import port and the fifth largest export port on the Atlantic and Gulf Coast. Here you will find the largest oil refineries in the world and one of the largest oil canning plants, also the world's largest asphalt plant. Because of the importance of Port Arthur, the convention is offering this as one of the sidetrips of the convention.

Those of you who accompany the special tour of these plants will go away with the impression of wonder and vastness at an industry and equipment that is superior to anything else in the world. You will also see a beautiful city that has grown remarkably and substantially without any boom, but as the logical result of the impetus of tremendous business, shipping, refining, etc., that has been developed here due to Port Arthur's advantageous location. You will also see in Port Arthur a modern newspaper plant and, in The Port Arthur News, a newspaper that would do credit to a much larger city.

The ownership of the Port Arthur News had not only visioned the past growth and possibilities of Port Arthur, but have visioned its future growth as well. We are giving this community a metropolitan newspaper in every sense, so much so that Port Arthur is a unit in itself, and must be considered so by national advertisers, both those who are, and those who should be, cultivating this immensely wealthy and responsive community.

SOME INTERESTING FACTS ABOUT PORT ARTHUR

Annual payroll — thirty million dollars.

Bank resources—ten million dollars.

Property values — thirty million dollars (exclusive of refinery property).

Building permits in 1924—over $3,000,000.

Industrial investment — over $1,000,000,000.

Population 1925—over 40,000.

Population 1910—7,633.

Industries—Oil refining, cooperage, asphalt, sulphur gas, electricity, traction, planing mills, shipping, bottling works, ice plant, elevators, storage, etc., etc.

Storm proof harbor for 1,000 ocean vessels, with 35 foot channel. Twenty miles of deep water and a $7,000,000 canal.

Shipping tonnage:
1900—217,489 tons.
1910—2,304,113 tons.
1920—11,573,742 tons.
1924—one of world's ten leading ports.

Port Arthur News circulation:
1920—3,000.
1924—7,400.
(less than 500 outside city.)

PORT ARTHUR NEWS

—Port Arthur's only daily newspaper—

KNILL-BURKE, Inc.

National Advertising Representatives

CHICAGO
122 So. Michigan Blvd.

NEW YORK
1457 Broadway

ATLANTA
Constitution Bldg.



Mexican water wagon, reminder of a fast fading picture of Southern Texas life

PALESTINE, RAIL CENTRE, ALSO NOTED FOR ENTERPRISING COTTON FARMERS

By M. F. WARD

PALESTINE, the county seat of Anderson County, situated in East Texas on the International-Great Northern and Southern Pacific railroads, has a population of 13,000, most of whom are native born with about 20 per cent colored. The population of the territory served by Palestine business concerns is about 35,000.

Due to the location of railroad shops and general offices, Palestine has a considerable number of railroad employes. Aside from this support, the city is maintained largely through agricultural pursuits in the county.

Outstanding facts in regard to Palestine are summarized as follows:

Banks: National 3, State 1, Private 1. Total resources over $5,000,000.

Wholesale Houses: Groceries 5, Meats 1, Fruits 1, Hardware 2.

Churches: Baptist 2; Christian 1; Christian Science, Jewish, Roman Catholic, Lutheran, Methodist, 2; Disciples of Christ, Episcopal, Presbyterian, 2; Y. M. C. A. Colored people also have several churches, notably Baptist, Methodist, Christian, and Church of God.

Theatres: Motion picture, 3; opera house, 1.

Schools: Public elementary 8, high 2, junior high 1, parochial 1, business college 1.

Principal Industries: Railroad shops and general offices, agriculture, poultry, stock raising, dairying, foundry, furniture manufacturing, two ice plants, gas plant, electric light and power plant, cotton oil mill and manufacturing of fertilizer, broom factory, mattress factory, candy factory, salt and lignite mining, printing and newspaper publishing, wholesale and retailing goods to railroad and agricultural section.

Miscellaneous Information: Road building program in progress involving expenditure of $2,300,000 for improved highways in Anderson County, $750,000 recently expended on paved street, adequate supply of water with municipally owned plant, fertile farm lands producing cotton, corn, grains, fruits, vegetables, in variety; iron ore in abundance, pine and hardwood timber, salt and lignite, many natural lakes and everrunning streams of clear water, hunting and fishing, modern country club with golf courses, municipal golf course, gun club, U. S. Weather Bureau.

Clubs and Fraternal Organizations: Rotary, Lions, Chamber of Commerce, Shrine Club, Knights of Columbus, Masons, Woodmen, Knights of Pythias, Odd Fellows, Woodmen Circle, Maccabees, Eastern Star, Knights Templar and Elks.

Palestine Trading Area: Extends throughout the county. Intermittent business is secured from towns on edge of adjoining counties within 30 to 50 miles radius. This trade is both by train and dirt roads kept in passable condition as an inducement to motorists.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 15; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 1; druggists, 9; dry goods, 12; department stores, 5; electrical supplies, 2; florists, 3; fruits, 4; furniture, 4; garages (public), 8; grocers, 70; hardware, 4; jewelry, 2; meat markets, 70; men's furnishings, 15; men's clothing, 15; merchant tailors, 6; milliners, 9; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; sporting goods, 5; stationers, 3; women's apparel, 12.

THE CORPUS CHRISTI
(TEXAS)
CALLER

—the leading daily newspaper of the South Texas Gulf Coast Field, the fastest growing section of the entire southland.

—cotton in this county this year should be a $12,000,000 crop. Yet this is but one of the money crops.

—deep water harbor being built; cheap fuel and labor; summer and winter resort—Corpus Christi has everything to make a city.

—150 miles from San Antonio; 250 miles from Houston. No campaign designed to cover Texas is complete unless it includes The Caller, located in the center of a rich trade territory.

—largest circulation in its field; most used medium; best news service—full leased wire Associated Press.

Learn the romance of South Texas when you visit Houston. Corpus Christi welcomes you.

CORPUS CHRISTI (Texas) CALLER

The Case of
CORPUS CHRISTI, TEXAS

Shorn of all verbiage, here are the facts about the wonder city of the Gulf Coast.

1. Government, city, state and navigation district now spending $4,320,000.00 on DEEP WATER PORT at this city. Port to be completed in 1926. Channel twenty-five feet deep, two hundred feet wide, bottom depth. Turning basin fully protected and equipped with most up to date docks and warehouses.

2. Natural gas, from an unlimited supply, controlled by the city and delivered to industrial plants as low as six cents per thousand. This gas measures 917 b. t. u.'s and has a rock pressure of 600 pounds.

3. Competent labor exists here in abundance at from seventy-five cents to one dollar for females and one dollar and a half for males. Economical living conditions for labor, with unusual opportunities to become home owners.

4. Splendid inducements in factory sites forty feet above high tide adjacent to four railways and docks for deep water harbor.

5. The climate is equable and work can be carried on for twelve months in the year without expensive building requirements. The mean winter temperature is fifty-six.

6. Ample banking facilities. Corpus Christi has four banks with resources over $8,000,000.00.

7. Corpus Christi has large deposits of sand, which careful analysis and actual test show to be suitable for making glass.

8. Corpus Christi has large deposits of clay, which actual tests have shown is admirably adapted to the making of high grade brick and vitrified products generally.

9. The present liberal policy of the Mexican Government in the matter of exporting raw materials puts Corpus Christi with her cheap fuel in closer proximity to great deposits of iron and zinc ore than exists anywhere else in the United States between cheap fuel and raw material.

10. Corpus Christi is a large concentration point for the highest grade uniform hard staple cotton in the entire cotton belt. The atmosphere contains the degree of moisture desirable for making cotton fabrics. A nationally known manufacturer who employs 20,000 men recently said, "I am strongly of the opinion that . . . Corpus Christi, Texas, if properly developed, would exceed all other cotton manufacturing centers in the world."

11. Corpus Christi is surrounded by nearly 2,000,000 acres of the richest black land in the cotton belt. Nueces County over the past ten years has averaged five-eighths of a bale of cotton to the acre. Diversified farming is practiced. Various grain sorghums, hay crops and vegetables supplement cotton in making our farmer prosperous.

12. Corpus Christi is a great summer and winter resort. Its beaches are unexcelled anywhere. With good salt water bathing and fishing as recreations, labor is happy and contented. No serious labor trouble has ever been experienced in this city.

Genuine Co-operation will be given by Corpus Christi business people to any Manufacturer seeking an Economic Location in this Favored Environ.

WRITE

CHAMBER OF COMMERCE
CORPUS CHRISTI, TEXAS

With Appreciative Recognition

of its splendid work to the great business of
ADVERTISING and to business generally

Express Publishing Company

of San Antonio, Texas

Extends This Greeting

TO THE

Associated Advertising Clubs of the World

and wishes that organization continuance
in its success and popularity

Express Publishing Company

SAN ANTONIO, TEXAS

WITH ITS PUBLICATIONS:

San Antonio Express
San Antonio Evening News
Semi-Weekly Farm Express
Express-News Retailer

The John Budd Company
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS
ATLANTA SAN FRANCISCO

YOU are invited to be present at one of the wonderful Mexican dinners on Friday evening at 6:15 o'clock, May 15, as a guest of Express Publishing Company. This dinner will be served in typical Mexican surroundings, with menu, music, dancing and other features in full harmony with the charming and sentimental surrounding atmosphere peculiar to the Mexican people and so different from other events of your trip.

YOU CANNOT FAIL TO ENJOY IT

AMARILLO IS THE "PAN" OF TEXAS' FAMOUS "PANHANDLE"

By O. V. VERNON

YOU'VE heard of the Panhandle.

Everybody has, even the Canadian, the Alaskan, and perhaps the Turk.

The "ruralest" school in distant Maine has a geography with the Panhandle in it; Texas' shape makes her stand out from all other States.

They've heard of the Panhandle, but what of the pan?

Well, there is a pan—one city. Figuratively, if not geographically, Amarillo, is the "pan" of the expression. Around that municipality of cowmen, "great open spaces" and snappy weather is some of the richest country in the world. There, if anywhere, is the virgin land of the Southwest. "Go to the Panhandle, young man, and grow up with the country," Horace Greeley might say today.

Amarillo in 1900 was a cowtown, boasting 1442 inhabitants. Today it has 25,000 inhabitants. During the last twenty-four years it has become the center of transportation and distribution for a region as large as the state of Ohio. That region, at present only one-fourth tilled, with development only begun, is today the largest reservoir of proven but undeveloped resources in the nation. Chief among those resources are farm lands, natural gas and oil.

For agriculture. the Panhandle has many square miles of fertile lands, just now coming upon the market because of the breaking up of large ranches. Although the greater portion of its lands is still virgin soil, the Panhandle is the banner wheat and grain sorghums producing section of the State.

Engineers agree that the Panhandle natural gas field is the nation's greatest reservoir of fuel. The twenty-five wells already drilled have a capacity exceeding 1,000,000,000 cubic feet daily. It is calculated the field could easily deliver the equivalent of 900,000 tons of coal daily for fifty years. One smelter already has been located in Amarillo to use this cheap fuel. After two years operation, its capacity was recently doubled.

It is difficult to speak of the Panhandle oil field in terms small enough to be believed, because no field yet discovered offers comparison to size. The proven area is about 80 square miles. Storage tanks and pipe line facilities are now available, and the Panhandle oil is being used by the Amarillo Refining Company.

Amarillo is the center of the network of railroads which overspread the Panhandle. These railways, radiating in seven directions, and no other city within 200 miles in any direction, made Amarillo a natural distributing point. Wholesale houses took advantage of that situation, and so there are 25,000 people in Amarillo in 1925. During the four years following 1920, through steady enlargement of all its activities, 1,084 homes have been built here. Wholesale business in 1924 was approximately $100,000,000. Four hundred traveling men reside here.

As Amarillo has steadily advanced from a standpoint of industry and wealth, civic improvements have laid the foundation for a real city, by providing for practically every community need. Public buildings include Municipal Auditorium, seating 3,000 persons, which has enabled the people of the region to hear grand opera and the foremost musicians of the nation. Other buildings are a city hall, federal building, the only country library building in the state, a county hospital which is the latest word in scientific arrangement and equipment, Masonic Temple, Elks Home, and ample school facilities. There are twenty-five miles of paved streets, four miles of "white-way" street lights, and thirty miles of paved highways in the country.

Amarillo has the city manager form of government and tax supported Chamber of Commerce work. Her sanitary inspection system insures a high order of civic cleanliness. Her schools are among the highest ranking in the state. There are twenty-three churches, representing all leading denominations.

Altogether, Amarillo being a growing city and the center of a rapidly developing region, offers opportunity to the ambitious; its civic improvements stamp it as a public spirited city. Remains then, only healthfulness, agreeable climate and pleasant surroundings to be considered. What about them?

Well, Amarillo's high dry atmosphere is extremely healthful for people, but unhealthful for germs. Her climate is not only agreeable, but interesting. Plenty of sunshine and an altitude of 3663 feet provide for that. There is no deadly monotony of weather here. The winters are crispy, cool, though the thermometer seldom reaches zero. Summer temperatures are moderate. Nights are cool throughout the year, cool enough to make cover comfortable, and mosquitoes are virtually unknown. In all seasons, the temperature has a tonic quality which promotes vigor and healthfulness.

Climate in Amarillo's distinctive asset.

PORT ARTHUR, A NEW CITY OF TEXAS, IS OIL REFINING CENTRE

By C. K. DE BUSK

A FEW years preceding the beginning of the present century, the region in the south eastern corner of Texas and on the shores of Sabine was a vast wasteland; today in the heart of this region is Port Arthur, the world's greatest oil refining center; fifth port of America in volume of commerce;—a city that ranked fifth in total building permits in 1923, a population of almost 45,000 people, modern and progressive in every way and has been called the wonder city of the South West.

In the plant of the Gulf Refining Company it has the largest petroleum refining plant in the world—a giant industry having a capacity of 103,000 barrels a day, and employing 8,000 men.

In the plant of the Texas Company Port Arthur has another refinery that ranks along with a dozen of the largest. The plant of the Pure Oil Company, and the Atlantic Oil & Refining Company brings Port Arthur's daily output of refined petroleum products to 8,000,000 gallons per day.

Port Arthur's growth has been rapid and as a result the city is new. Port Arthur's growth has been phenomenal, yet the better things of life have not been overlooked, and while Port Arthur is a great industrial city, it is morally clean, intellectual, alert and desirable in every way, well balanced and poised and sure of its ground. Port Arthur's greater industrial district has an area of 10 square miles, and in the past four years more than $75,000,000 have been spent in industrial improvements. This district now has 16,500 employees with an annual payroll of $30,000,000, yet it is regarded by those who know Port Arthur as but the beginning of a great industrial center.

CLARKE HOST IN GALVESTON

Official of State A. A. C. W. in Charge of City's Visiting Day

Garnett B. Clarke, president of the Galveston Ad Club, is managing secretary for Galveston Day when the World Ad Clubs in convention visit the island.

Mr. Clarke is also the first vice-president of the A. A. C. of Texas and a member of the International speakers bureau of the A. A. C. W.

The Fort Worth RECORD

"Texas' fastest growing newspaper"

There is no place in America so rich in marketing possibilities as Fort Worth and her Trade Territory—West Texas.

To effectively reach this rich market you must use the FORT WORTH RECORD, the only morning newspaper published in Fort Worth, the gateway to West Texas and the Panhandle.

THE RECORD'S RAPID AND SUBSTANTIAL GROWTH

—is a result of its dominance in news, features and general reader interest.

Comparative Statements Reflects a Sound and Substantial Growth for The Sunday Fort Worth Record

March 31, 1924, Total Net Paid	43,305 A.B.C.
September 30, 1924, Total Net Paid	48,330 A.B.C.
March 31, 1925, Total Net Paid	58,314 A.B.C.

The Record Carries More Want Ads Than All Other Fort Worth Newspapers Combined

FOREIGN REPRESENTATION

The Record Has Dual Representation in Chicago and New York. The complete representation is as follows:

Chicago—G. Logan Payne Co.
New York—Payne, Burns & Smith, Inc.
Chicago—W. H. Wilson
New York—W. W. Chew
San Francisco—T. C. Hoffmeyer
Other Territories—G. Logan Payne Co.

THE SOUTHWEST

One-Tenth of the National Market

Texas and the Southwest Represents 10 Per Cent of Your Sales Possibilities NOW— And Growing Bigger Every Year!

This fact will stay with you after your visit to Texas for A. A. C. of W. Convention.

The Southwest, comprising the states of Texas, Oklahoma, Arkansas, Louisiana and New Mexico, contains 10% of the nation's population. In these five Southwest states there are only 17 cities of 25,000 population and over. These 17 cities contain but 14.7% of the Southwest's population.

Analyzed from the standpoint of sales opportunities, the Southwest is a small city and town, and farm market, because 85.3% of the people live in the smaller cities and towns and on the farms.

All sections of the Southwest are increasing rapidly in population. The agricultural and industrial development is enormous. From these activities there comes an ever-increasing stream of new wealth which means buying power.

Holland's Magazine, reaches families in cities, towns and villages. Farm and Ranch, reaches the prosperous, progressive farm homes.

We are headquarters for market information on the Southwest. If it is obtainable our Research Department has it, and will be glad to furnish you with authentic data on any of these states.

The Texas Farm & Ranch Publishing Company

HOLLAND'S MAGAZINE Dallas, Texas FARM and RANCH

CORPUS CHRISTI SEES VISIONS OF GREATNESS AS PORT, RESORT AND FACTORY

By RALPH BRADFORD

TWENTY years ago the town of Corpus Christi dozed quietly in the sun. Unsightly clay bluffs rose behind her to the west. The listless waves of the bay lapped wearily among the waste and wreckage of an unkept beach. No streets were paved, few sidewalks were cemented. It was a tired little town asleep in the land of Mañana.

As you went west out of town, you encountered an unbroken stretch of monotonous prairie land, devoted exclusively to the culture of the long horned cow and the short tailed rattler. Sixteen miles west of town two railroads crossed. The crossing was a place of desolation—a lonely junction in the flat waste of the prairie.

That was twenty years ago.

Today Corpus Christi is a city of nearly 20,000. Its streets are widened and paved. Its streets are beautified. Its hotels are famous. Its buildings are new and modern. The clay bluff has been transformed into a terraced municipal asset.

Go west out of town. The prairie has been converted into great farms. The lonely junction point is a city of 3,000, and is the greatest ginning point in the world. For ten years the black acres of Nueces County have led the world with the highest average yield of cotton produced in the cotton belt.

Corpus Christi has a great gas field, whose output is controlled by the city. Gas is furnished to domestic consumers for 60 cents per thousand, and to manufacturers for the unheard-of low figure of 6 cents a thousand.

The greatest deposit of iron ore in the world is only 600 miles away on a direct one-line haul. Zinc ore in unlimited quantities exists within 365 miles of this gas field.

High grade clay suitable for the manufacture of brick, tile, and other vitrified products exists in great quantities at this point. Here also are found enormous quantities of sand suited for the making of glass.

Corpus Christi is ideally situated for the location of textile industries. A nationally-known manufacturer who employs 20,000 men recently said, "I am strongly of the opinion that . . . Corpus Christi, Tex., if properly developed, would exceed all other cotton manufacturing centers in the world.

A cotton mill is being financed at present and others are sure to follow. Corpus Christi is a large concentration point for the highest grade uniform hard staple cotton in the entire cotton belt. The atmosphere contains the degree of moisture desirable for making cotton fabrics. Labor conditions are most satisfactory. Corpus Christi has first called on a great supply of efficient labor that can be had on reasonable terms. Climatic conditions are favorable to a year-round operation of industrial plants without expensive outlay for buildings and heating apparatus.

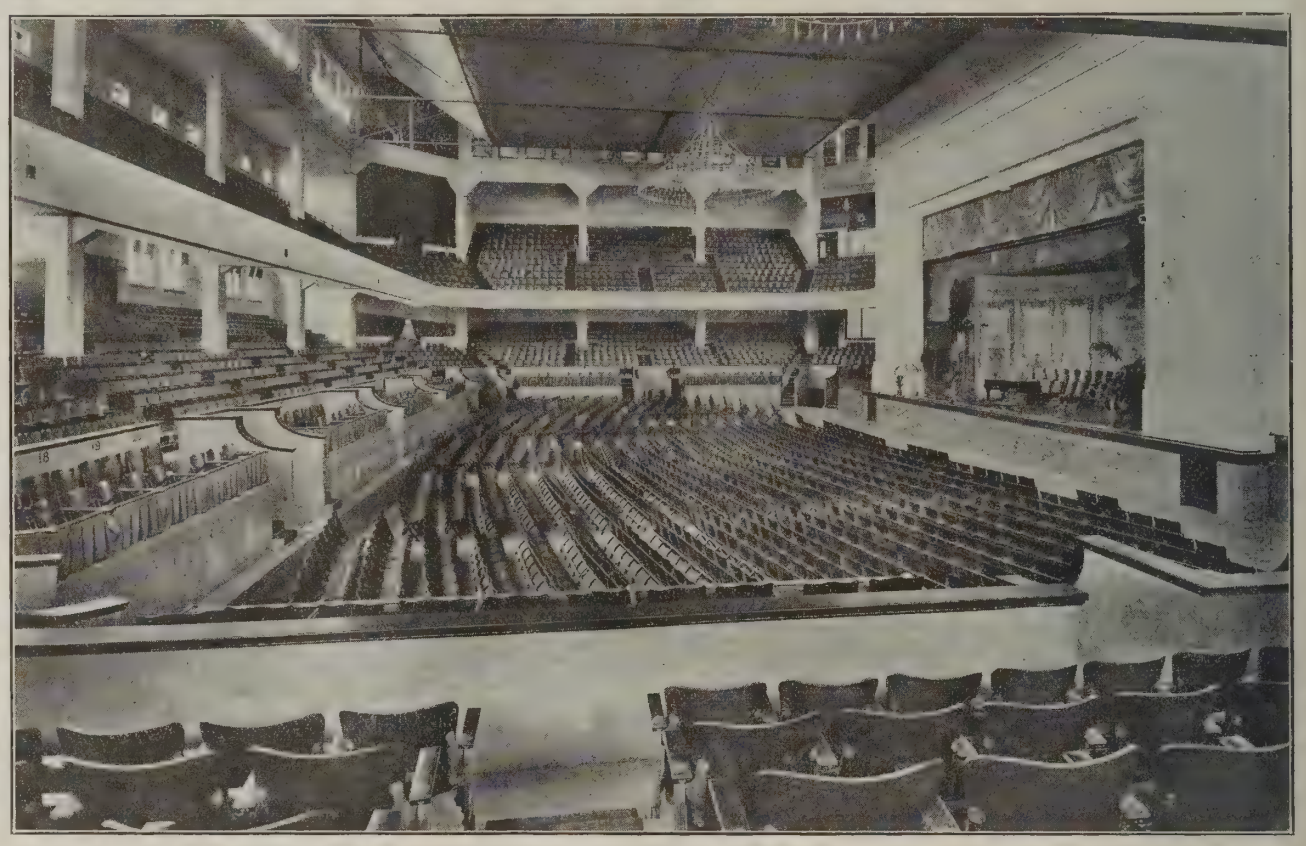
The rich agricultural background of Corpus Christi serves as a stabilizer for her business progress. The discovery of the gas field insures her industrial advancement. The opening of her deep water port guarantees both her agricultural and her industrial success, and at the same time opens up a great commercial future.

Work on the port development is proceeding rapidly. Three dredge boats are at work on the channel; the foundations for the docks and warehouses are finished; the big bascule bridge is in process of construction; and it is absolutely assured that the whole project will be completed on schedule and that the Port of Corpus Christi will be ready for ocean-going vessels by the fall of 1926.

This port will have a channel 25 feet deep and 200 feet wide, bottom width thus affording accommodations for ocean-going vessels. $4,320,000 is being spent on this project, which is being built because of an economic demand for its existence. It is the closest port in the United States to the Panama Canal and the South American trade. Grain can be shipped here from the Northwest and put on board ship five cents a ton cheaper than it can be loaded on ship at any Atlantic port. Corpus Christi is the logical port of exit and entry for a vast territory.

There is still another important phase of this city's development. Corpus Christi is getting to be one of the great playgrounds of America. It has a semi-tropic climate. It is a place of palms and hibiscus and bougainvillæa. Its beaches are unsurpassed anywhere. Winter and summer tourists thousands are finding in Corpus Christi their ideal of a resort town.

Thousands of visitors flee from inland heat and find relief in our cool breeze and dashing surf. Other thousands find here a winter home. Splendid opportunities exist here for people with capital to invest in cottages, rooming houses and hotels; and for those who desire a new home, away from the rigors of northern winter, the appeal of this southern city is irresistible.



Interior of Houston City auditorium where all sessions of the A. A. C. W. convention will be held. This is said to be the second finest city auditorium in America

CLEBURNE SPENDS MONEY TO MAKE "LIFE WORTH LIVING" FOR CITIZENS

By H. A. OLIVER

CLEBURNE, a city of 20,000, thirty miles from Fort Worth and fifty from Dallas, with train, interurban and good roads connecting all three, has a trade territory of 25 miles on the north and east, and 50 miles on the west and south. Johnson County has a splendid system of roads, affording quick transportation under any weather conditions.

The Santa Fe Railroad runs four ways out of Cleburne; also the Trinity & Brazos Valley R. R. and an interurban on an hourly schedule. Main shops of the G. C. & S. F. R. R. are located in Cleburne, employing 2,000 men with a payroll of $250,000 per month. Also giving employment to many are a foundry, cotton compress, four gins, flour mill, mattress, broom and candy factories, planing mill, creamery, laundries, and smaller manufacturers. Cleburne has a bountiful supply of pure, artesian water. It is famous for its modern churches, fine homes and well-equipped schools, the latter properties representing a larger investment in proportion to the entire community wealth than that of any other city in the world.

Electricity is furnished by the Texas Power & Light Co.; natural gas by the Municipal Gas Company; the water and sewerage plant is municipally owned.

Johnson County has 464,000 acres, 85 per cent of which is under cuyltivation; the county last year produced 50,000 bales of cotton, while this year it raised 52,000 bales. Besides the cotton crop, corn, oats, wheat, fruit and vegetables are raised in abundance, and dairy and poultry products are notable.

Cleburne has three substantial banks, and a group of broad-minded, friendly citizens who are ever ready to co-operate for the betterment of their city.

Cleburne—"A City Where Life Is Worth Living"—

The Cleburne Chamber of Commerce bids you welcome.

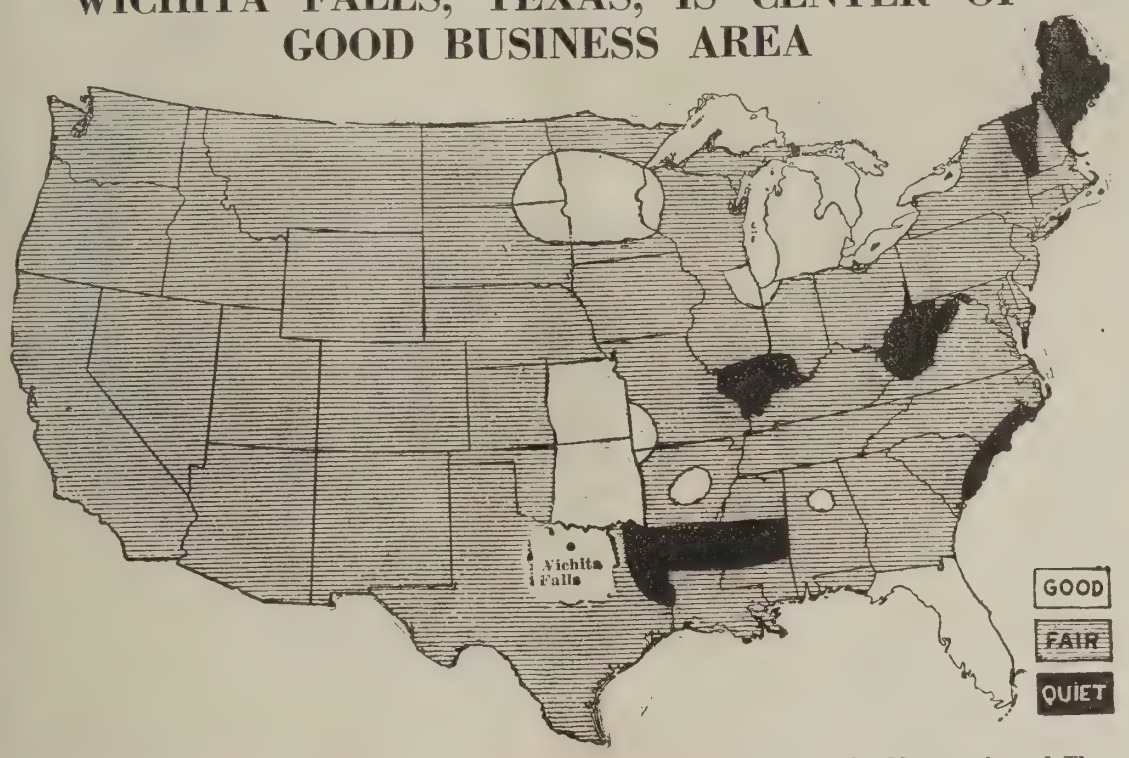
SOUVENIRS
DIAMONDS — WATCHES
JEWELRY
ONLY THE FINEST QUALITY
Dorfman's Jewelry Store
The Valley's Finest
Brownsville, Texas
Phone 970 1222 Elizabeth St.

The Merchants' National Bank
BROWNSVILLE, TEXAS
CAPITAL STOCK
Paid in $100.000.00
From Earnings $100,000.00 $200.000.00
Surplus Fund Earned $215,000.00
OFFICERS:
J. G. FERNANDEZ, Chairman of Board
JOHN GREGG, President
M. FERNANDEZ, Vice-President
E. J. TUCKER, Cashier
R. E. WAGNER, Ass't Cashier

LA PRENSA
LA PRENSA BLDG. SAN ANTONIO, TEXAS
The largest Spanish language Daily Newspaper published in the United States
There is no other way to reach the bulk of Spanish-speaking people but to use their native tongue newspapers.
Our circulation is larger than the combined circulation of the next four Spanish Dailies published in the United States.
Daily Circulation: **19,154**
P. O. Statement April 1st, 1925

Shoot at the Middle of the Target

WICHITA FALLS, TEXAS, IS CENTER OF GOOD BUSINESS AREA



This map shows business conditions in every State in the Union as shown in the May number of The Nation's Business, the official publication of the Chamber of Commerce of the United States. (Reprinted through courtesy Nation's Business.)

The Wise Advertiser Studies His Market

For many consecutive months business condition charts have shown Wichita Falls in the middle of the "white."

The Wichita Daily Times is the leading newspaper in this prosperous community.

Center your appropriation. Go after business where business is good.

Wichita Daily Times

First in influence—circulation —advertising.

Average net paid circulation over—16,000. Evening and Sunday coverage over 78% in Wichita Falls.

NATIONAL REPRESENTATIVES

E. KATZ
Special Advertising Agency
New York Chicago Kansas City Atlanta San Francisco

GUARANTEED!
A BALE OF COTTON PER ACRE

WICHITA VALLEY IRRIGATION PROJECT

Recently completed at a cost of four and one-half million dollars. Cotton, grain, truck and fruits make big yields.

MARKET UNEXCELLED

Wichita Falls is the center of a rich trade territory of a million people with excellent railroad and highway outlets.

MANUFACTURING AND DISTRIBUTING CENTER

An ideal factory location with over a hundred plants already in successful operation.

CHEAP FUEL. UNLIMITED WATER. LOWER FREIGHT RATES.

WICHITA FALLS NEEDS NO OIL BOOM FOR CERTAIN PROSPERITY

THE hectic oil boom days which brought Wichita Falls to the attention of the world are now past and this city of more than 50,000 people is building on a foundation of substantial resources, including agriculture, oil, livestock, manufacturing and superior educational facilities.

The oil industry which is now on a solid and permanent foundation, has helped to make possible the development which has taken place within the past seven years during which time the population has increased from 19,000 to 54,000; building permits from a few thousands to two and one-half million; bank clearings from $31,631,070 to $119,265,645; postal receipts from $123,233 to $226,294.

The mammoth Wichita Valley Irrigation Project which has been built at a cost of $4,500,000 and was completed in 1924 is an asset which makes certain a future of prosperity and progress.

The development of lands under this project during the latter part of 1924 was remarkable with a cotton yield of from one to two bales per acre and successful growth of various truck crops and fruits.

This project includes Lake Kemp which is the seventh largest artificial body of water in the United States and more than one hundred acres of rich river valley land.

The splendid public school system of Wichita Falls includes a Junior College, the million dollar building having been completed last year. The superior educational advantages offered are attracting families from all sections of the country and during 1925 the school attendance has increased at the rate of more than 200 per month.

Wichita Falls is the center of a vast and rich trade territory of nearly a million people—the most prosperous and most rapidly growing section of Texas—a region scarcely touched in the way of agricultural, industrial and commercial development. There are seven railroad outlets into this territory, supplemented by hundreds of miles of paved highways.

Due to the advantages of what is known as the Texas "Common Point" freight rate Wichita Falls has a big advantage over other cities in this section. This city can serve this immediate territory of more than fifty counties more quickly and more economically than any other town.

The vast section known as the South Plains which the Fort Worth & Denver Railroad is entering, will be directly tributary to Wichita Falls with the completion of this road. Wichita Falls jobbers and wholesalers will be able to serve this section a day ahead of any other large city.

Over a hundred manufacturing concerns are prospering here with distribution of products over the states of Texas, Oklahoma, New Mexico and in many instances the United States and foreign countries.

The first three months of 1925 have been the most prosperous in the history of the city, the growth which is now taking place being on a stable and firm basis with every prospect for continued development and prosperity.

CORSICANA'S CITIZENS SHOW THEIR SPEED BY LEADING STATES AND CLUB AFFAIRS

THE territory in which Corsicana is located is known the world over as an oil and agricultural center. For years oil and cotton have been the chief products and for years it has led the state in these two great commodities. Both commodities being ready money crops makes this section one of the richest fields to get returns on nationally advertised articles.

Corsicana has a population of 25,000 and Navarro county a population of 75,000 people. It is the second largest cotton market, sixth in building activities and eighth in building activities in Texas. Located in the heart of the black land belt, and an agricultural and oil center, the county has a tax rendition of $75,000,000. Over 15,000 automobiles are registered in this county.

Large oil fields are located here and their peak daily production reached over 354,000 barrels. The daily production at present is over 100,000 barrels. There is much wildcatting under way at the present and there is no doubt that before many weeks have passed another oil pool will be uncovered that will surpass the great Corsicana-Powell pool.

The city of Corsicana is so situated geographically that it is the hub of a wheel, the spokes of which reach out into a rich territory for fifty miles. It is a railroad and interurban center and enjoys three hundred miles of hard surfaced roads. A bond issue carrying $7,000,000 will be voted soon for the purpose of building many more miles of good roads in the county.

There are many miles of paved streets in Corsicana and a half-million-dollar five-story hotel has just been opened to the public. An eight-story office building and many other buildings of lesser size are in the course of construction or have just been completed. A modern electric traffic signal system controls the traffic in the main business district and electric cars traverse the main part of the residential section.

Corsicana also enjoys a fresh water system unexcelled at any other place in the state with millions of gallons of fresh and pure water impounded in the municipal reservoir available at all times.

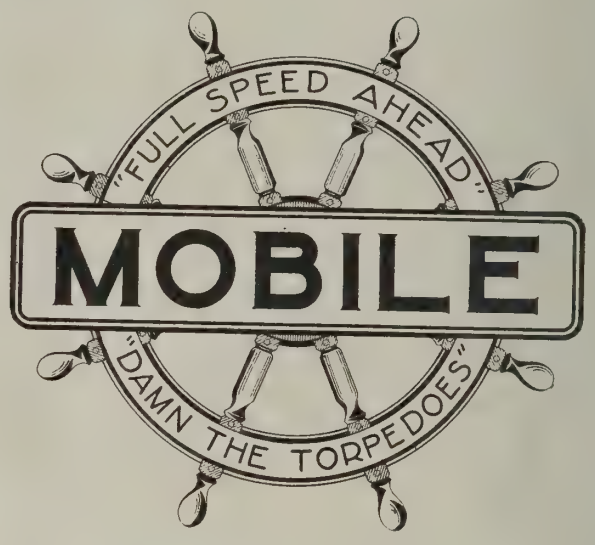
Corsicana is one of the industrial centers of the state with one of the largest oil well machinery manufacturing plants in the world located here. A large cotton mill is also located at this city and it is expected that another will be put in operation here soon. Many oil well supply houses also maintain large branch houses here and all of the major oil companies have offices in this city.

Exceptional climatic conditions make Corsicana an ideal city in which to live and from a civic standpoint it is one of the most attractive cities in the state. Corsicana is a wholesome and distributing center with 67 wholesale houses located here including groceries, hardware, candy, produce, coffee, cotton warehouses, cotton seed oil products, refined petroleum products, oil well supplies, bread and cake factories, etc. These wholesale houses handle and feature all of the nationally advertised products.

For a number of years Corsicana has been very much in the limelight due to its activity in the state and national advertising circles, having one of the most wideawake advertising clubs in Texas. It was at Corsicana that the Texas Centennial and World's Exposition idea was born, which exposition will be the next world's fair according to the plans of the Texas Centennial Governing Board of 100 citizens have been elected and appointed with discretionary power to act. The idea of the Centennial Celebration arose at the 14th Annual convention of the Tenth District Associated Advertising Clubs of the World which was held in Corsicana in November 1923.

Corsicana will send a special train of one hundred and fifty delegates to the annual convention in Houston of the Associated Advertising Clubs of the World, as well as will also entertain Circle Tour D. covering North Texas, of the advertising delegates following the Houston convention. Elaborate plans for the special train and the entertaining of the Circle Tour guests have already been planned by the citizens of Corsicana.

ADMIRAL FARRAGUT'S BATTLECRY



MOBILE'S SLOGAN OF PROGRESS

That the Alabama seaport is proceeding full speed ahead is shown by the millions being expended for public improvement—schools—paved streets and highways and port terminals.

THE PORT OF MOBILE, where ocean carriers—railroads—inland waterways—barge lines and hydro-electrical power will be found in combination with factory sites beside the ten million dollar port terminals now being built by the State of Alabama.

WRITE THE

MOBILE CHAMBER OF COMMERCE



PRODUCES

ONE TWELFTH

OF THE

COUNTRY'S

AGRICULTURAL

WEALTH

Fort Worth Star-Telegram

offers the advertiser

A CONCENTRATED CIRCULATION

in a well defined territory

WEST AND NORTHWEST TEXAS

the richest section of the state in
per capita wealth and buying power

THE BEST TRY OUT TERRITORY IN THE UNITED STATES

Fort Worth Star-Telegram

Over 90,000 Daily **FORT WORTH, TEXAS** **Over 100,000 Sunday**

AMON G. CARTER
Pres. and Publisher

Charter Member
Audit Bureau of Circulations

A. L. SHUMAN
Vice Pres. and Adv. Mgr.



MAGNIFICENT HOUSTON

(Top) A type of palatial home; (Right) Rice Institute, a $10,000,000 dedication for advancement of letters, science and art; (Below) Type of ecclesiastical architecture; (Below) New Houston High School; (Right) Miniature view of a vessel in Houston's ship canal; (Bottom) Bird's-eye view of the heart of Houston's business district.



Established 1879
Spacious New Home of the New Orleans States.

Continuous Growth
is not a matter of luck

ANY commodity which continually grows year after year MAY be good, but for it to show, year after year, a growth that is consistent and tremendously healthy, it MUST be good.

The New Orleans States has always been a good newspaper. Today the States' status as an advertising medium, effectively covering the New Orleans market, is acknowledged not only by local Advertisers, but by National Advertisers as well, as shown by its remarkable and steady increase of both Local and National lineage.

Advertisers—local and national—who wish to cover ALL of New Orleans, ECONOMICALLY, use the States

First in Evening Field in New Orleans in Daily Circulation

¶ Up, up all the time goes the circulation figures of the States.

¶ 34% Increase in daily circulation, and 119% in Sunday circulation over a period of three and a half years.

¶ Surely there must be a real reason for this complete acceptance by the public of this great newspaper.

Director of Advertising

New Orleans STATES

JNO. M. BRANHAM CO.
Representatives
North—South—East—West

BEAUMONT IN FOUR YEARS ADDS PORT TO ITS HUNDRED-ODD INDUSTRIES

By MARVIN BROWN

BEAUMONT is the seat of Jefferson County with a population of 52,546, according to government estimate as of January, 1925. Jefferson county is the most southeasterly county of the state, with an area of 920 square miles and an estimated population of 120,000. This is a part of what is known as the "Sabine District," and is industrial in character. Agriculture is in its infancy here, except for rice, which has been grown for many years. Government figures will show that in 1915 Jefferson county produced one-fourth the rice raised in Texas and one-tenth of the total of the whole United States for that year. The production since that time, as well as before, has varied in keeping with the law of supply and demand and consequent prices only.

Beaumont is a seaport, connected by ship channel with the Gulf of Mexico, made by dredging the Neches river. The channel was opened to seagoing vessels in 1916, and the tonnage over the municipal wharves and docks has grown from practically nothing at that time to slightly more than 4,000,000 tons in 1924.

While it is considered an industrial center with its more than 100 factories and industrial plant, Beaumont also is the center of a considerable trade territory, embracing a great part of east Texas and southwest Louisiana. This territory embraces thirteen Texas and nine Louisiana counties and covers 18,882 square miles. Four railway trunk lines radiate in every direction, supplying the entire territory with excellent freight and passenger service. The roads are the Southern Pacific, Santa Fe, Gulf Coast Lines and Kansas City Southern.

An industrial payroll of approximately $50,000,000 annually in Jefferson county accounts for many retail establishments in Beaumont, and a half score of wholesale establishments here do an enormous business in the trade territory of which Beaumont is the center.

Jefferson county soil has been found especially adapted to fig culture, and about a thousand acres are now in productive cultivation. Two large preserving plants have been erected in the county already and another is soon to be constructed. Interest is sure to center on this industry for the good reason that the land has been known to yield a gross income of from $300 to $500 per acre when planted to Magnolia figs.

Beaumont is the home of the Pennsylvania Shipyards, Pennsylvania Car Company and the Petroleum Iron Works, three of the leading institutions of the kind in the entire country. It is also the home of South Park College and the South Texas State Fair.

In Jefferson county are located six enormous oil refiners, and the largest oil refinery in the world, the Gulf. The Magnolia refinery is just outside the corporate limits of the city.

Beaumont has a city manager form of government, dominated by a council and board of city commissioners. There are churches and civic and fraternal organizations of practically every name and the moral and social atmosphere is all that could be desired. The educational facilities are of the very best. Those interested in industrial sites or otherwise, and who would like to know more of the city in detail should communicate with the Beaumont Chamber of Commerce and be supplied free of charge with printed illustrated literature of the city and district.



Mildred Milligan's Harp Ensemble, 11 harps on the stage at one time, a star feature of the Houston advertising reception—Miss Madora Foster, daughter of Marcellus E. Foster, is one of the players

Sun Club Members Dance

More than 700 members and guests of the Sun Club composed of employes of the *New York Sun* attended a dance at the Hotel Pennsylvania, April 30.

PAST AND PRESENT OFFICERS OF THE A.A.C.W.

Presidents

1905	Charles H. Jones, St. Louis, and Hugh Montgomery, Chicago.
1906	W. N. Aubuchon, St. Louis.
1907	Smith B. Quayle, Cincinnati.
1908	E. D. Gibbs, Chicago.
1909-1910	Samuel C. Dobbs, Atlanta.
1911-1912	George W. Coleman, Boston.
1913-1914	William Woodhead, San Francisco.
1915-1916	Herbert S. Houston, New York.
1917-1918	William D'Arcy, St. Louis.
1919	Edwin T. Meredith, Des Moines, and Reuben Donnelly, Chicago.
1920	Rowe Stewart, Philadelphia.
1921	Charles Henry Mackintosh, Chicago.
1922-1925	Lou E. Holland, Kansas City.

Secretaries

1905	Seth Brown, Cincinnati, and Byron W. Orr, St. Louis.
1906	J. O. Young, Kansas City.
1907	Byron W. Orr, St. Louis.
1908	Leo Landeau, St. Louis.
1909-1921	P. S. Florea, Indianapolis.
1922-1925	Jesse H. Neal, New York.

Conventions

Conventions have been held by the Associated Advertising Clubs in the following cities:

1905 Chicago	1911 Boston	1916 Philadelphia	1921 Atlantaa
1906 St. Louis	1912 Dallas	1917 St. Louis	1922 Milwaukee
1907 Cincinnati	1913 Baltimore	1918 San Francisco	1923 Atlantic City
1908 Kansas City	1914 Toronto	1919 New Orleans	1924 London
1909 Louisville	1915 Chicago	1920 Indianapolis	1925 Houston
1910 Omaha			1926 ———



It Will Pay You to Stop Off At

New Orleans

en route to or from the

Houston Convention

of the

Associated Advertising Clubs

We would be delighted, of course, to see you and to have you personally investigate the tremendous change that has taken place in the local newspaper situation since The Morning Tribune was launched last December.

The Item-Tribune

week-day circulation approximately 100,000 of which about 80,000 is in the City of New Orleans

JAMES M. THOMSON, Publisher

A. G. NEWMYER, Associated Publisher

National Advertising Representatives
JOHN BUDD COMPANY
New York Chicago St. Louis Atlanta
Los Angeles San Francisco Seattle

Through The Magic Glass of the "Woman's Viewpoint"





The Door of Opportunity Opens Wide on Every Page of

THE WOMAN'S VIEWPOINT

A Monthly Magazine owned, edited and published by women whose point of view is wide enough and deep enough to include all humanity

COPIES AND ADVERTISING RATES ON APPLICATION

THE WOMAN'S VIEWPOINT PUBLISHING CO., Inc.

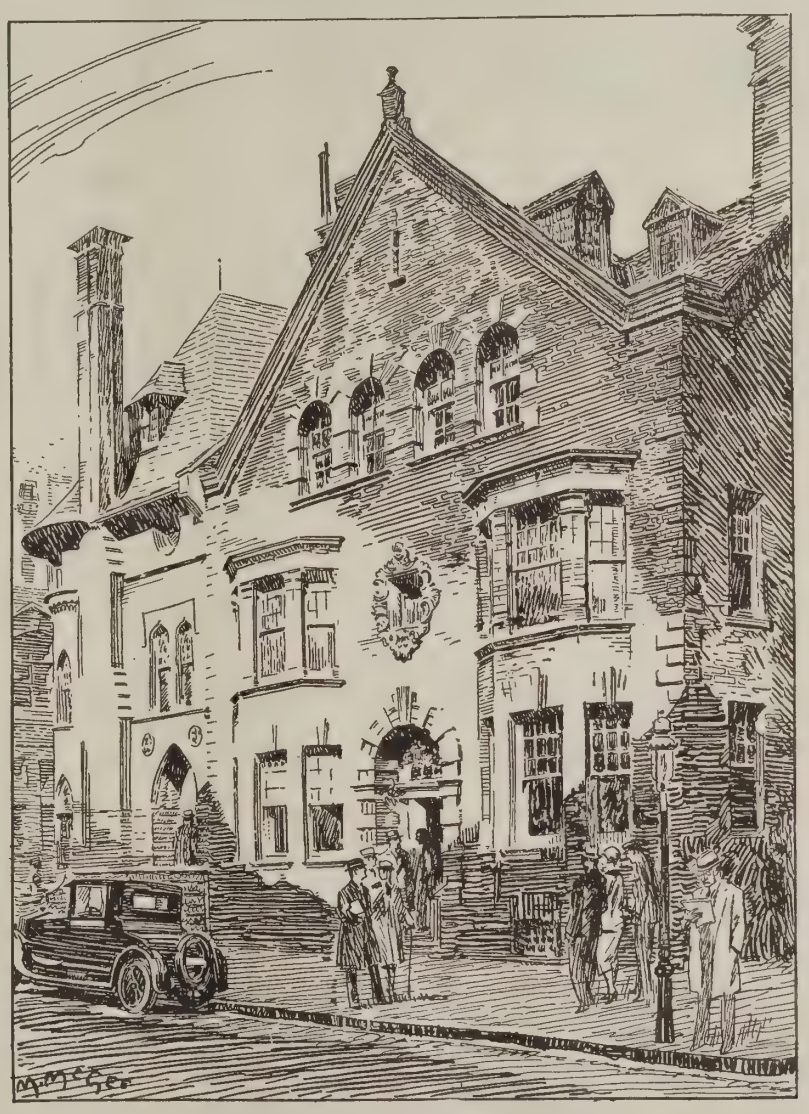
222-230 Rodgers Bldg., Houston, Texas

Philadelphia

1926

Philadelphia Employing
Electrotypers' Association

The Poor Richard Club of Philadelphia



POOR RICHARD'S NEW HOME

invites the *Associated Advertising Clubs of the World* to be its guests in 1926—the year of the Sesqui-centennial Exposition.

All Philadelphia heartily joins in this invitation.

We promise you a profitable business congress and a rainbow of entertainment.

Come get *your* pot of gold!

"1776" "1926"



INDEPENDENCE HALL, Philadelphia, where the DECLARATION OF I NDEPENDENCE was signed and the CONSTITUTION OF THE UNITED STATES was adopted

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

joins heartily in the invitation
of the

Poor Richard Club

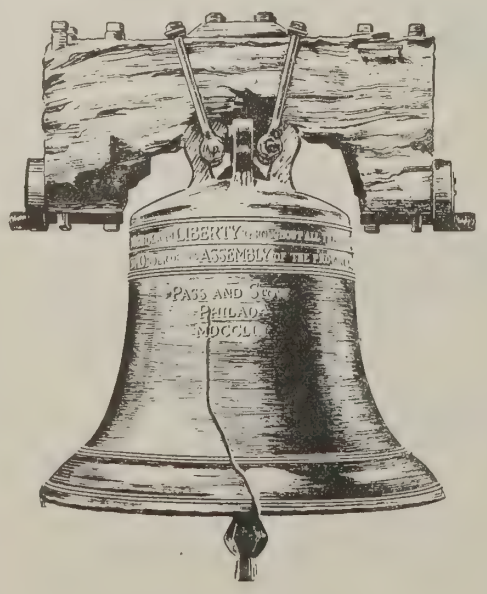
to the

Associated Advertising Clubs of the World

to hold their 1926 Convention
in

Philadelphia

The City of the Greatest Historical Interest in the United States at the time of the Celebration of the 150th Anniversary of American Independence



The Liberty Bell

SOME OF THE PLACES OF HISTORIC INTEREST IN PHILADELPHIA

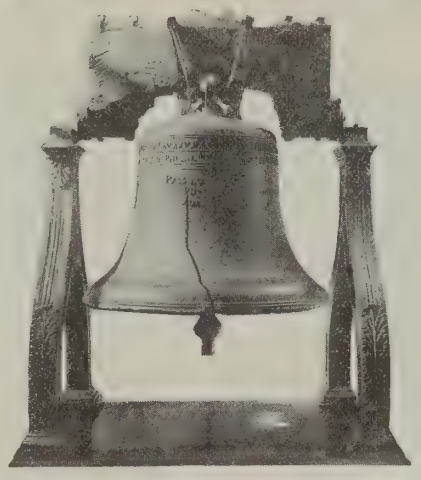
Independence Hall, Liberty Bell and National Museum, Chestnut ab. 5th.
Congress Hall (exhibition of historical paintings), southeast corner 6th and Chestnut.
Delaware River Bridge, world's longest suspension bridge (under construction), foot of Race St.
Public Library (under construction), 19th and Vine.
Carpenter's Hall (first meeting place of Continental Congress), Chestnut ab. 3rd.
Christ Church (Washington's Pew, etc.), 2nd ab. Market.
Christ Church Cemetery (Grave of Franklin), 5th and Arch.
Gloria Dei (Old Swede's) Church, Swanson St., near 2nd and Christian.
Betsy Ross House, 229 Arch.
Site of the house where Jefferson drafted the Declaration, S. W. cor. 7th and Market.
Philadelphia home of Edgar Allan Poe, 520 N. 7th.
Franklin Institute, 15 S. 7th.
Masonic Temple, Broad and Filbert.
Academy of the Fine Arts, Broad and Cherry.
Academy of Natural Sciences, 19th and Race.
Girard College, Girard Ave. ab. 20th.
Johnson Art Gallery, 510 S. Broad.
United States Mint, 16th and Spring Garden.
United States Custom House, Chestnut below 5th.
Historical Society of Pennsylvania, 13th and Locust.
The Evening Bulletin Buildings, City Hall Square.
League Island, southern end of Broad St.
U. S. Naval Asylum, Gray's Ferry Ave. bel. Bainbridge.
Ridgway Library (bequest of Dr. Rush), Broad and Christian.
League Island Park.
Tidewater Terminal. Piers 96-98 South Wharves.
University of Pennsylvania, 34th and Woodland Ave.
U. of P. Museum of Science and Art, 33rd and Spruce.
Commercial Museum, 34th bel. Spruce.
Drexel Institute, 32nd and Chestnut.
Bartram's Garden Park, 54th and Woodland Ave.
Morris Park, Overbrook.
Cobb's Creek (municipal golf links), 63rd and Arch.
Cramps' Shipyard, Beach and Ball Sts.
Penn Treaty Park and Monument, Beach, north of E. Columbia Ave.
U. S. Arsenal, Bridge St., Bridesburg.
Pennypack Park.
Roosevelt Boulevard.
Museum of the Site and Relic Society of Germantown, Vernon Park.
Chew House (Battle of Germantown), Germantown Ave. and Johnson St.
Hunting Park, Old York Road and Hunting Park Ave.
Stenton Park and Mansion (historical museum), Wayne Junction.
Art Gallery (under construction), 25th and Spring Garden.
Washington Monument Green St. entrance.
City Aquarium, Fairmount Water Works.
Grant's Log Cabin, north of Lemon Hill.
William Penn's Letitia St. house, west end of Girard Ave. bridge.
Zoological Gardens, west end of Girard Ave. bridge.
Memorial Hall (art and industrial exhibits), near 44th St. entrance.
Horticultural Hall, north of Memorial Hall.
Smith Memorial (Soldiers and Sailors' Monument), near 42nd and Parkside.
Catholic Total Abstinence Union Fountain, near 52nd St. entrance.

The circulation of THE EVENING BULLETIN is the largest in Philadelphia, and one of the largest in the United States.

EDITOR & PUBLISHER

Next 1926

Philadelphia A. A. C. of W.



City of Brotherly Love to bid at Houston in Forceful but Dignified Manner—Would Be Second Meet at Ben Franklin's Shrine

Poor Richard Club Leads Drive and Promises Entertainment Befitting the Fane of American Journalism—Confident of Victory

By PHILIP SCHUYLER

ADVERTISING has left ballyhoo and brass band days far behind, and walks today in dignity.

This belief, at any rate, is held by a group of hardworking advertising men, members of the Poor Richard Club of Philadelphia, who are leading a drive to make their city the site of the 1926 convention of the Associated Advertising Clubs of the World.

Ever since the London meeting, these men have been directing quiet plans to present a dignified bid before the Houston convention, May 9-14, for the privilege of entertaining the delegates in Philadelphia, during the middle of June, next year.

It would be the second time in Benjamin Franklin's home with an exact decade in between.

Philadelphia is making the bid again, because the Sesquicentennial Celebration, the 150th anniversary of the Declaration of Independence, will open there June 1, 1926.

This week a representative of EDITOR & PUBLISHER went to Philadelphia to find out the why of their claim to a "100 percent convention city." He met the leaders of the "On-to-Philadelphia" movement, heard their arguments, and made further investigation regarding the desirability of the Quaker City as the A. A. C. W. convention city in 1926.

The meeting with the advertising men took place in the present home of the Poor Richard Club, which stands in a quaint old-time street, South Camac by name. Surrounding it is an atmosphere difficult to duplicate elsewhere in this country. There is in it all the best of Colonial charm. One easily replaces in imagination the modern Stetsons of men passers-by with the navy blue cocked hat above the white wig of Benjamin Franklin's day, as one walks down Camac street, built rather for horseback couriers of Penn's "Greene Countrie Towne," than the taxis of today. Even the old hitching posts remain.

Inside the club, the same atmosphere prevails—the friendliness and quiet of a village tavern a step away from the busy streets of a 20th Century city, called by its proclaimers, the "Workshop of the World." The contrast between past and present is significant. It is dignifield old age and wisdom walking hand in hand with active energetic youth.

The Poor Richard members the writer met in such surroundings are leaders of 600 advertising men who hope their invitation will be accepted for 1926, when the roll of clubs is called in Houston.

Confident of selection, they are not content with waiting for an R. S. V. P. Co-operating with the Philadelphia Club of Advertising Women, of which Mrs. Ellen Patten, of the *Philadelphia Inquirer* staff is president, the Adcrafts Club, and the newspaper publishers, these men are backing their bid with concrete preparations, preparations chiefly characterized, it is pointed out, by their modern large scale, and old world dignity.

Included among these leaders are Rowe Stewart, vice-president and general manager of the *Philadelphia Record,* former A. A. C. W. president; present chairman of the Second District A. A. C. W. and president pro tem of the Poor Richard Club; Howard C. Story, of Story, Brooks, & Finley, president-elect of the Poor Richard Club; J. P. Considine, business manager of the *Philadelphia North American;* and Ex-Governor Stuart of Pennsylvania, former Mayor of Philadelphia, and former Poor Richard president.

Conversation with these men leaves as outstanding the following arguments for Philadelphia in 1926:

The A. A. C. W. would have as a remarkable background, the Sesquicentennial Celebration.

For business meetings the Poor Richard Club has obtained the promise of the halls of the University of Pennsylvania, 10 minutes ride from the city's center. The University is building a new auditorium, capable of seating more than the noted Academy of Music in Philadelphia proper, or nearly 4,000, to be completed before the proposed convention date, according to present expectations. This new auditorium is included in the University's offer of accomodations.

Hotel accomodations rank high among metropolitan centers. There are 356 hotels at the present time. In addition, attention is called to the fact that there are numerous clubs.

The Poor Richard Club itself will move next August into larger headquarters a block South from its present location. President-elect Story expressed the wish the A. A. C. W. convention would also be the possible occasion of a sort of international housewarming for the club's new home.

If an object of an A. A. C. W. convention is large attendance, Philadelphia advertising men are not backward in pointing to the record of 1916, when there was a registration of 6,700.

A convention city should be full of interest, say the "On-to-Philadelphia" backers, and declares it is decidedly easy to prove this requirement is met in view of the city's historical traditions, its beauty, its many industries, and the fact it is a great advertising and publishing center. A circle of 30 miles drawn about Philadelphia, encloses buildings, museums, and collections of more value in Revolutionary history than in any other district in America, is a fact known well by all American citizens who studied history in school.

Accessibility, another convention city headline, is subheaded with the facts that Philadelphia is but three hours from Washington, two hours from New York, and one hour from Atlantic City.

Financial support is a necessary consideration. Someone once asked a famous general what was necessary to carry on a war. There are three things, he replied:

"First, money; second, money, and third, money."

The same applies to a convention and the city which would be its site.

On April 29, a group of Philadelphia's leading business men agreed to form a new Conventions and Exhibitions Committee for the Chamber of Commerce, in an effort to make their city the "convention city of America. A fund that will provide $75,000 to $190,000 will be made available for the work of this committee.

Post-Convention tours have become a customary part of the A. A. C. W.'s annual meetings. The Philadelphia advertising men are already mapping out routes which may be taken in 1926, if the vote stands in their favor. These trips would include trips to the Bethlehem steel works, the powder factories of Wilmington, Del., and historical tours to Valley Forge, Gettysburg, and Washington and Mount Vernon.

Then there would be a tour to the historical points in Philadelphia itself; to Independence Hall, the old State House, built during the years 1732 and 1741, Congress Hall, Old City Hall, Carpenters Hall, Christ Church, Benjamin Franklin's grave, and the Betsy Ross house, where the first American flag was made.

Industrial Philadelphia offers manifold attractions to the advertising man, and the Poor Richard Club informs EDITOR & PUBLISHER its delegates to Houston will carry with them letters from all the prominent manufacturers inviting the A. A. C. W. to inspect their famous plants. Philadelphia, according to Chamber of Commerce figures, produces more than $2,000,000,000 worth of manufactured commodities. The Brill street-car works to which delegates have been invited, constructs three-fifths of all the street cars built annually in the United States. At the Baldwin Locomotive Works, also on the itinerary, the record has been established of producing a locomotive an hour for 30 consecutive hours.

Other places to be visited on a possible convention tour of Philadelphia and Camden would include the Victor Talking Machine Company, the League Island Navy Yard, the Navy Aircraft Factory, where the Shenandoah was built, the Curtis Publishing Company's building, the new plant of the *Philadelphia Inquirer,* the new *Philadelphia Public Ledger* building, and the world's largest single-span suspension bridge now under construction to span the Delaware River, connecting Pennsylvania with New Jersey.

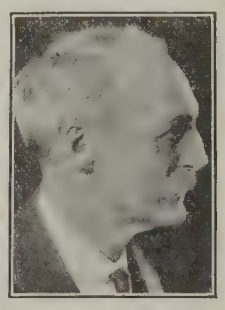
The Delaware River Bridge will be officially opened July 4, 1926. It will be practically completed in June of that year, however, the suggested convention month, and the Philadelphia advertising men are seeking to arrange for a special permit for first crossing by A. A. C. W. delegates.

Plants of the Public Ledger, the Inquirer, and the Curtis Publishing Company will particularly attract the attention of newspaper men who would plan to attend the convention, the "On-to-Philadelphia" group believes. The very latest in newspaper planning and engineering, with the most modern mechanical equipment are to be seen in these great newspaper and magazine homes.

As advertising men and publishers, the Philadelphia convention protagonists real-

"PHILADELPHIA, HISTORICAL CAPITAL OF U. S. A." —GOV. PINCHOT INVITES A. A. C. W.

"PHILADELPHIA, the historical capital of the United States, is the natural city for the Associated Advertising Clubs of the world in the Sesqui-Centennial year.



GOV. PINCHOT

"The One Hundred and Fiftieth Anniversary of the Signing of the Declaration of Independence will be celebrated in Philadelphia in 1926. The attention of the entire world will be focused upon the historical shrines where the American Republic had its first beginnings.

"It seems peculiarly appropriate that the Advertising Clubs should meet in Philadelphia next year for that city was the scene of the life work of America's first advertising man, Benjamin Franklin.

"Members of the Advertising Clubs will recall the enthusiastic reception accorded them the last time the convention was held in Philadelphia. The same sort of welcome awaits the convention in 1926.

"Therefore, in the name of the people of Pennsylvania, I wish to invite the Associated Advertising Clubs of the World to hold the 1926 convention in Philadelphia—Pennsylvania's best advertised city.

"GIFFORD PINCHOT,
"Governor of Pennsylvania."

AN INVITATION FROM MAYOR KENDRICK

TO the Many Thousand Readers of EDITOR & PUBLISHER: Greetings:

As the Mayor of the City of Philadelphia, it gives me the greatest pleasure to extend to the Associated Advertising Clubs of the World an invitation, cordial and sincere, to hold its 1926 convention in the city where our great nation was born; where the greatest of all documents, the Declaration of Independence, was adopted and proclaimed, and where the Constitution of the United States of America was drafted and adopted, and which will live forever without a change in its principles.



MAYOR KENDRICK

Every editor and publisher in our country, and every one of their countless associates in business, are men and women known for their patriotism and loyalty to our flag and country. If evidence of their devotion to country were ever called for, no finer proof of that support could be presented than is to be found in the principles written into the history of their splendid organization—The Associated Advertising Clubs of the World—and principally that cardinal thought, "Truth in Advertising."

As Mayor of the City of Philadelphia, which next year will act as the host for all the people of our beloved country in observing the 150th Anniversary of American Independence; and also as President of the Sesqui-Centennial Association, I want to assure everyone that this notable anniversary will be appropriately observed by a worth-while exposition during the period from June 1, 1926 to Dec. 1, 1926, and that our more than two million citizens will heartily and enthusiastically join with me in welcoming you as our guests during the celebration period.

W. FREELAND KENDRICK
Mayor of Philadelphia.

ize that information cannot be crammed down throats without the after dinner mint of relaxation and entertainment. In this regard they make the following promises:

The program for the Sesquicentennial calls for an international athletic meet, which promoters are now advertising will be "as great as the Olympics." There will be a "glad way" at the Exposition grounds furnished with all present day amusement makers.

Major League baseball will be in progress at Franklin Field, which at present is being enlarged to be the largest of its kind in the United States.

Theaters will be presenting recent Broadway attractions. For that matter Broadway itself is but two hours distant.

A yacht race is also scheduled for next June to take place during the proposed convention period.

And as for golf, one is told there are 40 courses close by Philadelphia, among them being the four championship courses of Merion, Whitemarsh, Huntingdon, and Pine Valley. The latter is said to be as fine as the famous links of St. Andrew in Scotland.

For entertainment of more of an advertising character, it is planned in the event of success at Houston to ask Gilbert E. Gable to duplicate his famous water pageant depicting advertising power and growth, in Fairmont Park, a feature of 1916, which was then most favorably received.

The trend in A. A. C. W. conventions has been toward an educational informative basis, and away from fireworks, gewgaws, and jimcracks, "conclave" baubles of years ago, is the final point stressed by the followers of poor Richard, who repeat their aim will be dignity and a well-rounded business program made entertaining with the aid of the more sophisticated amusements.

With respect to the educational trend of the organized advertising movement, the Philadelphians consider they are unusually fortunate.

Aside from the University campus, declared an ideal setting for a convention when first employed by the A. A. C. W. for that purpose in 1916, the proposed program framers will have within easy reach of invitation the best advertising brains of the nation.

Poor Richards, likewise, are justly proud in their ability to say they maintain the only endowed school of advertising connected with an advertising club in all the districts of the A. A. C. W.—the Charles Morris Price School of Advertising and Journalism.

Operating under a $40,000 endowment, this school recently graduated its first class of 45 students. Applications of 400 students were turned down this year because of lack of facilities, and already more than that number have applied for enrollment in the forthcoming term, which opens next Fall. In the new club house, the third floor is being remodeled as class rooms, with a separate outside entrance.

As a further and final example of the new advertising dignity, with which Philadelphians plan to make their bid for the convention is the book which Poor Richard members have published to present as a gift to the delegates at Houston.

The book is entitled "Looking Ahead Philadelphia." It is the exclusive work of Poor Richard members and is copyright by the club, and, based on the writings of Benjamin Franklin, tells the story of Philadelphia and its interest to advertising men.

The dedication reads: "To the members of the Associated Advertising Clubs of the World and also all citizens of these United States of America, who, with us, are co-owners of your Philadelphia by the Poor Richard Club."

"Perhaps you wonder at the title we give this book," the foreword reads. "Your home may be on the shores of the Great Lakes, where the Pacific washes our western coast, in the southland, in fact, in almost any place except the town that Penn founded and called 'The City of Brotherly Love.'

"But the fact remains that Philadelphia is one of the definite properties, you, as a citizen of our United States, possess. For Philadelphia is peculiarly a part of our nation's very being, the mother of its birth and the nurse of its childhood days.

"Those of us so favored as to still reside in the geographical boundaries of Philadelphia are only custodians for you who are its joint spiritual owners. Therefore, we know you will not misunderstand what might seem under other circumstances boastfulness. For we speak not about ourselves but about you and our fathers, what they started and how their work is being continued today by us in your Philadelphia.

"And we feel it incumbent upon ourselves in 1926, the hundred and fiftieth anniversary of our nation's birth, to invite you back again to your Philadelphia. This little book is that invitation. It is offered to you by 'The City of Brotherly Love' and the 'Poor Richard Club.'"

That club is constantly growing and is forced to limit its membership stringently. Big names are on its roles, and among them are those who are attending the Houston convention, hoping to bring back word of an accepted invitation. The Houston delegation from Philadelphia will include such men and women as:

Rowe Stewart, general manager Philadelphia Record; N. A. Considine, vice-president of the Poor Richard Club, and president of the Paper House of Pennsylvania; John H. Cross, vice-president of the club, and president of John H. Cross Company; Howard C. Story, president-elect of the club, and member of the firm of Story, Brooks, & Finley; P. C. Staples, ex-president of the club, and vice-president of the Bell Telephone Company of Pennsylvania; Leonard Ormerod, information manager of the Bell Telephone Company; Mont Wright, advertising manager of the John B. Stetson Company; Arthur H. Bonsor, president of Arthur H. Bonsor Company; Morgan English, publicity director, Bellevue Stratford Hotel; J. B. Robinson, treasurer of the Philadelphia North American; A. C. Delaplaine, of the Breuker & Kessler Company; William Simpore, of John H. Cross Company; Joseph Simpson, of the Philadelphia Bulletin; G. H. Roberts, of the Lang Company; W. B. Wisotzky, of the Maple Press; H. D. Elvidge, Martin Perry Company; Beatrice Kempff, advertising manager of the Philadelphia Trust Company; E. S. Paret, president of the Biddle Paret Press, and Charles Paist, Jr., club secretary and president of Charles Paist Company.



The heart of the great Quaker City, Market Street at Eleventh Street, showing the magnificent City Hall tower, pedestal of William Penn's gigantic statue, visible over many miles of city streets

POOR RICHARDS NAME STORY PRESIDENT

Agency Man Chosen to Lead Philadelphia Advertising Group at Elections Held May 4 — Other Officers Announced

Howard C. Story of the advertising firm of Story, Brooks & Finley, New York and Philadelphia, on Monday was elected to the presidency of the Poor Richard Club of Philadelphia, one of the largest advertising clubs in the country.

Mr. Story is a widely known clubman of Philadelphia holding memberships in all the important clubs of the city, and was one of the founders of the Poor Richard Club.

The new president of the Poor Richards has done much to further the growth of the Philadelphia advertising organization, and is chiefly responsible for the expansion movement of the Club which resulted in the decision to abandon the old clubhouse at 239 South Camac street and to take over the old Leidy residence at 1319 Locust street, upon which alterations and improvements are now being made. Mr. Story is personally supervising the furnishing of the new club house.

Last year Mr. Story was president of the banquet committee of the club and it was chiefly due to his efforts that the dinner and entertainment given at the Bellevue-Stratford was a signal success.

Mr. Story is not only a golfer but a good golfer and already has one leg on the Club cup which must be won three times in order to remain in the possession of the winner. Mr. Story's name was placed on the cup last summer when the first golf tournament was held.

The new president, who takes office Monday, July 2, is married and has two children, a daughter of eighteen years and a boy of five. The Storys make their home in Germantown, a suburb of Philadelphia.

"BETTER MAILING WEEK"

Announced by Postmaster General New to Cut Dead Letter Waste

Postmaster General New this week set aside the first week in June as "Better Mailing Week," when an active nation-wide campaign will be waged to reduce, as far as possible, the steadily mounting business of the Dead Letter Office, and to return to constructive channels the appalling waste occasioned by misdirected mail.

Last year 21,618,168 undeliverable letters, representing an increase of 2,379,620 over the previous year, and 803,543 parcel post packages, an increase of 109,610, strayed from their rightful owners and were impounded in the Dead Letter Office.

During the same period the Government spent approximately $1,740,000 to look up addresses so that 200.000,000 other pieces of mail might go forward to their intended destinations.

The principal point to be stressed in the campaign is to induce the mailer to place a return address on each piece of mail.

WINS WAGE INCREASE

Atlantic City Typographical Union Signs New Contract

Increases in salaries have been granted members of the Atlantic City Typographical Union, No. 377 by an agreement which provides for an increase of $4 per week for journeymen printers and from $2 to $7 per week for apprentices.

By the terms of a three-year agreement, $2 of the $4 weekly increases have become effective, with $1 automatic increases on May 1, 1926 and May 1, 1927. Apprentices receive increases ranging from $2 for the second year of apprenticeship to $7 dollars per week for the last period apprenticeship.

PRESIDENT-ELECT STORY OF POOR RICHARDS EXTENDS WELCOME TO NEW HOME



HOWARD C. STORY

"ADVERTISING men the world over know Philadelphia as a center of interest to them in their business, a city admirably suited as a gathering place for members of the Associated Advertising Clubs of the World.

"Philadelphia advertising men entertained the A.A.C.W. here in 1916. We believe we are even better equipped and prepared for 1926.

"If the A.A.C.W. comes to Philadelphia next year we can sincerely insure delegates a profitable and entertaining convention week. This is no empty promise.

"All members of the Poor Richard Club are enthusiastically behind me in cordially inviting you to make Philadelphia your convention city in 1926. You will be welcomed gladly to our new club house, into which we move next August, and your visit will be to us in the nature of an international housewarming celebration.

"We invite you to Philadelphia, because we believe we have that 100 per cent of interest to offer you advertising men and women without which no convention is worthy the name.

"You may not find brass bands and fireworks here, but we can promise without reserve brass tacks and dignified amusement.

"Houston, we are all certain, will mark another important milestone in the progress of advertising. We are willing to bend our best efforts towards making Philadelphia as important in 1926.

"We invite you to start our will towards accomplishment of a fact." —*Howard C. Story, of Story, Brooks & Finley, 1925-26, president of the Poor Richard Club, Philadelphia.*

LOS ANGELES WANTS 1926 N.E.A. CONVENTION

Southern California Editorial Association Backing Move to Bring Editors to Golden State—Committee Appointed

The Southern California Editorial Association is sponsoring a movement to invite the National Editorial Association to hold its 1926 convention in California. A special committee has been named from the association to formulate plans of entertainment and extend the invitation to come to California. Heading this committee is J. F. Craemer, publisher of the *Orange Daily News*. He is assisted by F. M. Keffer of the *Van Nuys News*, first vice-president of the association; J. R. Gabbert of the *Riverside Enterprise*, president, Timothy Brownhill of the *Puente Journal*, secretary and vice-president of the N. E. A. for California, and Ben H. Read, managing director of the association. Under the plan Los Angeles would be the convention city.

Hereafter the Association will not lend its name to giving publicity to any one community or corporation or organization. This change is in keeping with business policy recently adopted by the organization and follows closely on the appointment of Ben H. Read as a paid managing director of the organization with permanent officers for the serving of members.

"The Southern California Editorial Association is now organized on a business basis and as such expects to center its activities on business problems of mutual interest to its members, rather than to engage in junkets or social activities" it has announced. "Members of the Executive Committee at a recent meeting adopted a resolution to the effect that hereafter the association as an organization, would participate in only such activities, trips and junkets or gatherings as the association itself may arrange or sponsor, consisting of an annual business meeting.

"Because its membership represents varying community, political and other affiliations, the association as an organization will not give its official recognition to activities that might have for their purpose the gaining of influence for any individual community as opposed to other communities of the gaining for corporations, individuals or organizations, the influence and editorial support of the members of the association.

"All activities, trips, or junkets, except those sponsored and arranged by the association, will be left to the individual decision of each publisher as to whether he wishes to participate in them."

MERCED, CAL., DAILIES MERGED

Evening Sun and Morning Star Now Under Single Control

Consolidation of the *Merced* (Cal.) *Evening Sun* and the *Merced Morning Star* was effected May 1, the papers appearing on that date as the *Merced Sun-Star*.

The publication will be printed week day evenings, with a morning edition for rural circulation. Both the Star and the Sun were old papers of Merced, having been published as weeklies, then dailies for more than 50 years.

Behind the merger is an exclusive patronage guarantee fostered by business men protecting the field of the Sun-Star for a period of five years. The editor of the Sun-Star is Ray McClung, director of the Country Newspaper Division of the Committee on Public Information during the war and afterwards a special writer in Washington and in the middle-west. Peter McClung, newspaper owner of Pomeroy, Wash., and corwin Radcliffe for 40 years a Merced newspaper man, will be associate editors.

Hugh McClung is business manager. The Sun-Star will carry Associated Press leased wire, NEA Service, Inc., and will change from 7 to 8 columns on May 9, it is announced.

A. A. C. W. URGED TO VISIT SESQUICENTENNIAL

Celebration of 150th Anniversary of U. S. Independence to Open June 1 Presented as Strong Argument for Holding 1926 Convention in Philadelphia.

By WILLIAM W. MATOS
President, Matos Advertising Agency, Philadelphia

ONE of the strongest arguments presented by "On-to-Philadelphia" protagonists in making their bid for the 1926 convention of the Associated Advertising Clubs of the World is the fact that next June the Sesquicentennial International Exposition will be celebrated there. All advertising men and women will be anxious to attend.

On Tuesday, June 1, next year, the Sesquicentennial to observe the 150th anniversary of the Independence of the United States of America, will open its gates to the peoples of the entire world. For six months, or until Wednesday, Dec. 1, 1926, inclusive, the exposition, probably the most comprehensive the world has ever witnessed, will graphically portray with its thousands of exhibits, the wonderful advances made in education, art, science, industry, trade and commerce.

Philadelphia is the logical place for this, the greatest of American celebrations. It was here in 1774 that the representatives of the original colonies first assembled to discuss Independence; It was in this city that the Declaration of Independence was adopted and proclaimed July 4, 1776; it was here that the Constitution of the United States was adopted in 1787, and Philadelphia was the Capital of the United States from 1790 to 1800, when the city of Washington became the Capital.

That the Sesquicentennial, with its exhibits from all parts of the world, will undoubtedly have a larger attendance than all previous World's Fairs, is assured by reason of the geographical location of Philadelphia. Within a radius of 140 miles, there is a population aggregating 21,000,000, with three of the country's greatest ports—New York, Philadelphia and Baltimore. In this territory are produced the preatest variety and quantity of the world's requirements. So diversified are the manufactures of Philadelphia alone that for many years the city has been known the world over as the "World's Greatest Workshop."

The Sesquicentennial is the celebration of all the people of the United States. The United States Government, by resolution of Congress, is actively cooperating and has established a commission composed of the Secretary of State and the Secretary of Commerce, to represent the United States in connection with the exposition, and the President of the United States has been authorized to appoint a National Advisory Commission to be composed of two citizens from each State, and from Alaska, Hawaii, the Philippine Islands, Porto Rico, the Canal Zone and the Virgin Islands. All the various executive departments and independent establishments of the government are authorized to collect and prepare exhibits for the government's display.

At the present time, official invitations are being issued by the government to all foreign nations and to their peoples to participate in the exposition, and especially to make exhibits showing the advances made in the arts and sciences by their peoples. Unofficially, several governments have already made inquiries and it is reported that they will be represented at the exposition by their own buildings.

The site for the exposition is one of the best available within the confines of the city. On one side is the Delaware River, where there is room for the navies of all the nations to have representative vessels, and it is easily reached from the center of the city. Adjacent on the south is the Philadelphia Navy Yard, the largest fresh water naval station in the United States.

One part of the grounds includes about 400 acres, which is to be devoted exclusively for exhibition buildings. Directly to one side of this area, is a large city park, comprising 275 acres, upon which will be located the various state and foreign buildings, some of which may be permanent structures. Adjacent to this exhibition space are vast sections of ground which may be utilized should the occasion require it. One large tract will be set aside for amusement features, while several hundred acres close by will be used for aviation and automobile parking.

The total space available for all the features of the exposition is larger than for any preceding World's Fair.

Within a few weeks actual construction work will be started upon the new city stadium, which is to be one of the attractions of the exposition, and which will have a seating capacity of at least 100,000 persons. This will be one of the most interesting features of the exposition, and in it during the celebration period will be depicted through pageantry, the history of the nation, as well as many other features, some of which will have international interest.

Work is also about to start upon the erection of the numerous exposition structures, such as the buildings to house the great industrial exhibits, both domestic and foreign; agriculture, food products, horticulture, manufactures, mines, transportation, machinery, motor industries, education, fine arts, etc.

With the exception of the state and foreign buildings, the architecture of the entire exposition will follow the lines of the American Colonial type.

One of the most important features of the exposition, especially inviting to all the foreign nations which will participate, will be the many advantages offered by the Commercial Museum of Philadelphia. In itself the museum will become a most important factor in helping to show to the people, not only of the United States, but of the entire world, the products of every country. After the close of the exposition, those nations which will desire to leave behind permanent displays of their products will find ample space in the Commercial Museum.

From an historical standpoint, no city in the United States is so full of places of interest closely allied with the birth and growth of the nation, as is Philadelphia. Old Carpenters' Hall, where the First Continental Congress met in 1774, still stands in its original condition. Close by is the old State House, known the world over as Independence Hall, where the second Continental Congress held all its sessions; where the Declaration of Independence was adopted, signed and first proclaimed to the world, and where the Nation's most precious relic, the Liberty Bell, is carefully guarded. In this building, George Washington was commissioned General. From 1790 to 1800, this building was the capitol of the nation, and in it Washington served as President of the United States. It also housed, during that same period, the national Congress. In the State House and the adjoining building, known as Congress Hall, the Constitution of the United States was framed and adopted in 1787. In this city the first American Flag was made, then thirteen stars and thirteen stripes. The resolution of the American Congress fixing the Stars and Stripes as the nation's flag was adopted in the Old State House on June 14, 1777.

(*Continued p.* 48)

ADVERTISING WOMEN BACK PHILADELPHIA'S CALL

MORE han 100 advertising women in Philadelphia are anxious to take this opportunity to invite other women in the same profession to come to our city in 1926.

By next June we hope to be in our own home which will be advertising Headquarters for the Women Delegates,—but whether or not we have this home, we will do all in our power to make you glad you came to Philadelphia rather than any other city.

Everybody will be coming to visit our Sesqui-Centennial Exhibition, which will portray the tremendous strides in modern industries, and as Advertising Women, you will welcome this opportunity, I feel sure, to see in pageant form the industrial history of the United States.

Aside from the Centennial, Philadelphia has many interests to intrigue the Advertising Woman. Our city has been called the Workshop of the World. It is an advertising center in which many women play important roles. It is also the Cradle of American Independence, and the home of Betsy Ross.



ELLEN S. PATTEN

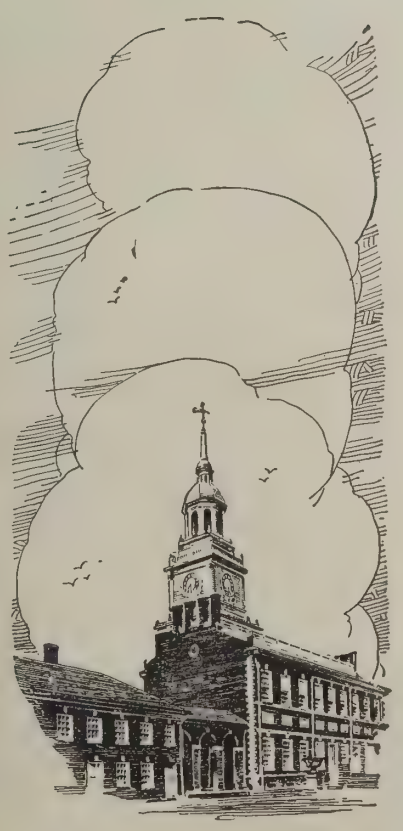
Come to Philadelphia next year,—the celebration of the Sesqui-Centennial! We're preparing for you! We're hoping for you! And we want you.—*Ellen S. Patten, president, Philadelphia Club of Advertising Women.*



Philadelphia's Commercial Museum

Philadelphia—Key Market of the Atlantic Seaboard—

Invites You to Its Sesqui-Centennial 1926!



"WELCOME All Advertising Men"—to the Home of Poor Richard, America's first great advertiser! Philadelphia opens its arms and its heart to the Advertising Convention. Amplest accommodation in its great new hotels—historical sightseeing, recreation, amusement and sport—and the opportunity to note its great strides in industrial and civic activities.

And among other noteworthy sights—the Public Ledger—the newest, largest and most modern newspaper plant in America.

Just as the Sesqui-Centennial of 1926 symbolizes the growth of our Country in its 150 years of eventful life, so does the new plant of the Public Ledger evidence the splendid growth of this great newspaper which, in the 12 years of ownership by Cyrus H. K. Curtis, has increased its circulation from 45.000 to more than 300,000 daily; Sunday from 70,000 to 300,000 and its advertising from 5,000,000 to 27,846,000 lines.

Come to Philadelphia in 1926!
See Our Sesqui!

See Our City!
See Us!

PUBLIC LEDGER

MORNING — EVENING — SUNDAY

Independence Square

PHILADELPHIA

A. A. C. W. URGED TO VISIT SESQUICENTENNIAL

(*Continued from page* 46)

One of the unusual features of the exposition will be the fact that all the city's many thousand manufacturing plants —from the great Baldwin Locomotive Works, which during the past ninety years has built more than 58,000 locomotives for service in all parts of the world, to the youngest manufacturer of nationally and internationally used products— will be open to the exposition visitors.

Another notable feature of the exposition will be the opening of the new Delaware River Bridge—the longest single span suspension bridge in the world—on July 4, 1926. This bridge is now rapidly being pushed to completion and when finished will be one of the wonders of the world.

The Mayor of Philadelphia, the Hon. W. Freeland Kendrick, is the president of the Sesquicentennial Association, and is enthusiastically interested in making the exposition, and its attendant celebrations, of general interest to the peoples of the entire world. The Director-General of the exposition, Colonel David Charles Collier, has a world-wide reputation in the management of great expositions. He was the Director-General of the Panama-California Exposition at San Diego, California, in 1914, and Commissioner-General representing the United States at the Brazilian Exposition, at Rio de Janeiro, in 1922. Included in the management of the exposition and the many celebrations incident to the Sesquicentennial Anniversary, are many of the best known citizens of Philadelphia and the State of Pennsylvania.

One of the most interesting features of the entire plan is the fact that the site for the exposition offers unexcelled facilities, by rail and water, for hundreds of thousands of visitors to the exposition daily without seriously interfering with the traffic conditions in the city. Visitors from all parts of the United States will be able, if they desire, to go direct to the exposition grounds without passing through the city proper. Housing facilities for the handling of the greatest attendances ever known by any previous World's Fair, are now being studied and adequate facilities will be ready by the time the exposition opens its gates, June 1, 1926.

Intertype Now in Manhattan

Intertype Corporation, is now installed in its new offices at 1440 Broadway, New York. The Corporation was formerly located at 50 Court street, Brooklyn.

U. OF PENNSYLVANIA INVITES A.A.C.W.

J. HARTLEY-MERRICK, vice-provost of the University of Pennsylvania, has invited members of the Associated Advertising Clubs of the World to make use of University Halls should Poor Richard's invitation to Philadelphia in 1926 be accepted in Houston.

Mr. Merrick's invitation is contained in a letter addressed to Rowe Stewart, vice-president and general manager of the *Philadelphia Record*. It reads in part:

"The suggestion of your desire to meet here was most gratifying to us; and if you shall find it convenient to hold your sessions after June 16, the date of our 1926 Commencement Day, we shall be only too happy to place at the disposal of the Associated Advertising Clubs the privileges and facilities of our entire University plant, for their use and enjoyment.

"Thanking you sincerely for the opportunity to serve such a vital and representative organization."



Night Picture of Philadelphia whose city hall tower is a shining beacon for nearly a million souls

BECKONING A. A. C. W. IN 1926



Beautiful Memorial Tower, University of Pennsylvania, where it is expected A.A.C.W. meetings will be held in 1926

ORATORICAL FINALS THIS WEEK

Seven School Children to Compete in Washington for Championship

Two girls and five boys will compete in Washington, D. C., Friday of this week for the oratorical championship of the United States and $5,000 in prizes. The seven are the sole survivors of the 1,400,000 school children who have participated in this year's National Oratorical Contest on the Constitution sponsored by 28 daily newspapers of the country. Details of the contest were told in last week's EDITOR & PUBLISHER.

The national finalists, in the order in which they will speak, are:

Miss Asenath Graves, 16, Washington, champion of the District of Columbia.

Miss Flora Longenecker, 16, Ilion, N. Y., Northeastern champion.

Robert Sessions, 15, Birmingham, Ala., Southern champion.

Eugene F. McElmeel, 16, Los Angeles, Calif., Pacific champion.

George Stansell, 17, Chicago, Ill., Central States champion.

Philip Glatfelter, 17, Columbia, Pa., Eastern Champion.

Max N. Kroloff, 17, Sioux City, Iowa, Midwestern champion.

The meeting will be presided over by John Hays Hammond. President Coolidge will make an address on the meaning of the contest. Then the seven contestants will speak, each being allowed only 10 minutes.

LEE'S TEXT FOR NEWS

Director of Journalism School Advocates Complete Publicity for Crime

Dr. James Melvin Lee, director of the department of journalism, New York University, and writer of "Our Own World of Letters" department for EDITOR & PUBLISHER, speaking in New York presented his text for the printing of news:

"Whatsoever things are honest, whatsoever things are true, print these things. Moreover print the things of good report."



WE TAKE this space to extend to the Associated Advertising Clubs of the World an invitation to hold their Annual Convention of 1926 in the City of Philadelphia.

The Advertising Clubs will doubtless receive like invitations from other cities. We hope, however, that all such communities will hold their hospitable impulses in abeyance for a year while the origin of our Nation is being suitably celebrated in the place of its birth.

This occasion calls for a great gathering. With our overlooked blessings recalled; with our overworked differences forgotten; with our great achievements reviewed; with our wonderful future considered, let us gather in our Nation's birthplace and thank God for the past and take courage for the better days that are yet to be.

N. W. AYER & SON, *Advertising Headquarters*

NEW YORK BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO



NEWSPAPERS SUPPORT POOR RICHARDS IN "ON-TO-PHILADELPHIA" DRIVE

Press Promises Aid if Quaker City Invitation is Accepted at Houston—Editors Explain City's Advantages—"Would Offer Post-Graduate Ad Course" Is Claim

"THE newspapers of Philadelphia are glad to join with the advertising men in inviting members of the Associated Advertising Clubs of the World to our city in 1926."



FREDERICK FORBES

This was the statement made to EDITOR & PUBLISHER by William Simpson, business manager of the *Philadelphia Bulletin*. Other Philadelphia newspaper men urged selection of Philadelphia as the next A. A. C. W. convention city.

"We who know Philadelphia," Mr. Simpson continued, "we who have watched its remarkable growth and progress, feel there is little need of detail in explaining why it would be well chosen as the convention site. Its fame as a hostess city has spread to far corners of the United States.

"Needless to say, the Bulletin will do all in its power to be of assistance to A. A. C. W. delegates during their stay in Philadelphia should our invitation be accepted."

"The Associated Advertising Clubs of the World in Philadelphia in 1926, without a doubt," said Frederick Forbes, managing editor of the *Philadelphia North American*.

"In 1926 Philadelphia will celebrate the 150th birthday of the nation one of the founders of which was Benjamin Franklin, the Father of Advertising.

"The A. A. C. W. cannot and do not want to miss being a part of this great event, and aside from this historical consideration, there is Philadelphia itself.

"It is the logical convention city of this country. It is the center of the Advertising population in the United States. Draw a circle about Philadelphia. Within a 300 mile radius you will take in more than 50,000,000 people.

"It is more easy of access than any other center of population. There are more advertised things manufactured in Philadelphia than in any other city. Philadelphia has greater facilities for entertaining advertising men than any other city has.

"Finally, those who will attend the convention will have a more pleasant and a more profitable time in Philadelphia than they could have any place else."

Melville F. Ferguson, managing editor of the *Philadelphia Record*, issued the following statement:

"Assuming that advertising men get together to talk shop, I can conceive of no more appropriate place for their conference than that in which they may learn at first hand, not only orally but ocularly, something new of the original sources of the commodities for the exploitation of which their art has been developed; something new of the retail methods of distribution; something new of the production of ideas to bridge the gap between buyer and seller, and something new of the mechanical processes by which those ideas are translated into the definite form called advertising matter. Philadelphia's great manufacturing plants her enterprising stores and her printing presses offer the members of the A. A. C. W. a post-graduate course in their major study.

"I would not address Philadelphia's appeal to advertising men in a lighter vein, although this city has more solid and substantial attractions of the kind usually listed in "points of interest" than any other on the continent. In my judgment, the A. A. C. W. ought to come to Philadelphia in 1926 because Philadelphia can add to their stock of information about the art in which they make their living. Business will come before the pleasure that looms up as an added attraction in the Sesquicentennial."

Cyrus H. K. Curtis, owner of the Philadelphia Public Ledger, is anxious to have newspaper members of the A. A. C. W. visit the plant now being constructed for his morning and evening newspapers. The plant of the Curtis Publishing Company, facing Independence Square, where the *Saturday Evening Post* and other Curtis publications are produced, is always a place of interest to publishers and advertising men.

No A. A. C. W. Precedents Broken

Philadelphia advertising men point out that no precedents would be broken should Houston delegates vote to hold the 1926 convention in Philadelphia for the second time. Two other cities have been hosts to the Associated Advertising Clubs of the world two different years. These conventions, similar to Philadelphia, were held ten years apart. They were in Chicago in 1905 and 1915 and in St. Louis 1907 and 1917.

ROWE STEWART, FORMER A. A. C. W. PRESIDENT INVITES YOU TO PHILADELPHIA



"PHILADELPHIA is the logical place to hold the convention of the Associated Advertising Clubs of the World next year for the important reason that this country will be celebrating its birthday at that time in our city which is the birthplace of the nation.

"Every advertising man and woman will wish to visit Independence Hall and see the Liberty Bell, the ringing of which certainly was the most effectvie piece of advertising in American history—it advertised a new form of government.

"In advocating Philadelphia, we not only consider its historical traditions, but speak from the standpoint that it is an industrial center, located within short distance of the Capitol, the center of our official government. Its very accessibility we believe makes it an ideal convention city.

"One point of interest, of which not much is heard, but which should be of particular interest to advertising men and women, is Philadelphia's Commercial Museum. There not only can be had information concerning the industries of every country in the world, but also exhibits of the notable manufacturing products. The museum is especially complete in its information concerning Central and South America, a fact that is pertinent since the Pan-American Conference is becoming more and more an important feature of the A. A. C. W. meetings.

"It will be worth your while, we believe, to come next year and visit historic Philadelphia, industrial Philadelphia, Philadelphia, the 'workshop of the world.' "—*Rowe Stewart, vice-president and general manager, Philadelphia Record, Chairman of District 2, A. A. C. W. former president of the A.A.C.W., and president pro tem, of the Poor Richard Club of Philadelphia.*

WOOD'S LAST MESSAGE TO CLUB PRESIDENTS

Late President Jarvis A. Wood of the Poor Richard Club Urged Support of Philadelphia's Claim Before He Died

In a letter written a short time before his death, Jarvis A. Wood, late president of the Poor Richard Club, urged club presidents to support Philadelphia's claim at the meeting of the presidents in Houston.

The letter reads as follows:

"Of the many important questions to be decided at Houston during the Convention of the Associated Advertising Clubs of the World, there is one of particular interest to the Poor Richard Club and to the membership of every club in the Association. We refer to the selection of the Convention city for 1926.

"That year will mark the 150th Anniversary of American independence. This event will be fittingly celebrated in Philadelphia by an exposition of international scope. The plans for this exposition are now being perfected. The City of Philadelphia has appropriated an initial $500,000. The State of Pennsylvania has appropriated $1,000,000; President Coolidge and Congress have given not only moral support but financial support, having appropriated an expense fund of $25,000 for the Commission; and undoubtedly a substantial Federal appropriation will follow. This is the background that will be set in 1926.

"Now to get right down to advertising and the Convention for that year. Philadelphia offers unexcelled facilities and accommodations for such a convention. We have here ample and most desirable departmental convention halls, we have here a large convention hall for the general sessions; we have here hotel accommodations that cannot be surpassed; we have railroad and steamship transportation facilities; we have plenty of money, and we have a square-jawed determination to put the Convention over in a way that will make history. We believe you will admit that the Poor Richard Club is capable of doing this.

"Moreover, Philadelphia will attract advertising and business men from all over the world because of the Sesqui-Centennial exposition; because of Philadelphia's historical associations, its reputation as the "Workshop of the World," its standing as an educational center, its position as a source of many national advertising campaigns that have achieved signal success.

"Entertainment, of course, there will be—plenty of it; but it will be so spotted on the program as not to interfere with the business sessions of the convention. Bear in mind, too, that Atlantic City, the "Playground of America," is just one hour's ride on the finest equipped trains in the world—and Atlantic City in June is glorious.

"We ask you to support our claims at the meeting of the Presidents in Houston and in the assembled convention. May we have this support? We assure you that you will have no cause for regret. We assure you that the Convention in 1926, if it comes to Philadelphia, will set a new mark for future conventions to shoot at.

Yours for 1926 in Philadelphia,
JARVIS A. WOOD.

Two New Daily Plants

The *Philadelphia Inquirer* and the *Philadelphia Public Ledger* are both building new plants, which will be completed before next year. The new home of the Inquirer is being erected on North Broad street at Callowhill. It is seventeen stories high and is surmounted by a beautiful clock tower. Rankin, Kellogg and Crane are the architects. The public Ledger building will occupy the entire block bounded by 6th and 7th, Chestnut and Sansom streets.

The Philadelphia Record

Joins

The Poor Richard Club

and

Other Phila. Advertising Organizations

in urging

The Associated Advertising Clubs of The World

to hold their

1926 Convention in Philadelphia

The Big SESQUI-CENTENNIAL Exposition, Celebrating Our 150th National Birthday, Will Be in Progress. All Advertising Men Should See the Liberty Bell and visit Independence Hall in 1926.

The Philadelphia Record

The Second Largest Morning Daily in Philadelphia

PRESIDENT HOUSTON AD-CLUB



WILLIAM S. PATTON
President of the Advertising Association of Houston, host of the 1925 meeting

A. A. C. W. 21st CONVENTION MARKS NEW ERA
(*Continued from Page* 5)

officers of the A. A. C. W. are paid and that their tenure is usually a drain on their personal funds and time. Mr. Buckley also has a host of friends among the membership. He has held high office in the Direct Mail Advertising Association since its establishment and is a frequent speaker on direct-mail advertising at district meetings. He is president of Buckley, Dement & So., Chicago.

New Yorkers appear certain of Mr. Woodbridge's election; partisams of other candidates will probably do most of their talking at Houston.

Philadelphia, as will be apparent by the pages of this issue, is making a determined bid for the 1926 meeting, to be held as a part of the city's sesquicentennial celebration of the Declaration of Independence. It is the home of the best known advertising group in the country—the Poor Richard Club—and the city is popular with advertising men. Ten years ago the Associated Clubs held in Philadelphia the best-attended convention in their history and Philadelphia proposes that they be given the opportunity to break this record, next year.

Opinion is general that the Quaker City will get what it wants from the Houston meeting, but not without spirited opposition from St. Petersburg, Fla. The delegation from "the land of milk and honey" will be strong in numbers and will be accompanied to Houston by a Scotch Highlanders band, equipped with such gentle instruments as bagpipes, fifes, and two-handed bass and kettle drums. Another candidate will come from the new American Riviera—Miami which seeks pledges for the 1927 convention. As a rule, the convention city is chosen only for one year in advance, but this rule was broken in Milwaukee in 1922, when the convention pledged itself to London for 1924.

The "dark horse" of the city contest is Detroit, which for several months has been the source of rumors that it wanted the 1926 convention. No definite stand has been announced by the Detroit Adcraft Club, and the convention may be called upon to hear its claims.

Most of these questions will in all likelihood be decided early in the week by the constitutional bodies and the action of the convention Thursday afternoon, it may be predicted, will take the form of ratification.

Meanwhile, the great majority of the deelgates will seek the pleasures that Houston and environs afford.

A bumper crop of real Southern hospitality is awaiting the delegates and the management of the Houston hotels plan to extend themselves to show the visitors what the real interpretation of hospitality is in the South.

All of the dishes, famous below the Mason and Dixon line, will be on the menus.

Hot biscuit, with sorghum molasses, famous fried chicken, barbecued beef, hot cakes, waffles and a thousand and one other tasty morsels that only old time Mammies know how to cook, will be served up to tickle the palates.

While hotel managers have fretted and fumed about their "feeds," the entertainment committee have not been idle.

Realizing the handicap under which they were working after the marvelous entertainment furnished by the Britishers last year, the committee decided to make the amusement for the guests entirely Texan.

So a truly Texas rodeo, with the best artists that the state can provide, has been arranged.

Pageants, depicting the history of the biggest state in the Union will be given on the famous San Jacinto Battleground, where Gen. Sam Houston with his 700 odd men defeated the Mexican General Santa Anna with more than twice that number.

A musical revue telling of the state's history and called "South of 36" will be given in the famous Hermann Park, in the only open air municipal theatre in the state.

A day in Galveston, called the Atlantic City of the South, will also be offered the visitors. Surf bathing, dancing, a treasure hunt on the beach and a barbecue will be the entertainment. A business session will also be held.

Music? "There won't be nothing else but," as the darkies say.

Topping the list will be President Calles' own private band from Mexico City. He has loaned the band to Houston for the convention. It is made up of the best musicians in the Southern Republic and compares with the famous U. S. Marine Band.

Then comes the Royal Scotch Highlander's Band from St. Petersburg, Fla., while lesser musical organizations will fill in the gaps between concerts played by these two.

Dancing is provided for those who enjoy it at pra tically all of the hotels and pavilions in the city. Special parties have been arrangd for nearly every evening in order that sessions of the convention will not socially tie up the delegates.

To make transportation easy for visitors 1,000 courtesy cars have been provided by the committee on arrangements. The autos will be at the service of delegates at all times and will take them wherever they want to go.

In making all of the arrangements the women who will accompany the delegates have not been overlooked. Teas, dinners, theatre parties, sightseeing tours, garden parties, dances and sightseeing tours will keep them occupied practically all of the time.

At adjournment of the convention a series of Texas Tours have been arranged for delegates. There are four and they will give the visitors a clear conception of the big state and all of its varied industries.

EDITOR & PUBLISHER AT HOUSTON CONVENTION

EDITOR & PUBLISHER will maintain Convention Headquarters in a booth near the entrance of the Convention Hall, in the City Auditorium. Copies of this issue, containing the complete program, and much other information of value to convention visitors, will be available there for all callers. Arthur T. Robb, Managing Editor, will represent EDITOR & PUBLISHER at the Convention. He will stop at the Rice Hotel.

Philadelphia Tageblatt

The oldest German Daily and Sunday Newspaper in Philadelphia, Penna.

The German People represent one-quarter of the entire population in Philadelphia. The German Market is clearly recognized as a rich field inaccessible except through the paper which talks to them in their native Language.

Germans want to buy everything and have the money to pay.

In Philadelphia they maintain 250 Societies and 70 Churches where the Services are conducted in German.

90% of Our readers read only our Paper.

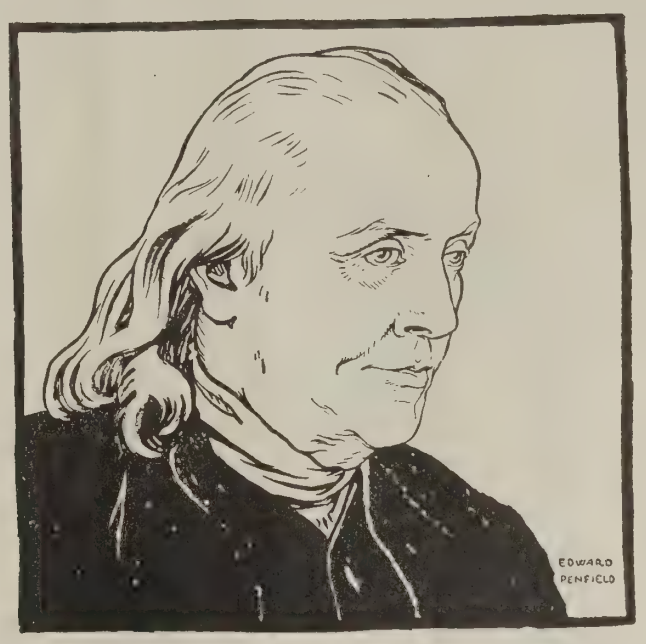
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He would join us in asking you most earnestly to come to Philadelphia next year ~ to do honor to our nation and to the work which he loved, and in which you and we are co-laborers ~ ~

advertising

FOX & MACKENZIE · *Philadelphia*

MANY INDUSTRIES HELP OIL AND CATTLE KEEP FORT WORTH BOOMING

FORT WORTH is essentially a manufacturing city and recent developments attest her continued growth in this line. The four packing plants located in the city constitute the largest industrial group in the Southwest. She is the largest terminal grain market in the South. Within the last year, one grain elevator of 1,750,000 bushels capacity, another of 700,000 bushels capacity and an addition to a third of 300,000 bushels capacity, have been completed. Plans for a new flour mill have been drawn and with its completion, Fort Worth will have a feed and flour milling capacity of 6,000 barrels daily.

Additions and enlargements at four of the city's eight petroleum refineries, completed within the past year, have cost more than $3,000,000.

A cotton mill of 22,000 spindles, the largest in Texas, was completed in December, and a night shift put at work on March 1. A cement plant of 6,000 barrels daily capacity will begin operations in April. A rolling mill has recently been converted into an electric steel plant which melts and re-rolls scrap, of which an almost unlimited supply is available from the oil fields, railroads and manufacturing plants of the area.

Fort Worth is fortunately situated in regard to a supply of raw materials. Meat animals, cotton, grain and petroleum, which are four of the five principal raw materials entering into American manufactures, are each of them produced in her preferential trade territory in volume giving each an annual value of more than $100,000,000.

With 18 rail outlets Fort Worth has the facilities for distribution which are essential to industrial growth. One out of every 35 freight cars loaded in the United States is consigned to or through the city and more than 50 per cent of the railway traffic entering the state passes through Fort Worth.

Her fuel supply is another great asset. There is brought to the city through five pipe lines, natural gas from fifteen gas fields. Eight refineries furnish an ample supply of fuel oil. Bituminous coal fields of almost unlimited extent lie to the north and west at a distance of from 40 to 100 miles.

The existence of a number of very large industries has attracted a large and permanent supply of labor which is supplemented by the transient supply always available in large railroad centers. The great majority of the laborers are native white, the city having only 5 per cent foreign born and 12 per cent negro.

Health and climatic conditions are excellent. With a greater elevation than that part of Texas lying to the East, the climate is invigorating and yet so mild as to make work in the open possible through most of the winter. Federal figures for 1924, showed only two cities of more than 100,000 population in the United States with as low a death rate as Fort Worth.

Lake Worth, lying five miles northwest of the city, is the principal source of water supply. The lake is fourteen miles long and from one to two miles wide. It was created by damming the West fork of the Trinity river. More than half a million visitors are attracted to the municipal bathing beach at the lake each season. Boating and fishing are excellent. Around the lake residents of North Texas have built their summer homes.

It was the success of Lake Worth, from every standpoint, that was responsible for Fort Worth's undertaking the greatest water project ever conceived in Texas. This is the creation of a series of great reservoirs that will impound 1,150,000 acre feet of water, which with the estimated rate of replenishment, will make available 2,000,000 acre feet per year.

Fort Worth's latest big project is the building of a railroad from Fort Worth to Tucumcari, N. M., which will tap the rich and rapidly developing Panhandle and Plains country of West Texas.

Suburbs larger in area than the city proper were annexed to Fort Worth in 1922. A conservative estimate of the present population of the city is 175,000. The estimate of the population of the Bureau of Census as of 1924, showed an increase of 39 per cent over that of the 1920 census.

Cotton, grain and livestock handled by Fort Worth dealers reached a volume of more than $100,000,000 per annum for each of these items.

Fort Worth is the principal food distributing center of the Southwest, produce, fruits, groceries, hardware, oil field supplies, drugs and dry goods comprising the principal lines.

Fort Worth's principal trade territory in West Texas contains so few large towns that a great deal of retail trade comes to the city from outside its nominal retail shopping area, which lies within a 150 mile radius North, West and South.

The most recent estimate of the volume of retail trade shows total expenditures in the city of $108,000,000 with 131,500 buyers. It is also shown that more than 25 per cent of Fort Worth families have earned incomes in excess of $1,800 per year, although for the United States at large only 13 per cent of the families have incomes in excess of that amount.

GALVESTON, LAPPED BY WAVES OF GULF, VAUNTS ITS GLORY AS A PORT

By GARNETT B. CLARKE

GALVESTON, Tex., seat of the county of the same name, delights in figures which prove the city to be the "second port in America" in volume of business handled.

The site of the present city of Galveston was purchased from the Republic of Texas by Col. M. B. Menard in 1836 when he purchased one "league of land" for $50,000. It was chartered as a city in January, 1839, having previously been made a port of entry in 1837. The population has increased from 36,981 in 1910 to 53,138 in 1924, according to statistics compiled by the board of health and substantiated by the 1924-25 city directory. Galveston is recognized as the world's leading port in the export of cotton, sulphur, cottonseed cake and cottonseed products. It is the leading Gulf port in the export of grain and its exports for the year 1924 exceeded 27,429,582 bushels. Over 1,922,108 bales of cotton were exported from July 1, 1924 to November 30, 1924. The value of its exports and imports have increased from $550,000,000 in 1921 to over $614,191,976 in 1924.

The United States Government has spent over $20,000,000, and forty years of labor to develop the port of Galveston to its high standard of efficiency. Galveston is the port of quickest dispatch in the United States. The average car detention on export shipments through the port is 1½ days. The average detention of all cars export, coastwise and for local consumption, taken for a period of one year, is only three days.

Galveston's rail and port facilities are second to none, it being an uncommon incident for a vessel to dock in the morning and clear before midnight with an 8,000-ton cargo. The port holds the world's record for loading cotton in a ship, the Steamship *Daniel Webster* having loaded out 22,120 bales. The S.S. *Tjibesar* cleared for Rotterdam, Holland, with 496,000 bushels of grain, establishing another record for Galveston, as it was the largest cargo of grain ever cleared from a Gulf port. Its warehouses and concentration sheds offer facilities for storing 1,750,000 bales of cotton without resorting to tiering, and by tiering approximately 4,000,000 bales, or the entire annual output of Texas and Oklahoma.

The prominence of the port of Galveston has been due to its advantageous topographical location, for the loading docks and wharves are only 20 minutes from the Gulf, affording a direct water route to all markets of the world and to the four trunk line railroads which traverse the large section of the Middle West. It is also the Southern terminus of the Atchison, Topeka & Santa Fe, and Southern Pacific railroad systems.

Like other cities on the Gulf coast, Galveston lies in the path of tropical hurricanes originating in the Caribbean Sea, and to protect the city a seawall was constructed at a cost of over $5,000,000, and to give further protection the grade of the city was raised six feet at a cost of $4,000,000. The city is now safe from the menace of tropical storms and tidal waves coming from the Gulf.

NEW HOME PROGRESSES

Poor Richard Club Must Leave Camac Street in June

Rapid progress is being made in remodelling the interior of the new home of the Poor Richard Club at 1319 Locust street, Philadelphia, and it is expected alterations will be completed by August this year.

C. E. Brumbaugh, architect, promises one of the most unique clubs of its kind in the country.

The Yachtsmen's Club of Philadelphia will take possession of Poor Richard's Camac street home on June 1. Directors will announce shortly where members will meet for luncheons until the new home is ready for occupancy next August.

In Houston darkies will sing real old "down in the land of cotton" melodies.

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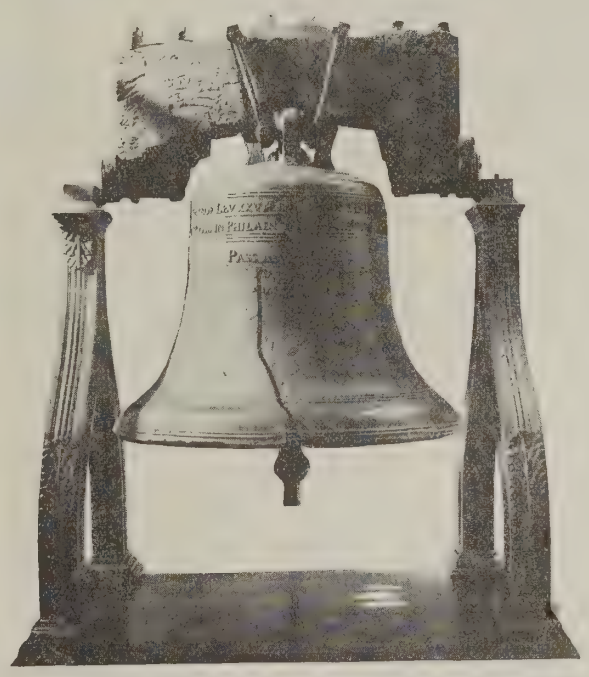
Just around the corner from the new Home of the Poor Richard Club

CHARLES BLUM
ADVERTISING CORPORATION

"The Agency of Analysis"

PHILADELPHIA

1776



1926

THE observance of the One Hundred and Fiftieth Anniversary of American Independence at Philadelphia, June 1 - December 1, 1926, will be the celebration of, for and by all the people of the United States of America.

Philadelphia is the place for such an important celebration. It was there that the representatives of the Original Thirteen Colonies participated in the First and Second Continental Congresses, where the Declaration of Independence was adopted and proclaimed, and where the representatives from the Original States met, framed and adopted the Constitution of the United States.

Philadelphia not only invites the people of the United States, and of the world, to participate in next year's notable Anniversary, but especially wants the country's leaders in the Arts and Sciences, and in Industry and Business, to know and feel that the great Exposition which will be a crowning feature of the Celebration, is to be their Sesqui-centennial Exposition, and show to the entire world the great development made during the past one hundred and fifty years.

RANGER, PAST 1917 OIL BOOM FRENZY, NOW A SUBSTANTIAL CITY

By C. C. PATTERSON

THERE are few people in the civilized world who have not heard of Ranger, Tex. In October, 1917, the whole country was startled by the bringing in of the McCleskey well at Ranger. This was followed by a number of other wells, among which was the Norwood well. In a few months the total production of oil of the Ranger field reached the enormous total of 90,000 barrels daily. In a few months Ranger grew from a struggling country village of 600 people to a city of tents and shacks of some 30,000 population.

The emergence of the new present city of Ranger from the old shack town of the first years of the oil boom days is considered a marvel. What were shacks are now magnificent brick buildings. Beautiful homes are where hovels once stood. Six and one half miles of pavement have taken the place of streets one time impassable.

The new Ranger of today has a population of over 12,000 permanent citizens and a scholastic enrollment of two thousand pupils. It has one of the most beautiful high school buildings in the state, which cost the city over a quarter million dollars, and has all modern equipment. Ranger has also five modern brick ward school buildings, the cost from $50,000 to $75,000 each, making a total of almost one half million dollars invested in school buildings and school property. The schools of Ranger rank with the best in the state.

Ranger has a water system, sewer system and gas company, which is able to furnish an abundance of gas at a fair price, and also both a telephone and electric lighting system that is the equal, if not superior, to any city of its size in the south. The electricity for Ranger is furnished by the Oil Cities Electric Company, who have a very large investment in the Ranger field. The telephone system is the pride of the oil fields.

The banks and business houses are a credit to any city. The business people of Ranger are far above the average when it comes to progressive measures tending to better their community. Ranger has an active Chamber of Commerce with a large membership, working hard at all times to help develop Ranger into the coming industrial center of this part of the state, and a Retail Merchants' Association.

Ranger is the headquarters for a large number of the big oil companies and supply houses, as it is situated in the center of the oil, gas and casinghead gasoline plants. Statistics will show that Ranger is still "The Hub of the Oil Fields." In addition to the above oil, gas and gasoline industries, Ranger has many manufacturing plants, among which are, Southern Ice & Utilities Company, Banner Ice Cream Company, Standard Tank & Steel Works, Eureka Tool Company, Acme Pipe & Machine Company, Burden Equipment Company, K. C. Jones Milling Company, Texas Novelty Company, Bordeau Bros. Planing Mill, Clay Boiler & Machine Works, two of the largest rock crushers in the state and numerous other plants; also three wholesale grocery houses, a wholesale produce house, a potato chip factory, two bakeries, and a live daily paper, the *Ranger Daily Times*.

The territory surrounding Ranger is a rich and productive agriculture land. Among the farm products raised here are: corn, cotton, wheat, oats, milo maize, and other grains. Ranger is becoming famous as a poultry section, there being a number of large poultry ranches near the city which are growing rapidly. It has been found that berries, fruits, watermelons, cantaloupes, grapes, etc., can be grown very successfully without irrigation. The elevation of more than 1,400 feet gives Ranger an ideal all the year round climate.

Ranger is rapidly growing and is reaching out for industries, more good citizens and some things that will tend to make it an ideal place to build permanent homes. Ranger offers several natural advantages that make it a most ideal place in which to locate manufacturing plants. First as to railroad facilities: it is on the T. & P. and the W. F. R. & Ft. W. R. R. These lines have connection with a number of additional roads such as the Sante Fe, Katy, Frisco, Wichita Falls, Southern, Rock Island, H. & T. C. and many others.

Ranger is also on the main line of the Bankhead Highway with a hard surfaced road east and west from the city. The city owns the water system, including modern filtration plant, insuring an abundance of water for industrial purposes. It also has an abundance of cheap fuel in the way of electricity, coal, being adjacent to a well-developed soft coal field, and natural gas. The supply of gas from a large number of casinghead plants can be furnished for industrial purposes at a price which is astonishingly low.

Ranger has ample hospital facilities, and a number of doctors, lawyers, dentists, and other professional men. And ministers that are progressive, earnest, God-fearing men. The population of Ranger is made up of a metropolitan class of people. Practically every large city in the United States and Canada, and each state in the Union is represented. Ranger also has a Country Club, a tourist park and splendid golf links.

FUR TRADE AND MANY VARIED INDUSTRIES PROSPER CITY AND PORT OF ORANGE

By L. M. SHEPARDSON

ORANGE is in the extreme southeast corner of the state of Texas, the most northern and eastern port of the Texas Gulf coast, at the head of tide water on the Sabine river, which divides Louisiana and Texas, 100 miles slightly north of east of Galveston and Houston, on the Southern Pacific Railway and Gulf Coast lines, 268 miles west of New Orleans and on the intracoastal canal, which extends from New Orleans to this city.

The present city of Orange was originally settled about 1836, and was known as Green's Bluff. In 1856 the present name of Orange was adopted from the fact that there were large orange groves in this locality at that time.

The present population is approximately 15,000, 85 per cent being native whites, 10 per cent negroes, the balance foreign born.

Located in a splendid agricultural territory on two trunk line railroads and being a deep sea port with a trade territory extending 25 miles west and 150 miles north and east, Orange is a very important industrial center and fur market. More than one million dollars worth of furs were shipped out the past season. The principle industries are trapping, saw mills, box factory, paper mill, manufacturing kraft wrapping paper from yellow pine fiber, paper bag factory, creosoting and wood preserving plant, railway car building plant, iron and steel fabricating plant, ship yards, iron foundry, rice mill, small wood working plants and a very large electric power plant. There is also one of the largest and best oil fields of the Gulf coast country with a production of 20,000 barrels per day, and three other oil fields within a radius of 25 miles, insuring cheap fuel and power at all times.

Labor conditions are excellent. A peculiarly inviting climatic condition makes living at Orange comfortable and economical and insures a year-round operation of all industries. It also has splendid churches, schools, hotels, hospitals, good roads, efficient fire department, low insurance rate, cheap transportation, splendid rate adjustment, unlimited available sites on rail or water or both, and an unlimited supply of fresh water, for drinking and industrial purposes, from deep artesian wells, three banks with total resources of over $7,000,000, splendid homes, residential ownership prevailing, with a plentiful supply of modern rent houses at reasonable rates.

There are ample opportunities for recreation and sport, the finest hunting and fishing in the world in the immediate vicinity, with large country club, golf course, theaters, both moving picture and legitimate, play grounds, parks and tourist camp site.

The port of Orange is equipped with most modern of wharves and docks, municipally owned, insuring equal treatment to all, with 1,500 feet of wharfage with double railroad tracks and three large warehouses of modern construction protected by fire walls every one hundred feet, with a total covered area of 72,000 square feet and ample fire protection for all. These facilities are reached on equal terms by all railroads entering the city. For the handling of timber, there is no port in the United States better equipped with ample fresh water storage for hundreds of millions of feet, absolutely free from teredo, and without danger of oil stain due to pollution of the water, as is the case in many of the ports.

Changes N. Y. Headquarters

The New York advertising office of the *Chicago Journal of Commerce* has removed to 44 Broad street.

Mexico City Daily Suspends

The *Mexico City El Globo*, morning daily, edited by Felix Palavicini, suspended publication last week.

IT RAINED AT CUERO!

(*By Telegraph to* EDITOR & PUBLISHER)

CUERO, Tex., April 30.—Cuero had a good rain last night, enough to relieve the drought and repay merchants for their page advertisement.

Recently local business men bought page space to say: "This Advertisement Is For Rain."

A long drought had endangered farm crops and the copy was placed to show the farmers that the merchant men were in sympathy with their plight.

Mississippi Press Meeting in June

Program of the Mississippi Press Association for the annual convention at Biloxi, June 4-6, has been issued by President Birney Imes. Among the prominent speakers will be President C. H. Markham of the Illinois Central railway, and St. Elmo Massengale of Atlanta, a leading advertising man. The meetings will convene in the Riviera Hotel. There will be the Gridiron Banquet and a symposium—"Selling Mississippi to the World," led by Jas. H. Skewes, of the *Meridian Star*.

Poor Richards Hold Frolic

Poor Richard Club held its annual Spring Outing at the Philmont Country Club May 5. Tennis matches, golf tournaments, and baseball games provided entertainment for the many members who attended.

Collier Takes Miami Post

LaVerne Collier has succeeded Harry Fawkes as manager in complete charge of the *Miami* (Fla.) *Daily Tab*, a Vanderbilt tabloid. Mr. Fawkes will report to the Los Angeles offices of Vanderbilt Newspapers, Inc.

A.A.C. of W. Welcome to PHILADELPHIA 1926

Reach the Heart

of Philadelphia's great German-American population (over a half million) through their own daily newspaper—the

PHILADELPHIA Gazette-Democrat

One of the largest German language publications in the United States

FOLLOW THE LEAD

of

Colgate Toilet Articles—Victor Talking Machines—Columbia Talking Machines—American Tobacco Co.—Mennen's Toilet Articles — Endicott Johnson Shoes — Ingersoll Watches—Life Buoy Soap—Rinso—Lux—Borden's Milk—Sun Maid Raisins—U. S. Shipping Board—Liggett & Myers—Atlantic Refining Co.—Arrow Brand Collars—Ever Ready Safety Razors—Quaker Oats—Calumet Baking Powder—Music Master Corporation—and others whose success has been achieved through a wise choice of advertising mediums.

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THE MANUFACTURING PHOTO-ENGRAVERS ASSOCIATION OF PHILADELPHIA

joins in PHILADELPHIA'S general and cordial invitation to the

ADVERTISING CLUBS OF THE WORLD

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in the year of the Sesqui-Centennial

1926

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is affiliated with The International Photo-Engravers Association of America and is actively engaging the force and influence of its membership and organization to secure understanding and ethical relationship in the Graphic and Printing Art Crafts.

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Rembrandt Engraving Company
Rodgers Engraving Company
Weeks Photo Engraving Company

(Nearly 100% of all Photo-Engraving Concerns in Philadelphia)

P. S. The whole world knows that Philadelphia is the one logical choice for the 1926 Convention.

AUSTIN GROWS IN ATTRACTION FOR INTELLIGENT TRAVELERS

By W. E. LONG

THE wholesale territory of Austin covers a radius of approximately 150 miles. The retail territory covers from a 50 to a 75 mile radius. Within the wholesale radius there are 1,350,000 people. Within the retail radius there are 470,000 people. The people are 90 percent white, ten percent Negroes, and of the white population about 15 percent are of Swedish origin, 18 percent of German origin and the other 57 percent almost entirely of American origin, with a few Mexicans.

Agriculture is the leading industry. Cotton is the principal crop, together with considerable forage, corn, and some small grains. The fairly uniform seasons maintain a stable prosperity throughout the agricultural sections.

In the towns and cities many small industries thrive, with an occasional large plant. Austin has the Woodward Body Works, the largest truck body plant in the southwest; the Tips Engine Works, turning out the largest crude oil engines made in this section; the Walker Properties Association, the biggest plant in the world canning chile con carne and tamales; the Elgin-Butler Brick & Tile Works, and a considerable number of smaller plants which swell the value of manufactured products.

Austin—the state capital—and its citizenship, stand for the best to be found in cultural development. The many educational institutions located here—including the State University with more than 5,000 students—together with the fact that Austin has always been a center for writers, artists and diplomats has made it a very interesting city in which to live.

Austin has seven strong financial institutions with ample resources. The very best of motion picture theaters provide amusements. In addition to this the Amateur Choral Club brings to Austin each year much of the best talent, including those of national and international reputation.

The people of Austin and the surrounding territory live in comfortable homes, built principally of timber, interspersed with many buildngs of stucco, brick and rock.

The building of three new hotels in Austin in the last two years has opened up an entirely new territory for the tourist and as a result, thousands of travelers are stopping at this point, which possesses many features of historical and literary interest.

The circulation of Austin daily newspapers has increased from 7,000 to 23,000 subscribers in a period of less than two years.

SHERMAN, CITY OF FACTORIES AND COLLEGES, KEEPS BUSY AND COMFORTABLE

By LEE SIMMONS

VISITORS to the annual meeting of the Associated Advertising Clubs of the World, do you know of Sherman? If not, we invite you to visit and learn of this wonderful little city of factories and colleges.

With a population of only about 20,000, its 50 factories manufacture four times as much as any other southwestern city of the size. Twenty-nine wholesale houses make an important distributing center. Having five important railways, besides the Texas Electric Railway and four important designated highways and several hundred miles of hard surfaced road leading into Sherman, transportation facilities are all that could be desired.

Three strong banks with resources of $9,930,300 are amply able to take care of all legitimate requirements of business. Being located near the Oklahoma line and within fifty miles of the coal, gas and oil fields and having a sufficient supply of water and electric current, gives Sherman quite an advantage over most cities of Texas. Labor conditions are ideal and employers and employees work harmoniously together for mutual benefit. There is practically no foreign population.

The largest industry is milling, and Sherman is frequently called "The Minneapolis of the South." Four large flouring mills have a daily capacity of 4,100 barrels of flour and a combined capacity of 1,360,000 pounds of flour, meal and feed or 34 carloads daily. A large cotton oil refinery produces 1,200 carloads of shortening annually. In the largest garment plant in the Southwest, the 450 employees produce dress shirts, pants and overalls that are shipped practically to every state in the union. A large candy factory makes 100 kinds of candies, including package chocolates. The large gin and mill supply house covers two solid blocks, and is one of the largest industries of its kind in the South. The large iron works specialize on Diesel engine repairs and extra heavy work.

A $250,000 nursery, employing 175 people regularly, ships to 30 states and 3 foreign countries. An ice plant supplies 72 villages and towns and has 600,000 cubic feet of cold storage.

These with other factories, produce about $30,000,000 worth of products annually, not including a large volume of wholesale business.

Sherman-manufactured products are shipped to practically all the States, to 24 foreign countries, including every Continent and many islands of the seas. Being in the center of a rich black agricultural section, Sherman is the most important agricultural market in North Texas and Southern Oklahoma and is the home of two large pure seed industries.

Having adopted the city manager form of government in 1915, Sherman's financial affairs are in splendid condition and citizens are proud of their municipal owned water and light utilities and large park acreage. Paved streets, many handsome churches, public library, Y. M. C. A., two splendid sanitariums, well equipped tourist park, only community mausoleum in Texas, costing $150,000—these with six substantial colleges and an efficient public school system, together with many other sources of wealth, make Sherman an ideal city in which to live and do business.

Walter May Joins Portland Oregonian

Walter May of New York has been appointed executive news editor of the *Portland Oregonian*. The appointment was made by Edgar B. Piper, editor of the Oregonian while the latter was attending the publishers' convention in New York recently and was announced to the Oregonian staff in a teregram to R. G. Calvert, assistant managing editor. Mr. May has been employed in an executive capacity by William Zinsser & Co., New York paint dealers, and at part time on the *New York Daily News*. He has had newspaper experience in several cities among them Portland where he was some years ago assistant city editor of the Oregonian.

N. J. Levinson Seriously Ill

N. J. Levinson, editorial writer on the *Portland* (Ore.) *Telegram* and dean of Oregon newspaper men has been seriously ill following a sudden attack on May 2. After a blood transfusion operation he is somewhat improved.



No building in America has such big meaning to every soul under the Stars and Stripes as Independence Hall, with its treasured bell. Many thousands of patriots regularly visit this shrine of liberty to refresh the spirit of original Americanism. There is no finer piece of colonial architecture in the United States. It was built during the years 1732 to 1741, after the plans of Andrew Hamilton and was first occupied by the Provincial Assembly in October, 1735. Here the Secnod and succeeding Continental Congresses met, and here the Declaration of Independence was adopted July 4, 1776.

In
PHILADELPHIA

one out of every eight is Italian. Representing 12½% of the city's population or a total of 250,000 ITALIANS in the city.

When you advertise to SELL Philadelphians, ADVERTISE to SELL ALL by telling your message in Italian to reach this market of a quarter of a million consumers.

L'OPINIONE is the one and only Daily and Sunday Italian newspaper that reaches the majority of these 250,000 Italians as no other medium can do.

An intimate Trade Survey of the Italian market has revealed many interesting facts. Ask us how your product is represented. We offer a real service of merchandising co-operation to establish your products with the Italian trade.

Write for more details

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Concentrated Circulation in the Richest Buying Section of the Pennsylvania Market

These newspapers have well organized merchandising Departments with an established trade connection that enables them to introduce your Product or increase its sales in a market totalling in excess of 20,000,000 souls.

The Philadelphia Record
150,000

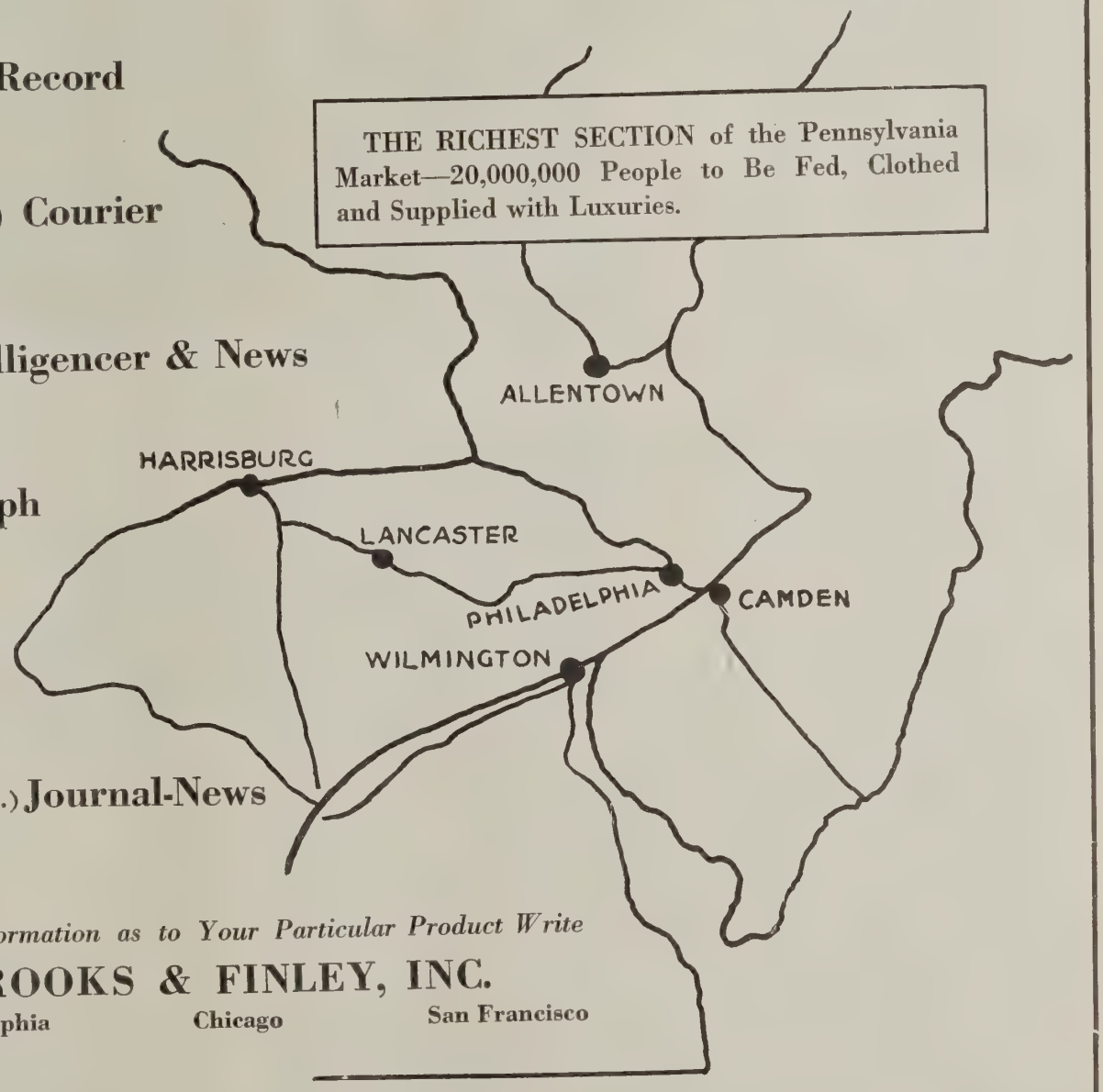
The Camden (N. J.) Courier
42,000

The Lancaster Intelligencer & News
28,000

The Harrisburg Telegraph
40,000

The Allentown Call
32,000

The Wilmington (Del.) Journal-News
30,000



For Rates and Specific Information as to Your Particular Product Write

STORY, BROOKS & FINLEY, INC.

New York Philadelphia Chicago San Francisco

We Join the Poor Richard Club, the Philadelphia Newspapers and various Philadelphia Advertising organizations in extending a hearty invitation to the Associated Advertising Clubs of the World to hold their 1926 Convention in Philadelphia—You can visit the Sesqui-Centennial Exposition and see the Birthplace of American Liberty.

STORY, BROOKS & FINLEY, INC.

NEW YORK PHILADELPHIA CHICAGO SAN FRANCISCO

DALLAS NEWS BACKS BETTER FARMING CRUSADE IN ITS SECTION

"More Cotton on Fewer Acres" Is Slogan of Campaign Waged to Teach Farmers Value of Diversified Crops—Prizes Total $3,900

A "BETTER FARMING" crusade being conducted by the *Dallas* (Tex.) *News* was described to EDITOR & PUBLISHER by E. B. Doran, director of news and telegraph departments, who visited New York recently.

The crusade, in the form of a "More Cotton on Fewer Acres" contest, staged by the News in co-operation with the *Semi-Weekly Farm News* of Dallas and the extension service of Texas A. & M. College, has now entered its second year of a four-year agricultural program.

A total of $3,900 in prizes is offered this year, including a grand prize of $1,000 to whoever raises the most pounds of lint on five acres of unirrigated land. Last year 3,018 Texas farmers took part in the contest.

"Behind the 'More Cotton on Fewer Acres' contest," Mr. Doran said, "is the plan of bringing about a complete change in the agriculture of Texas through increased acre yields of cotton, thus decreasing the acreage planted to cotton on the average farm and releasing land from cotton for the growing of feed and food crops.

"For years Texas farmers have depended largely upon their cotton money to buy their feed, but this system is fallacious and it has been shown that no cotton farmer can hope to spend his cotton money for feed and food. Instead, his farm must produce these commodities and leave his cotton money a 'clean cash surplus.'

"The Texas cotton contest received the indorsement of the late Henry Wallace, Secretary of Agriculture, the United States Department of Agriculture, the Federal Reserve Bank of the Eleventh District, the Texas Cotton Association, the Texas Bankers' Association, the Texas Farm Bureau Cotton Association, the railroads, Chambers of Commerce and other organizations.

"It stimulated such wide interest in better farming problems that fifty Chambers of Commerce in as many counties offered additional local prizes totaling $60,000 for farmers to engage in competitive cotton farming.

"The big element in the plan is that of competition. By offering prizes for highest acre yields farmers have been made to think about their production problems. They have learned that they can raise as much cotton on five acres as they frequently raise on twenty or forty acres, thus reducing expense, labor and time. The whole campaign will lead to a higher standard of living on Texas farms, we believe."

For 1925 a total of $3,900 in prizes are offered as follows:

One thousand dollars grand prize by the Dallas Morning News and Semi-Weekly Farm News to the Texas farmer who raises the most pounds of lint cotton on five acres of unirrigated land.

Five hundred dollars in four prizes—$200, $150, $100 and $50 for the most useful information contained in crop records kept by each entrant in the contest. The information which each farmer records at the end of the season is turned in to the above papers and becomes public property through its publication.

Two thousand, four hundred dollars contributed by the Dallas Cotton Exchange and the Texas Cotton Association in the following district prizes:

Five hundred dollars, first prize; $200, second prize, and $100, third prize for East, West and South Texas for cotton measuring not less than Government inch staple. This is to prevent the raising of too much short staple cotton of which there has been a dangerous tendency in recent years throughout the country.

"It is possible for the successful farmer to win the $1,000 grand prize, as well as the $500 district prize and possibly the best crop record prize, or a total of $1,700 for his effort on five acres," Mr. Doran declared. "Besides, he may win his local cotton contest prize, which in some counties is $1,000, provided he wins the state $1,000 prize.

"Already about 3,000 farmers have entered, which is just that number ahead of this time last year, since the 1924 contest was not launched until the middle of April.

"The states of Oklahoma, Arkansas and Mississippi have started similar cotton contests patterned after that of the Dallas Morning News and the Semi-Weekly Farm News and the idea is taking hold of bankers, business men and land owners who realize that something has been wrong with cotton production for some years. The 'More Cotton on Fewer Acres' contest is a common meeting ground for all kinds of people who are concerned in cotton or farming problems. Cotton being the major crop of Texas, its ills touch almost every individual's purse.

"The results of the 1924 cotton contest have been published in a bulletin entitled 'More Cotton on Fewer Acres,' which is being sent to all who apply for it. It is in demand by business institutions, banks and Chambers of Commerce and is used in the vocational agriculture courses in Texas schools to stimulate thought and action on the part of the coming generation of farmers.

"The four-year agricultural program subscribed to by the Dallas Morning News and the Semi-Weekly Farm News will include other crops, such as corn and feed, and eventually live stock, thus leading to a 'balanced' system of farming in Texas, making for greater wealth on the farms and in the cities dependent upon the farmers' prosperity."

OHIO CIRCULATORS MEET

Six New Members Added at Columbus Convention

Six new members were added to the roster of the Ohio Circulation Managers' Association at the seventeenth semi-annual meeting of that body in Columbus, O., April 29. President Charles S. Wilson, circulation manager of the *Columbus Dispatch*, presided at the sessions, which were held at the Chittenden Hotel. More than 20 members of the Association attended.

The six new members admitted to membership were: W. R. Rauck, *Cincinnati Post;* C. E. Snyder, *Dayton Herald & Journal;* J. W. Strange, *Lima Gazette;* Jake Killian, *Martins Ferry Times;* Russell Shaw, *Coshocton Tribune;* T. W. Campbell, *Sandusky Star-Journal.*

The meeting was addressed by Osmond C. Hooper, editor of the *Ohio Newspaper* and head of the department of Journalism at Ohio State University, on the need of cooperation between all departments of the modern newspaper. Mr. Hooper also talked of the work he was doing at the University in training future newspaper men.

The program was on the round table plan. No papers were prepared by the members.

The convention adjourned to meet in the same place, Wednesday, Oct. 28.

Announce New Missouri Daily

Paul Heber and C. B. Page of Springfield, Mo., sons of Oliver J. Page, attorney, have purchased the plant of the *Sedalia* (Mo.) Printing Company, and will begin the publication of the *Evening Republican* in Sedalia.

Plans Los Angeles Daily

B. A. Byrne has changed the name of the *Hyde Park* (Cal.) *Press* to the *Los Angeles Press* and anounces that it will soon become a daily.

THE NEW POOR RICHARD CLUB



Long before the date of the 1926 convention of the A. A. C. W. the Poor Richard Club of Philadelphia will be thoroughly at home in its comfortable and attractive new clubhouse on South Camac street—a minute or two from the heart of the business section.

We Have An Interesting Story to Tell

Concerning the Jewish population of 250,000 in Philadelphia which constitutes one of the largest and richest markets for every type of product.

The Jewish World

The Only Jewish Daily Printed in Philadelphia

233 S. 5th Street

Full Data Upon Request

THE POOR RICHARD CLUB

invites you to Philadelphia in

1926





At any other time, the 1926 convention city might be open to debate. In 1926 it appears to us there should be no debate. The great Sesqui-Centennial celebration of our nationhood will be in progress in Philadelphia. Members of the Associated Advertising Clubs of the World will have an opportunity to see the Liberty Bell and the many historic places immortalized by the heroic deeds of the founders of our Country.

We, the undersigned, invite you, therefore, to hold your convention in Philadelphia in 1926 and to make The Poor Richard Club your headquarters.

Gatchel & Manning, Inc.
Photo Engravers
West Washington Square

The Charles Paist Co.
Direct Mail Advertising
218 S. 11th St.

E. A. Wright Co.
Printers-Stationers-Engravers
Broad & Huntingdon Sts.

Photo Chromotype Engraving Co.
Photo Engravers & Die Sinkers
811 Cherry St.

Charles H. Robbins Co.
Drawing and Artist Material
1729 Sansom St.

Atlas Storage Warehouse Co.
Stores, Moves, Packs, Ships
Market and 37th Sts.

Integrity Trust Co.
717 Chestnut St.

Macdonald, Acton & Young
Printers
1336 Cherry St.

Allentown Call Publishing Co.
Publishers, Allentown Call
Allentown, Pa.

E. J. Cummings, Inc.
Coal Service
413 N. 13th St.

The North American
Newspaper
Broad & Sansom Sts.

Fenton Label Co., Inc.
Gummed Labels
506 Race St.

S. Kind & Sons
Diamond Merchants—Jewelers—
Silversmiths
1110 Chestnut St.

The Richard A. Foley Advertising
Agency, Inc.
219 North Broad St.

Philadelphia Typothetæ
926 Walnut St.

The John C. VanHaagen Advertising
Agency
General Advertising
1602 Chestnut St.

The Y. M. C. A. of Philadelphia
Helping Folks Have Pleasure and
Comfort
1425 Arch St.

Tasty Baking Co.
Cake Baking
2801 Hunting Park Ave.

Historical Publishing Co.
Book Publishing
1336 Cherry St.

Kayser & Allman
Decorating and Furnishing
1522 Chestnut St.

Maple Press Company
Printing and Electrotyping
York, Pa.

W. B. MacKenney Co.
Advertising Agency
1820 Arch St.

Charles A. Long, Jr.
1420 Chestnut St.

Arthur H. Bonsor & Bro.
Poultry—Butter—Eggs
Reading Terminal Market

Lebanon Daily News
Daily and Semi-Weekly News
24 S. 8th St., Lebanon, Pa.

D. L. Ward Co.
Paper
28 S. 6th St.

Breuker & Kessler
Lithographers
7th & Arch Sts.

Lang Company, Inc.
Photo Engravers
910 North American Bldg.

Biddle-Paret Press
Direct by Mail Advertising
129 North 12th St.

BRITISH DELEGATION, HOUSTON BOUND, ARRIVES IN NEW YORK MAY 5

Party of 25 Headed by Sir William Veno and Wynne Williams Bring Greetings from District 14— Entertained by New York Advertising Men

BEARING a Union Jack for presentation to their Houston hosts, a score of British advertising men reached New York, May 5, enroute to Texas and the 21st annual convention of the Associated Advertising Clubs of the World, May 9-14.

"We are glad of the opportunity to come to this country at this time in the spirit of friendship and goodwill and in the name of advertising, the greatest power for peace in the world," was the greeting to American advertising men given through EDITOR & PUBLISHER by the delegation, which, headed by Sir William Veno and Wynne Williams, advertisement manager of the *London Times,* arrived on the Cunarder Samaria.

The delegation was met at the dock by Jesse Neal, secretary of the A. A. C. W. and Clifford Jackson, secretary of the Advertising Club of New York, who welcomed them to this country on behalf of the Association and New York advertising men.

Before leaving with the New York and Philadelphia advertising men by special train for Houston, May 7, the British visitors were entertained by the Advertising Club of New York, May 6, with a special sightseeing and entertainment program arranged by the club's reception committee.

The English flag, which will be left behind, when the British delegation returns home following the convention, is a gift to the American hosts from District 14 of the A. A. C. W., which last year entertained nearly 2,000 American advertising men at the 20th annual advertising meeting held in London.

Sixteen advertising men, who with their wives and families and three advertising women, making up a group of 25, will represent District 14 at Houston. District 14, two years ago the smallest section of the Associated Advertising Clubs is now the largest group within the international organization in numerical strength. It comprises 45 advertising clubs, 33 of which are in England, five in France, four in Holland, one in Germany, one in Belgium, and one in Sweden.

Eight clubs are represented in the delegation. They are: the Advertising Club of Manchesteer, the Thirty Club, Publicity Club, Regent Club, and Aldwych Club of London, the Liverpool Advertising Club, the Publicity Club of Bradford, and the Publicitas Societas Anonyme Suisse de Publicitè. Henry George of Geneva, who represents the latter, is the only European delegate, who arrived with the group on the Samaria.

All clubs of District 14 are committed to vote for Philadelphia, as the city to hold the 1926 A. A. C. W. convention.

Wednesday was given over to entertainment of the British delegation in New York, beginning at shortly after nine o'clock in the morning and continuing until early morning May 7.



Sir William Veno, who Heads the British A. A. C. W. Party

Touring the city in private automobiles, the Englishmen visited among other places, the New York Stock Exchange, the Federal Reserve Bank, the Woolworth Building, Central Park, Columbia University, and Grant's Tomb. Luncheon and dinner were served at the Advertising Club of New York with tea at the new Theatre Guild Theatre. In the evening they were guests at the play "Louie 14th" at the Cosmopolitan Theatre, followed by supper at the Green Room Club.

Sir William Veno and Wynne Williams who head the British delegation have both had important careers in the British advertising world.

Sir William, until he sold his business, the Veno Drug Company, — several months ago, was one of the largest advertisers in Great Britain. From April, 1923 to March, 1924, the Veno Drug Company spent $1,600,000 in advertising. During the 26 years Sir William was owner, $18,000,000 was expended in advertising appropriations. The Veno Drug Company, largest British manufacturer of proprietary medicines, has its headquarters in Manchester.

Sir William, a freeman of the city of London, has also long been associated with the public life of Manchester, his native city. He is now chairman of the Altrincham division of the Conservative Association, British political organization. In 1924 he was elected Mayor of the Court Leet of Altrincham, founded by Edward I in 1292, and therefore one of the oldest governing bodies in Great Britain.

"I started seriously to advertise my business in a small way and with small capital, when I was 30 years old", Sir William declared in an interview with EDITOR & PUBLISHER. "My capital was, in fact, only $5,000.

"I had been associated practically all my life previously with doctors and chemists. Then I made a study of advertising, and decided it was the means to help me win my place in the sun. Advertising built up my business to be one of the largest in the country, and enabled me to sell it a short while ago for more than $3,000,000.

"Newspapers are the best of all advertising media", Sir William declared. "Our company always spent 80 per cent

(*Continued on page* 64)



Some Members of the British Advertising Delegation Photographed on Board the S. S. Samaria.

To the
Associated Advertising Clubs of the World

Philadelphia's Welcome Is Hearty!

We know; we have just been welcomed and we want you to know about it.

Philadelphia advertisers welcomed us with contracts for more than 2,000,000 lines of advertising—and these contracts were all signed a week before the Philadelphia Daily News made its appearance on the street.

On March 31st, the date of our first issue, Philadelphia's welcome was so hearty that we were forced to omit over 15 columns of advertising.

Yesterday (this is written on April 1st), our pressmen worked to the point of exhaustion and as late as ten o'clock last night Philadelphia was crying for more copies of the Daily News.

We do not know what our circulation will be, for we haven't been able yet to print all the papers Philadelphia wants.

This is a sample of Philadelphia's welcome. 1926 is the year of the Sesqui-Centennial and a five star welcome awaits all visitors, especially the A. A. C. W.

Come to Philadelphia!

Philadelphia's Welcome Is Hearty!

PHILADELPHIA
DAILY NEWS
THE PEOPLE'S PICTORIAL

BRITISH DELEGATION ON WAY TO TEXAS

(*Continued from page 62*)

of its advertising appropriation in newspapers and 20 per cent on hoardings (billboards)."

Major Williams will act in Houston as the personal representative of C. Harold Vernon, chairman of District 14. He has been connected with the *London Times* since 1908, except during the war when he served with the British army from August, 1914 until the Armistice, winning his Major's rank when he was only 28. After the war, he spent several years in America as Lord Northcliffe's representative.

"The London convention of the advertising clubs was the greatest thing that has ever happened for advertising in Great Britain," Major Williams told EDITOR & PUBLISHER.

"It securely established the advertising club movement in Great Britain, and has given powerful impetus to the association's slogan 'Truth in Advertising'."

Both Sir William and Major Williams are scheduled to address sessions at the Houston convention. Harry Walter Wayne, of the Sales Managers Association of London, who also arrived on the Samaria, will be another convention speaker.

The complete list of British delegates follows:

Sir William Veno, Manchester, Veno Drug Company, Ltd.; Major Wynne Williams, *London Times;* G. R. Coates, Ambrose Wilson, Limited, and Guy's Tonic, Ltd., London, and Mrs. Coates; A. Stanley Porter, Liverpool, Arthur S. Porter & Co., Ltd., and Ronald S. Porter; Mrs. Porter, and Miss Joyce Kathleen Porter; Edwin Chambers, Bradford, Edwin Chambers, Limited; J. Kenningham, London, Condy & Mitchell, Limited, and Association of Manufacturers of British Proprietaries; R. H. Brittain, London, Pritchard & Constance, Limited; Ralph Edgar Perring, London, John Perring & Co., Ltd.; Henry George, Geneva, Publicitas Societas Anonyme Suisse de Publicité; J. Miller, London, Nickeloid Company, Ltd.; Sidney Joseph Fox, London, Hallett, Fox & White, and Mrs. Fox; Norman Ashley, London, L. Sanderman Allen & Co.; Harry Walter Wayne, London, Sales Managers' Association; Miss Beatrice Berman, London, Regent Advertising Club; Mrs. Lynette Wynn, Teignmouth; Victor Charles Stokes, Bushey, Herts Stokes & Sons, and Union of London Meat Traders; H. Beale Collins, London, Broadway Press; R. S. Haye, J.P., Porthcawl, South Wales Coast Resorts; and Mrs. Haye; and Mrs. Alfred Marland, Southport, Griffiths Hughes & Co., Ltd.



By man's magic inland Houston is a world seaport. View of her famous ship channel and turning basin which will be inspected by the advertising delegates on Monday.

Utah Daily Modifies Name

The *Provo* (Utah) *Daily Herald* is now known as the *Evening Herald.*

EUROPEAN SUPPLEMENT

Cosmopolitan Assembly of Advertising in Christian Science Monitor

A European travel supplement of 20 pages was produced last week by *Christian Science Monitor,* containing splendidly illustrated feature articles and an amazing number of advertisements from practically all European countries.

PHILADELPHIA

The Poor Richard Club

and its individual members will welcome you next year!

NORBERT A. CONSIDINE
RAYMOND J. CONSIDINE

THE PAPER HOUSE OF PENNSYLVANIA

Distributers of Standardized Papers

PHILADELPHIA
SAVANNAH NEW ORLEANS

The Sesqui-Centennial Philadelphia 1776 1926 150 Years of American Independence

CONSIDINE & COMPANY, Inc.

Import—Export

PHILADELPHIA
SAN JUAN HAVANA MEXICO CITY
OSLO, NORWAY RIO DE JANEIRO

CIRCUS HAPPY, GETS AN "EXTRA" IN DES MOINES

Press Agents' Dream Realized When Council Allows Sunday Performance and Tribune-News "Extras"

Extras have been published by United States newspapers on everything from a rumor to the deaths of Presidents and the opening of wars, but it remained for three veteran newspaper men—one in the business and two out of it—to be responsible for the publishing of an extra on the showing of a circus in a city.

Press agents have dreamed of extras being published about their attractions, but it remained for Bill Buchanan, for years managing editor of the *Des Moines* (Ia.) *Daily Capital,* to see the fulfillment of this dream. His brother, Fred Buchanan, with whom he is associated in the management of Robbins Bros. Circus, and also a former newspaper man, has also dreamed the same dream, and he is now satisfied.

W. G. Hale, known throughout Iowa as "Bill" Hale, is now said to be the only living newspaper man who has ever got out a circus extra. Mr. Hale is associate managing editor and news editor of the *Des Moines Evening Tribune-News.* A combination of circumstances was responsible for the extra and also for the fact that the Associated Press, United Press and International News Service broadcast the circus story to the world.

Thirty days ago the Buchanans, who own the circus and winter at Granger, Ia., a short distance from Des Moines, entered into a contract to show in Des Moines under the auspices of the American Legion Post. They went before the city council and obtained permission to show April 26 and 27—opening the season. No one noticed the days until the one and two sheets and the advertisements were posted and carried in the newspapers. Then the Ministerial Association awakened and discovered that April 26 happened to be Sunday and the show was scheduled for that day. A special meeting was called by the association president, Dr. Herbert Scott, and the fight was on.

The ministers went before the city council and asked to have the Sunday permit rescinded. The Legion resisted this action. The city council debated and the newspapers carried front-page stories under eight-column head lines. The matter was continued until the next day.

For three days the fight waged bitter before the council. Finally, when the circus authorities agreed to show as a pageant, and not a circus, the ministers withdrew their protest and everything was lovely—for the circus.

When the city hall reporter flashed the news of the circus victory to the Evening Tribune office, "Bill" Hale got out the big type and the extra. Thousands of copies of the paper were sold—and the first circus extra was in the hands of the reading public.

Mr. Hale in an interview for EDITOR & PUBLISHER tells why he published the extra.

"The extra was put out not so much for the purpose of announcing the circus, but because the community was split and because of the elements for a good extra.

"Here the Ministerial Association, the American Legion and the city council were involved. Church people were constantly calling the office the three days before the matter was settled. They wanted to know what was going to happen. American Legion men did likewise. There wasn't a single person, I venture to say, who was not interested in the outcome of the fight. The city was divided. When the council refused to rescind permission for the circus to show, I decided the story was worth an extra. My judgment was vindicated, as the papers sold, and it was demonstrated there was an intensive interest in the decision of the council."

"Bill" Buchanan and his brother, Fred, were pleased with the decision, but much more exhilarated with the extra.

"We're the first showmen who have had their circus coming extraed," they say. "That is some accomplishment. During the fight we received front-page space and you know that is unusual in the circus game. We didn't have to fight for space."

A few weeks ago an old friend of the Buchanans—the wife of a prominent banker in Des Moines—was at the Granger winter quarters. Fred Buchanan was showing her, with her husband and other members of the party, through the menagerie. A jaguar ripped the clothing from her back and she was taken to the hospital.

The press agent didn't function in this case. Only by accident was it learned by Des Moines newspapers that a near tragedy had occurred. When the Buchanans were called to detail the story they refused to speak, and even requested that the story not be published.

Asks $50,000 in Libel Suit

Elmer F. Elston, county clerk, has filed suit for $50,000 damages against the *Mattoon* (Ill.) *Daily Journal-Gazette,* alleging defamation of his character and impugning his service as a county official.

WEEK'S AD TIPS

S. S. Bowman, Ltd., 702 Genessee Building, Buffalo. Placing account of F. F. Dalley Company, Inc., Buffalo, manufacturers "2 in 1" shoe polish.

Burnett-Kuhn Company, 605 North Michigan avenue, Chicago. A limited number of newspapers are receiving orders on the New York News.

Campbell-Ewald Company, 18 West 34th street, New York. Has secured account of the Anti-Stall Company, Inc., Mount Vernon, N. Y.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Newspapers generally receiving copy on the Marmola Company, Detroit.

John F. Delaney, Inc., 326 West Madison street, Chicago. Dealer towns receiving schedules on the Conlon Corporation (washing machines), Chicago.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Has secured account of the Zenitherm Company of Newark, manufacturers of thermistatic fireproof flooring and building material.

Erwin, Wasey & Company, 844 Rush street, Chicago. Southern newspapers receiving copy on the Western Grocer Company, Marshalltown, Ia.

Evers, Watrous & Company, 360 No. Michigan Ave., Chicago. A small list of towns receiving copy on the Keeley Institute, Chicago.

H. W. Kastor & Sons, Company, Inc., 14 East Jackson Boulevard, Chicago. Placing account of the Chicago Mail Order Company. Newspapers in the south and southwest regions are receiving orders on the Pennsylvania system.

Lake & Dunham Advertising Agency, Inc., Exchange Building, Memphis. Handling account of E. L. Bruce Company, Memphis, and Little Rock, Arkansas, "Bruce" oak flooring.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. An appropriation of $150,000 for publicity purposes has been reported following the merger effected between the Rosenbaum Grain Corporation, Rosenbaum Brothers, the Armour Grain Company, Chicago, and the David Noland Milling Company, Kansas City, as the Grain Marketing Company, but advertising plans have not yet been started. Agricultural papers, with a few newspapers, will receive the orders.

Redfield, Fisher & Wallace, Inc., 105 West 40th street, New York. Now handling account of the Marsh Williams Corporation, New York, manufacturers "Viko" cleaner and polish.

C. M. Sloan, Advertising, McCormick Building, Chicago. Placing account of the Flexible Steel Lacing Company, Chicago.

Stack Advertising Agency, 29 East Madison street, Chicago. A general list of newspapers receiving copy on Swift & Company, Chicago.

Smith, Sturgis & Moore, 1463 Broadway, New York. Placing orders with newspapers generally for Lamport & Holt S. S. Line, New York.

J. Walter Thompson Company, Kohl Building, San Francisco. Now handling Pacific Coast advertising of S. W. Straus & Company, San Francisco.

J. Walter Thompson Company, 244 Madison avenue, New York. Has secured account of Douglas Pectin Company, "Certo," Rochester, N. Y.

Wade Advertising Agency, 130 North Wells street, Chicago. A small list of towns being used on the Para Paint & Varnish Company, Cleveland, O.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Placing the account of the La-Vex Catarrh Jelly.



The Bellevue-Stratford Convention Representative, Mr. Morgan English, will be at the Hotel Bender during the Houston Meetings, and will gladly receive calls and inquiries, or render any possible service.

Four of the World's Premier Hotels Will Combine Their Service Facilities to Entertain You When the Advertising Convention Comes to Philadelphia and The Bellevue-Stratford

To the cordial hospitality of the Quaker City, and its own comfortable and luxurious accommodations, The Bellevue-Stratford is in the unique position of adding,—for your comfort and satisfaction,—every possible cooperation of personnel and service facilities, available through its affiliated hotels and catering establishments;

The Waldorf-Astoria, New York
The Willard, Washington
The Windsor, Montreal
and
Louis Sherry, New York and Paris

The Bellevue-Stratford is at Broad and Walnut Streets, the center of Philadelphia's activities. It has 800 rooms, a wonderful Roof Garden, restaurants that are world renowned for quality of food,—and innumerable personal services,—Turkish Bath, Barber and Hairdressing Shops,—Nearby garage, etc., etc.

The Bellevue-Stratford is the hotel of Philadelphia

FAME OF HOUSTON EDITORS SPREAD BEYOND TEXAS BOUNDARIES

Careers of Marcellus E. Foster of Houston Chronicle, W. P. Hobby, Post-Dispatch, and Charles J. Lilley of the Press Told

NEWSPAPER executives of Houston have attained national prominence in many instances as a result of their progressive spirit and fighting qualities.

In and out of politics as state officials and as plain newspaper men, news of their achievements has spread far beyond the boundaries of Texas and beyond the nation's newspaper field.

They are Marcellus E. Foster, publisher of the *Houston Chronicle,* ex-Governor W. P. Hobby, president of the *Houston Post-Dispatch,* and Charles J. Lilley, editor of the *Houston Press,* a Scripps-Howard newspaper.

Mr. Foster, who has always fought against newspaper men entering politics, gained the sobriquet of "fighting Texas editor" because of the fearless crusade he conducted through his newspaper against the Ku Klux Klan which ended in victory in August, 1924.

Mr. Hobby believes that it is a duty of newspaper men to serve the public through political position when called. Both these men will play prominent parts in the entertainment of delegates to the 21st annual convention of the Associated Advertising Clubs of the World in Houston next week. Their careers are well worth recording.

Mr. Foster, a peaceful man himself, has spent all his newspaper life in fights against public evils.

"Publicity is the greatest deterrent to evil in the world," he once declared in an interview with EDITOR & PUBLISHER. "Criminals who frequently don't dread the officers of the law or the courts shrink from newspaper publicity.

"The way to kill evil is to report it."

Mr. Hobby has built his reputation largely through his remarkable genius on the business side of newspapers. Asked once on what he based his success in the newspaper field principally, he replied simply, "By always doing the best I know how."

The development of Texas oil resources played a prominent part in the early newspaper careers of both these men. Both of them started work on the *Houston Post,* Mr. Foster as a reporter at $10 a week, Mr. Hobby as a general clerk in the subscription department at a salary of $8. Both advanced steadily until each had held the managing editorship of the paper. When he was about 30 years old Mr. Foster bought some oil lands "for a song" and made $5,000. With this sum as a nucleus he gathered together $25,000 and in October, 1901, started the *Houston Chronicle* in the midst of the Houston oil boom. Six years later while Mr. Hobby was still directing the Post's news staff the *Beaumont* (Tex.) *Enterprise* went into bankruptcy following excessive zeal in the early oil boom days. Mr. Hobby, with others, purchased the newspaper at the subsequent bankruptcy sale and put it on such a firm basis that by 1914 he was able to devote considerable attention to politics.

Success followed the initial steps of both men as independent newspaper owners. Mr. Hobby, elected lieutenant-governor in 1914, served three years and was then named governor. The Beaumont Enterprise prospered under his direction and he was able to acquire the Beaumont Journal, and consolidate the two newspapers under one management. Last August he became joint owner with R. S. Sterling of the *Houston Post-Dispatch.* Mr. Foster starting with only two typesetting machines and an old Cox duplex press, has built up the Houston Chronicle until today it has one of the finest newspaper plants in the South and assets of more than $2,000,000.

Mr. Lilley, editor of the Houston Press, was at one time city editor of the *Cleveland Press,* keystone newspaper of the Scripps-Howard group. From that position he became editor of the *Norfolk* (Va.) *Post* to be advanced from there to his present Houston position.

R. S. Sterling is publisher of the Houston Post-Dispatch. The editor is George M. Bailey. Other executives of that newspaper are: Charles C. Maes, managing editor; Paul Yates, city editor; R. L. Dudley, general manager and business manager, W. W. Pique, advertising manager, Harry Stewart, foreign advertising manager; C. B. Hogebaum, circulation manager; M. Schwartz, classined manager and Martin Briet, mechanical manager.

The Chronicle staff, under Mr. Foster, are: C. B. Gillespie, managing editor; M. E. Walter, city editor; G. J. Palmer, assistant general manager; Fred Fox, business manager; H. A. McCelvey, advertising manager; Steve Kelton, national advertising manager; E. C. White, circulation manager; Jake Butler, classified department; Harry Mellinger, mechanical department.

On the Press are the following executives, in addition to Mr. Lilley: Walter B. Lister, managing editor; Webb C. Artz, city editor; Ward C. Mayborn, general manager; John H. Payne, business manager; A. F. Butterfield, advertising and classified manager; A. G. Norment, national advertising manager; R. H. McCoy, circulation manager and Ed. L. Pulley, mechanical manager.

FLOWER TAKES BRAZIL POST

Succeeds M. N. Stiles, Who Will Join New York Staff

W. P. Flower, Jr., left New York this week to become Associated Press correspondent at Buenos Aires, replacing M. N. Stiles, who is returning to the United States, where he will probably serve on the South American desk in the New York office.

Mr. Flower has been on the South American desk in the New York A. P. headquarters for several years having previously been secretary attached to the United States legation at Buenos Aires. He began newspaper work on the *New Orleans Item* in 1908. At various times, before joining the Associated Press, he was connected with the *Atlanta Georgian* and the *Little Rock Democrat.*

Mr. Stiles was at one time New York city editor for the A. P. He will return from South America with his wife and daughter by way of Europe, visiting Madrid, Paris, Berlin and London.

Lynn Press Club Frolics

More than 2,000 persons attended the second annual ball and frolic of the Lynn (Mass.) Press Club, held last week at the New Ocean House, Swampscott. The proceeds went to the sick and death benefit fund of the club. An entertainment was given consisting of acts from Lynn and Boston theatres. A feature of the affair was the *Press Club News,* a 32-page tabloid paper, published especially for the occasion. A buffet supper was served during the evening. Daniel L. Moriarty, president, was general manager of the ball committee; Harold D. Valpey, chairman entertainment committee; Harvey L. Southward and Horatio H. Murphy, editors Press Club News; Clarence L. Moody, chairman ticket committee; Horace H. Atherton, chairman reception committee.

Editors Plan Summer Frolic

Editors of Minnesota and North Dakota will join in a summer frolic at Detroit, Minn., June 11-14, under the auspices of the Northern Minnesota Editorial Association. More than 600 editors are expected to attend.

MISSOURI PAPERS MERGED

Maryville Forum and Tribune Combined Effective May 4

A consolidation of the *Maryville* (Mo.) *Forum* and the *Maryville Tribune* became effective May 4. James Todd and Walter S. Todd of Maryville and W. C. Van Cleve of Moberly, Mo. are the owners of the new enterprise.

J. F. Full, formerly publisher of the Tribune, will devote his time to his duties as postmaster of Maryville.

The Tribune was founded in 1893 by Curtis Wray, formerly business manager of the *St. Louis Times.*

Wisconsin Newspaper Bill Defeated

A bill before the Wisconsin legislature to change the method of awarding printing contracts to the basis of circulation rather than the lowest bidder was defeated Friday by the senate. In opposition to the bill, a local newspaper and senators declared that it would stifle competition, that it would enable the common council of a city to "penalize the newspaper that exposes corruption and would destroy one of the principles of clean government—that of awarding municipal contracts to the lowest responsible bidder."

Michigan Advertising Law Invalid

Circuit Judge Fred W. Brennan, sitting in court at Flint, Mich., dismissed a case against Joseph Block, a Flint jeweler arrested on a charge of violating the State law prohibiting false advertising, and in doing so ruled that the law is insufficient and unconstitutional. Block had been convicted in justice court of violation of the law and had been fined $50, but appealed the case.

In ruling against the law on advertising Judge Brennan invited the prosecution to carry the case to the Supreme Court at Lansing.

CITY COUNCIL STARTS ITS OWN PAPER

Buffalo Officials Launch Daily Newspaper in Which to Print City Notices—One Subscriber on Books

As part of its economy program the Buffalo city council this week began publication of a daily newspaper, *The City Record,* in which to print its official notices.

The new daily began with a single subscriber, the Delaware, Lackawanna & Western Railroad appearing on the books, but 1,000 copies of the publication are being run.

A monthly subscription rate of 75 cents has been established. Single copies are to be sold for 3 cents.

The new publication has two columns to the page, 8 inches deep. The first issue was only of 6 pages but others will be of 4 pages only. The legal proceedings of the city including notices of hearings, adoption of ordinances and other matter of which publication notice must be given, make up the reading matter.

Heretofore competitive bids have been received from Buffalo newspapers for the publication of the city notices. The city council estimates it will save $30,000 to $40,000 on its annual appropriation of about $100,000 for this purpose. Several years ago the publication of a paper called *The Legal Daily* was undertaken and the city business was awarded to it. The *Buffalo Commercial,* which had former contracts, attacked the validity of such publication notice and forced a discontinuance of the paper.

McManus Regains Cadillac Account

MacManus, Inc., Detroit, has been appointed advertising counsel for the Cadillac Motor Car Company. MacManus formerly handled Cadillac advertising for a period of about 12 years.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

OFFICER!
A thriller by Hulbert Footner
Service for Authors
33 West 42nd St., New York

"STORIES"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Radio

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

DIRECT FROM PARIS
All phases European Radio News, sold exclusively by city.
The Delano Service, 16, Avenue de l'Opera

Religious Features

THE ELLIS SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom by Dr. William T. Ellis. Twenty-five years in use. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Leader in New York

The New York Times continues to publish a greater volume of advertising than any other New York newspaper. In four months this year The Times printed 9,052,696 agate lines of advertisements, an increase over the corresponding period of 1924 of 337,380 lines, an excess over the next New York newspaper of 3,569,500 lines, and more than the combined volume of four New York evening newspapers.

This large volume of advertising in The New York Times was attained despite the censorship which excluded thousands of lines of advertisements, protecting the columns of The Times from those who misrepresent, raise false hopes and spread nets to catch the unwary.

All Newspaper Circulation Is Mass Circulation

There is an element of humor in the fact that when a newspaper does not enjoy circulation leadership, it is often the case that it launches a brave claim to have "quality" circulation.

When a political candidate loses an election, does that prove that the loser is the better man? When a horse loses a horse-race, does that prove he is the better horse? Only in the solicitation of newspaper advertising does "number two" or "number three" or "number four" claim "quality" and demand preference.

As Charles Austin Bates says: "If you take the circulation of any successful newspaper in any community in the Unites States and analyze it, you will have a fairly accurate cross-section of the population of that community. . . . . This thing we call 'quality circulation' is, and must be, continuously elusive; and it may be completely illusive as well."

All newspaper circulation is mass circulation

The Scripps-Howard Newspapers

The Pittsburgh Press	The Columbus Citizen	The Evansville Press
The Youngstown Telegram	The Oklahoma News	The Washington News
The Akron Times-Press	The Knoxville News	The Terre Haute Post
The Birmingham Post	The Fort Worth Press	The Albuquerque State Tribune
The Denver Express	The Cleveland Press	The Toledo News-Bee
The Baltimore Post	The Cincinnati Post	The Memphis Press
The Indianapolis Times	The San Francisco News	The El Paso Post
The Kentucky Post	The San Diego Sun	The Houston Press

Represented in the National Advertising Field by

ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

Akron's Happy Marriage

On March 16, 1925, The Akron Press purchased the Akron Times, the new, consolidated paper being named The Akron Times-Press.

The two papers were of similar editorial style and policy and the new Times-Press is meeting with enthusiastic commendation by former readers of both papers.

All the editorial features of both papers have been retained. Nothing has been abandoned nor omitted. Even the reportorial staffs have been combined. Thus is logically made a mighty newspaper —complete in every detail—one of the finest newspapers published anywhere.

Net paid circulation exceeds 40,000

The union of these two large reader-groups has resulted in a circulation exceeding 40,000 which, at the present rate is particularly attractive to national advertisers entering this market.

The Akron Times-Press

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO
LOS ANGELES CINCINNATI SEATTLE

Sound Selling Strategy For National Advertisers:

CAPTURE CINCINNATI WITH THE POST

—*alone!*

THE POST — *alone* — has the Largest Circulation of any newspaper in Cincinnati — by many thousands!

THE POST—*alone*—has 10,000 MORE Circulation than Cincinnati's *second* evening paper; 50,000 MORE than BOTH Morning daily papers and PRINTS MORE ADVERTISEMENTS THAN ANY OF THEM!

THE POST — *alone* — supplies Advertisers with the LARGEST SINGLE GROUP OF RESPONSIVE BUYERS in Greater Cincinnati!

THE POST — *alone* — prints more Want-ads than Cincinnati's *second* evening paper and more than BOTH Morning daily papers. Home-folks know where home-folks buy!

APRIL CIRCULATION:

182,268

***The* CINCINNATI POST**

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY
ALLIED NEWSPAPERS, INC.

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO
LOS ANGELES CINCINNATI

A Questionnaire of Value to Members of the Associated Advertising Clubs of the World

QUESTION	ANSWER
What is the third largest market in the United States?	—Philadelphia
What is the city population?	—1,879,000
What is the population of the Philadelphia trading zone?	—3,300,000
How many separate dwellings in the city of Philadelphia?	—412,000
What Philadelphia newspaper goes daily into nearly every home in Philadelphia?	—The Evening Bulletin
What Philadelphia newspaper goes into most homes in the Philadelphia trading zone?	—The Evening Bulletin
Which Philadelphia newspaper has the largest circulation?	—The Evening Bulletin
What was the net paid daily average circulation of The Evening Bulletin for 1924?	—518,357 copies
In what Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand copies?	—The Evening Bulletin
What is the agate line rate of The Evening Bulletin?	—60 cents
What Philadelphia newspaper carries most local, retail and national display advertisements?	—The Evening Bulletin
What kind of a newspaper is The Evening Bulletin?	—High class and conservative
What is the annual business done in Philadelphia, as indicated by the 1924 figures of the Philadelphia Clearing House?	—$25,645,000,000
What city and newspaper should be on the schedule of every National Advertiser?	—Philadelphia and The Evening Bulletin

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

518,357 COPIES A DAY

Average Daily Net Circulation for the Year Ending December 31, 1924.
The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Bldg. (46th Street & Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
Kansas City, Mo.—C. J. Edelman, Verree & Conklin, Inc., 1100 Davidson Bldg.
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1925—Bulletin Company)

JOURNALISM FEAST SPREAD FOR EDITORS AND STUDENTS AT U. OF MISSOURI

Sixteenth Annual Journalism Week Dedicated to Class of 1915—Attended by Noted Newspaper Men of the Nation—Modern Press Problems Discussed in Varied Program of Speeches

By DAVID RESNICK

COLUMBIA, MO., May 5.—Men and women from every section of the United States and engaged in every phase of newspaper and magazine editing, advertising, literature and pertinent fields are feasting here this week on a varied menu of speeches—so varied a menu in fact that there are enough divergent courses to assure satisfaction of the entire wide and representative range of intellectual palates in attendance for the Sixteenth Annual Journalism week of the University of Missouri.

Nor is the feast confined only to words. Every few hours the figure of speech ceases and the word resumes its literal meaning. Breakfasts, luncheons, teas, banquets and other occasions are excuses for eating as the guest of some journalistic fraternity or sorority or other organization.

Approximately 300 visitors are attending the meetings.

Some of the arrivals for Journalism Week were strangers, but most were not. A large number were enthusiastic and apparently prosperous alumni and former students whose hearts quickened at the sight of their venerable Dean Walter Williams.

Although Journalism Week usually serves as a reunion for as many former students as manage to get away from their city desks, copy desks, and "just desks" for the event, a tradition is being created which insists that each Journalism Week shall particularly commemorate the achievements of those who were graduated or scheduled to graduate exactly ten years previous. So this year's Journalism Week, in a sense, is dedicated to the journalism school class of 1915. In addition, Kappa Tau Alpha, honorary journalism fraternity celebrated the 15th anniversary of its founding of the first chapter at this school by initiating Marcellus Elliott Foster, president and general manager of the *Houston* (Tex.) *Chronicle*, and Mrs. Lois K. Mayes, former editor and publisher of the *Pensacola* (Fla.) *Journal*, as honorary members at a banquet Tuesday evening. O. O. McIntyre, native of Plattsburg, Mo., but better known for his syndicated column of New Oork oddities who was to have been initiated was forced to remain in New York on account of illness. He sent personal greetings.

The first day's sessions were held as open meetings of the Missouri Writers' Guild, with acting President James W. Earp of Kansas City presiding. Subjects discussed included such things as how to write different types of short stories and where to sell them, the attitude of contemporary novelists, opportunities for free lance writers, markets for selling poetry and what the field of magazines devoted to children holds forth for journalists.

Officers for the coming year elected by the Guild are Mrs. Mary Blake Woodson of Kansas City, president; J. Breckenridge Ellis of Plattsburg, vice-president; Mrs. Myrtle Jameson Trachsell of St. Joseph, second vice-president; P. Caster Harvey of Liberty, secretary-treasurer.

Rumblings of "On to Houston" cries are heard here as a large share of the advertising men in attendance make preparations to go directly to the great advertising convention to be held in that city next week.

That syndicates take the "punch" out of cartoons was the accusation made by Roy H. James, cartoonist for the *St. Louis Star* in an address on "The Cartoon and the Newspaper." Tuesday.

"The syndicate idea has seriously affected the development of the editorial cartoon since it has led the cartoonist into generalities," James declared.

Cartoonists are like actors except for the difference that they do not work in the spotlight, he said, the public being more interested in their signatures than in their personal appearance. James explained he is of the editorial cartoonist type whose method is to keep the cartoon simple, using only a few labels and a caption and letting the picture put the message across.

Emphasis upon the importance of the part being played and the still greater part that will be played by radio in the newspaper business featured an address on "The Free Lance Writer and His Opportunities," by Edward B. Garnett, editor of the *Kansas City Star Magazine*.

"Radio is becoming more and more the ally of newspapers and writers and conditions are changing daily," he explained. Garnett predicted there may be a time when it will be nothing unusual for the writer to radio his story to the editor who wants it in a hurry.

"It is my long cherished ambition to publish a newspaper some day with a staff of women exclusively," observed Mrs. Lois K. Mayes, former editor and publisher of the *Pensacola* (Fla.) *Journal*, telling of "Some Opportunities Presented to Women in a Newspaper Office." There were always at least half a dozen women on the staff of her Florida publication, she said.

An intimate picture of "Reporting At the State Capital" was given by Robert E. Holloway, Jefferson City correspondent of the *Kansas City Journal-Post* and *St. Louis Times*.

Dangers to humanity that might arise from unregulated world wide radio telegraphy and broadcasting were stressed by Walter Stowell Rogers of New York, American member of World Conference on International Communications in a speech on "International News Communication." He urged agreement among nations to insure prevention of utlization of broadcasting for selfish motives. He cited illustrations how national propaganda might be provocative of trouble and declared the peace of the world would be menaced without international regulation of radio.

"A justification of international radio" he pointed out, "would be of great import to the newspaper world not only as it might affect press rates but because of the effect it might have on the collection and distribution of news."

CRITICS OF PRESS PERFORM WHOLESOME SERVICE, SAYS ELBERT H. BAKER

CRITICS of newspapers perform a wholesome service for the press, Elbert H. Baker, president of the *Cleveland Plain Dealer* declared during the course of an address this week at the Sixteenth Annual Journalism Week of the University of Missouri.

"As I look over the newspaper field from time to time I seem to find the public's estimate of the newspaper falling into three lines: the great majority who cordially believe in and depend upon their favorite newspaper; others who are vocal in condemnation of all newspapers, including their makers, and still others who merely tolerate the newspaper they happen to buy," he said.

"I rejoice greatly in our friends, but after an experience of nearly 50 years in the newspaper business I am inclined to agree most heartily with the view recently expressed by one of my associates:

" 'Blessed be the critics of our newspapers.'

"Their name is legion and whether constructive or merely destructive, it is a wholesome rebuke to the pride which goeth before a fall or to that smug self satisfaction which is an effectual bar to progress.

"There are many, either as individuals or in groups, who attack the newspaper. Some of them merely by innuendo, others by direct and specific charges. I sometimes wonder whether such persons realize just what they are doing. It is not the newspaper itself that suffers most. No sound newspaper is day by day crying wolf, but there comes a day of crisis, when it is of vital importance that the one outstanding voice of public opinion, the newspaper, shall speak in no uncertain tone and that its force shall not be abated one whit through doubts as to its motive, its honesty or its sincerity.

"There are those who charge us with venality, that we have sold ourselves body and soul to the advertiser; that we are in his power and must from the very nature of the case be controlled by him. I do not say for a moment that such a thing never happened, but by and large it is absolutely untrue.

"They point to the large volume of advertising carried by the worth-while newspaper as conclusive evidence. The facts are that the great department store is under insistent pressure each and every day to use to the full the newspapers that will move seasonable merchandise that in a few days may pass the peak of value and that will help to reach a maximum of turnovers in the twelve months. If the newspaper is serving its community ably and well; if it is following the rule of common sense and common every day honesty in dealing with local, state and national questions, it will deserve and hold the respect and good will of its community and all this will be evidenced by a large and growing circulation. It will be more a question of the space available to the advertiser than of the rate. Questions of politics, race or religion do not enter."

Mr. Baker then traced the growth of newspaper publishing from the days of personal journalism to the present time and had the following to say regarding the aims and ideals of modern newspapers:

"What we should all strive for in our making of newspapers is a sound point of view. If we have the will to be just and fair in all things and can bring to this great work a clearness of vision, untiring energy, patience and persistence, we have some right at least to expect that success will crown our efforts.

"We are all pushed to the limit of our powers in our effort to lead or at least to keep up with the constantly accelerating pace of the achievements of man in every field of endeavor. From the pitifully narrow field of bitter partisanship and personal journalism, we have by steps, halting at times and painful, evolved a new and fairer point of view, with its broader outlook upon the world and upon the acts and the rights and the needs of our fellowmen. With it all has come a virtual recreation of all our ideas of newspaper making. I sometimes think that in the lust of the chase we ofttimes follow strange gods and that the end may find us in sack cloth and ashes.

"When I watch at a newsstand, as I often do, to see what men and women, boys and girls, buy, I am amazed to find the size of the armful of wildly exciting adventure and raw sex stuff carried away, not only by the men and boys, but by women of uncertain age and girls in their teens. It certainly makes one pause.

"Fortunately for the well meaning and right thinking newspaper, this craze goes in cycles and at its worst is only one manifestation of our complex civilization.

(*Continued on page* 102)

New Up-Town Home for EDITOR & PUBLISHER

NEXT week EDITOR & PUBLISHER will move into its new headquarters office, located on the 17th and 18th floors of New York Times Building, at Times Square, 42nd Street and Broadway, much more commodious and in that sense more convenient than the old offices where this newspaper has been published for more than ten years.

Arrangements have been made to accommodate the friends of EDITOR & PUBLISHER when they visit New York—there are desks, secretarial service, theatre ticket service, telephones and such office conveniences available and very welcome. Not only in location but in appointments our new offices will, we believe, be considered extraordinarily interesting and practical.

TELEPHONES

The new telephone numbers are as follows:

Five trunk lines: Bryant 3052, Bryant 3053, Bryant 3054, Bryant 3055, Bryant 3056.

New Address

EDITOR & PUBLISHER

Suite 1700, Times Building 42nd St. at B'way, New York

FOSTER SCORES SUPPRESSION OF CRIME NEWS

It Does More Harm Than Good, Editor and Publisher of Houston Chronicle Tells Journalism Week Gathering—Declares Criminals Fear Press Publicity Given Their Deeds

MORE harm is done in suppressing crime news than in printing it, Marcellus E. Foster, editor and publisher of the *Houston* (Tex.) *Chronicle* told editors and students gathered for the Sixteenth Annual Journalism Week of the University of Missouri School of Journalism in an address Tuesday evening May 5.

Mr. Foster's discussion of crime news occupied a major portion of a talk on "Journalism as Public Service."

Following, in part, is the text of his address:

The longer I live, the more do I realize there is nothing new under the sun, so far as thought is concerned.

For the guidance of a great, modern newspaper, published in this wonderful twentieth century of glory and grandeur, peace and plentitude, I recommend five short texts, all from the old Testament, and will endeavor to utter a few thoughts in connection therewith, not hoping to improve upon them, but trusting that I may be able to show why they apply to newspapers and their readers, of this day and time, centuries after they were uttered, thousands of years after they first appeared in type. They are:

"Precept must be upon precept, precept must be upon precept: line upon line, line upon line; here a little and there a little.

"A word spoken in due season—how good it is."

"Woe unto them that call evil good, and good evil."

"Tell it not in Gath; publish it not in the streets of Askelon."

"As water is spilled upon the ground which cannot be gathered up again."

Now for my first text:

"Precept must be upon precept, precept upon precept; line upon line, line upon line; here a little, there a little."

Has there ever been anything said in all the speeches made by man and all the columns written, so clearly and concisely defining the modern daily newspaper? May I interpolate here that I love and honor the profession of which I am an humble member? No one who does not love his work should ever enter this great field of activity. Love tells the whole story of every successful business. I pity the man who does not go to his daily task with love in his heart.

I love everything connected with a newspaper. The hum of the typesetting machines is an inspiration to me; the sight of a busy editorial room with the reporters digging out stories on the typewriters sends a thrill to my heart; then when I go to the basement and hear the roar of the great presses sending forth printed pages, I get another exhilaration.

The newspaper is a daily renewal of faith: a constant source of enthusiasm and inspiration. I love it! I glory in it!

Tell the story, tell it truthfully. Tell of the things that others fail to see; give it light. Give the world encouragement; give it amusement; give it entertainment. Look behind the scenes; see what there is back of the stories of graft and corruption. Warn your readers of something they may not have grasped from the telegraph messages or the reporter's simple statement of facts. Love your work, but above all love your fellow man. Serve your newspaper by serving mankind.

* * *

"A word spoken in due season—how good it is."

I sometimes wonder if the world knows how easy it is for a newspaper not to speak a word in due season. To turn our backs or to look the other way is so natural. Why should we of the newspaper profession look beneath the surface, interpret the meaning, dissect the



Marcellus E. Foster

story, or lay bare the facts behind it all? Is that a necessary part of our duty? Couldn't we perform our mission by merely printing the news and leaving it to our readers to draw their own conclusions? Not if you love your work or honor your profession. We cannot turn aside when the problems of city, state and nation confront us. We cannot ignore the evils that exist, or carry messages only of peace, goodness, contentment or smirking self-satisfaction.

Recently we have been told that the daily press prints too much crime news, and it seems to me in recent years that terrible crimes have been too much exploited. And yet we have our jails, our penitentiaries, our homes for deserted children, our numerous charities to relieve the charity stricken, the infirm and the aged. We spend millions to prevent crime; to catch criminals to punish them; to imprison; to kill by law. We have more guards, detectives, and policemen in this country than any nation on earth. We have more laws against crime and we have more criminals.

Do you know how much this nation spends annually on crime or as a result of crime? Untold millions. Of every dollar you pay in taxes 25 cents is because of some form of criminality. It is partly for prevention, partly punishment and partly the hope of eradicating evil. it is partly to relieve the distress of those who are in poverty, sickness or degredation due to man's crime or neglect.

Yes, newspapers should print crime news; they must print it. Nearly all literature that lives has recognized it. What great plays are still presented before the world, hundreds of years after they were written? The tragedies of Shakespeare: Hamlet, Macbeth, King Lear, Julius Caesar, King Henry IV. The novels of Dickens are in every home that pretends to have a library, and yet what greater stories of crime are there than those written by that great Englishman? Nicholas Nickleby is a story of poverty, of crime, of brutality, as well as a story of beauty and encouragement. Oliver Twist furnishes us with criminal characters that have become historic.

What about the Bible? It starts with temptation and evil in the Garden of Eden. It describes the son of Adam killing that son's brother; it tells of old Noah getting drunk, of the thousand wives of Solomon, and there is nothing more graphic that has ever been printed by a newspaper than the story of the death of Absalom and the crimes that led up to it. Debauchery of sister by brother, murder of brother by brother; war of son upon father; the terrible death of the son while fleeing from a father's wrath.

Should the daily newspaper print stories of crime? Yes. Why? Let me tell you first a story that I once read in a volume written by Ruskin. He pictures a great banquet. There are assembled beautiful ladies and men of fame. It is a gay party. The hall is beautiful, the ladies are in beautiful attire; there are silks and satins; the banquet board is graced with everything than money can buy. It shines with cut glass and silver; there are glasses of bubbling champagne. Suddenly the walls of that banquet hall are made to fall apart and the gay banqueters are left there at the table, looking out over the world. There come trooping before them the crimes of the earth—poverty, disease and distress. Murderers do their fiendish acts in the presence of those who have just banqueted. Mothers half-starved appear before them with hollow breasts; babes, wan, sick and lacking nourishment are seen. For one night, these people who had no thought of the world on the outside are made to see it. They realize that crime does exist; that evil and poverty are in the world; that pestilence and famine, murder and sudden death are just around the corner.

That is what the modern newspaper must do. Crime exists; evil exists, and we must tell it. We must tear down the walls that hide the disease, the criminality and the poverty of the world. But how must do it? One of my texts tells you better than I could if I wrote a volume. "Woe unto them that call evil good, and good evil."

I mentioned a few minutes ago that Dickens tells many stories of many crimes, but how does that great novelist portray them? Do his novels make any living, normal man desire to become a criminal? No! a thousand times no! After you have finished, you shudder at the thought of such creatures being on earth. You are saddened and sickened. You realize that you must teach your children and your neighbors' children to avoid evil associates. You tell them that crime is always punished, if not on this earth, then in the hereafter.

Also remember that while there are stories of crime in the Bible, they are always told in a manner to warn and that there are far more beautiful stores of goodness in that great book than those of evil. It tells the wonderful story of creation; it tells how beautiful is this old world as created by our great Father; that it comprises poetry, sculpture, painting and the brotherhood of man. When God created the world, that was poetry—beautiful motion, expression, rhythm. He formed the world of dry land, of the waters of the sea, of lakes, and of mountains; that was sculpture. Then he colored it with vast plains, mammoth forests, green grasses, the blue of the waters—that was painting. Then there was the greatest drama of all—the human being—and it is to the descendants of that man now on earth to whom the newspapers must carry their messages. We must give them stories of the beautiful things of life; inspiring thoughts and of high ideals, while we are putting in print the stories of evil that men do. We must portray goodness as well as tell the bad, which cannot be ended by trying to hide it from our sight.

Yes, we must and should print stories of crime, but let us always do it in a way that turns us from crime, not toward it. Let us show the terror and horror of it, and that punishment must follow.

Woe unto the newspaper that makes crime seem attractive; woe unto the editor who dares not expose and denounce crime.

* * *

"Tell it not in Gath; publish it not in the streets of Askelon."

That is the text which causes more trouble in the newspaper business than publishing stories of crime.

I contend that more harm is done by suppressing crime news than by printing it. The requests not to tell the story worry our profession more than the actual publication, and if a newspaper listened to the hundreds of pleas not to print, the world would suffer far more than it does through the actual knowledge of crime.

How often does the telephone ring in a newspaper office with this request, "Can't you leave my name out?"

What is it that the criminal fears more than all else? The political grafter, the man who has defrauded the government, the woman who has slipped across from Europe with hidden jewels, endeavoring to escape the payment of duty? What does he or she first say? "Keep my name out of the paper." They frequently fear neither the law nor the courts. They can employ high-priced lawyers; they can often delay punishment or buy immunity, but they can't keep their names out of the paper.

Just a few months ago a well-known woman in New York, a leader in society and in charitable work, was caught as she was leaving a great steamer reaching this country from Europe, with an array of beautiful gems hidden in her dress, which she had smuggled through. Her lawyers hurried to the newspaper offices, requesting that the story be not told. They pleaded; they tried to bribe. She was not sorry for her crime, and had no fear of anything on earth except publicity. "Keep it out of the papers" was her cry. Thank God I can say to the honor of our New York newspaper men, that her name was published; the story was told. Did it do harm? No; it did good, for it warned others that their crimes could not be hidden.

And I here become a little personal and tell you a story of how crime in Texas sought to hide itself and how it thrived and increased until the criminals were exposed in the daily papers.

When a great secret organization invaded our state, selling bed sheets hate and fanaticism, the men behind it thought they were all-powerful. They were taking the law into their own hands; they spied upon their neighbors; they took poor devils from their homes and from the streets and punished them for alleged evil; for doing things that were frowned upon by these saintly representatives of an "invisible empire." Men were cruelly beaten and maimed; shrinking women were taken from their homes in the dead of the night and carried blindfolded to lonely spots. These creatures calling themselves men stripped women and poured hot tar on their naked bodies, covered them with feathers, hacked the hair off their heads and then carried them back to town, throwing them in the streets as horrible examples of what would happen to anyone who was accused by the great cyclops, the titans, the terrors or the invisible eye. All this happened in civilized communities in Texas. Men were stricken with terror; people talked in whispers to each other. This order had brought into its ranks officers of the law, police chiefs, sheriffs and even judges of our courts. They defied all law; they snapped their fingers at the constitution and the rights of others. But they had forgotten one thing—the press. Yet I must admit to the shame of our profession that many newspapers failed to denounce the new evil. It was an intimidating, boycotting and seemingly all-powerful organization. Many editors looked the other way. They pretended it was just a passing frenzy, and that to denounce it would only increase the membership. That was one time when some members of our profession believed that the way to suppress crime was to ignore it, but praise the Lord, there were a few of us who thought that the way to stop evil was to tell about it; to expose it.

(*Continued on page 74*)

DAILY ENTERS RADIO ADVERTISING FIELD

St. Louis Post-Dispatch Now Selling Space on the Air to Advertisers Through National Advertising Department and Finds It Good Business—Details of Plan Told

By ROY M. EDMONDS

FOR the first time in the history of radio broadcasting, a newspaper, the *St. Louis Post-Dispatch,* is using its broadcasting station as an advertising medium, selling courtesy programs over its station, KSD. The plan has been in operation for several weeks, and is in the nature of an experiment. So far, the broadcasting has proven satisfactory to the newspaper and to the advertisers, and, of greatest importance, to the public.

The plan of meeting the demand for this new form of advertising was evolved by George M. Burbach, advertising manager of the Post-Dispatch. Radio advertising is being recognized as a force and advertisers are more and more including sums for broadcasting programs in their appropriations.

Why shouldn't newspapers go after this class of advertising, especially those with broadcasting stations with an established reputation for giving fine programs, such as KSD has had, Mr. Burbach felt.

After establishing a rate card and contract with provisions to safeguard the programs from purely advertising talks and to keep up the high standards already established by the station, Mr. Burbach placed the actual selling in the hands of the national advertising department. One salesman started out, and without much difficulty signed up five advertisers who are now having regular programs.

The rate card, under which the usual agency commission on national advertising is allowed, calls for both daylight and evening broadcasting.

Daylight broadcasting is from 10 a. m. to 6 p. m. The open rate for half-hour periods each day except Sunday is $500 per week, or $300 per week on a six-months' contract. The open rate for home hour talks of fifteen minutes from 4 p. m. to 5 p. m. Tuesday or Thursday is $100 per period, or $50 per period on a six-months' contract.

For evening broadcasting the following rates apply: Between the hours of 6 p. m. and 8 p. m., open rate, $250 per hour, six months' contract, $200 per hour; between the hours of 8 p. m. and 11 p. m., open rate, $400 per hour; six months' contract, $300 per hour; between the hours of 11 p. m. and 1 a. m., $200 per hour; six months' contract, $150 per hour.

The prices for the afternoon broadcasting programs do not include the furnishing of any programs or talent by KSD, and usually consists of educational talks.

The evening rates include the cost of any of the following musical programs to be furnished by the program director of KSD:

1. Classical or semi-classical programs by a string quintette.
2. Popular or semi-classical program by four-piece concert orchestra and two singers.
3. Musical program by male quartette and pianist.
4. Musical program of quartette and solo numbers by mixed quartette and pianist.
5. Dance program by six-piece jazz orchestra.

Additional artists can be included at slightly increased rates.

Where programs are to be broadcast from any other place than the KSD studio in the Post-Dispatch building, there is an additional charge of $35 for the first hour and $10 for each additional consecutive hour.

In evening broadcasting one talk of not more than 10 minutes is permitted in each hour program if desired. But all talks whether made in the afternoon or evening must be made from manuscript and submitted for approval.

"This precaution is taken," said Mr. Burbach, "so that the talks will not smack of advertising and that there may be nothing objectionable in them."

The absolute control of all programs is vested in the Post-Dispatch, as will be noted in the radio broadcasting regulations, which are made a part of the contract. The regulations, which provide that all broadcasting programs, of every description, are subject to the approval of the Pulitzer Publishing Company, publishers of the Post-Dispatch, without objection or liability follows:

"This contract is for the exclusive broadcasting of the firm mentioned and cannot be used by two or more firms.

"Broadcasting periods or programs are not subject to change or cancellation, except with the consent of the Pulitzer Publishing Company and as hereinafter provided.

"All broadcasting programs, of every description, are subject to the approval, and censorship, of the Pulitzer Publishing Company without objection or liability. The user agrees to submit to an authorized representative of the Pulitzer Publishing Company his entire program in detail for approval. All addresses to be submitted in manuscript form. It is agreed that all announcements will be made by and under the supervision of the announcer of the Pulitzer Publishing Company.

"The Pulitzer Publishing Company reserves the right to cancel this contract upon twenty-four (24) hours notice in writing to the user without liability, and to cancel or change broadcasting periods or programs, or any part thereof, as it sees fit.

"The Pulitzer Publishing Company does not assume any financial responsibility or damages for losses sustained in any way, as a result of statements made over Station KSD, nor for injuries or accidents to performers or the employes of the user, while on the premises of the Pulitzer Publishing Company, and the user agrees to save the Pulitzer Publishing Company harmless from any damage or losses sustained by it as a result thereof.

"The Pulitzer Publishing Company will not be responsible for the loss of valuables or property of the user or his representatives or employes, while on the premises.

"In the event the broadcasting period contracted for is not used the Pulitzer Publishing Company reserves the right to provide a program at the expense of the user or to make it a silent period and collect the full amount contracted for.

"Where remote control programs are broadcast the user agrees to pay all expenses necessary including the charges of the telephone company.

"The Pulitzer Publishing Company reserves the right to collect for broadcasting, as per contract, at any time it deems advisable.

"The Pulitzer Publishing Company will not be responsible for verbal agreements of any kind made with or by its representatives."

The agreement made by the Post-Dispatch, as will be noticed is different from that made by the American Telegraph and Telephone Company, and its associates in that the newspaper, and not the advertiser, supplies the entertainment program.

"This is done," said Mr. Burbach, "because of a desire to control the character of the entertainment, to insure its being of a high standard."

The contract advertisers for daylight broadcasting are the Laclede Gas Light Company, who are giving a series of home hour talks on home economics, and Lane-Bryant, a New York institution catering to stout women, who have been conducting a series of talks on "Slenderizing Apparel," in a tie-up with newspaper advertising of the new store opened in St. Louis. The radio talks preceded the opening of the store by several weeks.

The first of the national advertisers to use the evening broadcasting was the Gardner Motor Car Company, the programs being by the Gardner eight-in-line entertainers. The National Bank of Commerce and the Colin B. Kennedy Radio Corporation, manufacturers of receiving sets, were next.

The D'Arcy Advertising Company which handles the Gardner account, is tying up with the broadcasting by sending out 100,000 attractive colored posters to their agencies all over the country. These posters announcing the weekly broadcasting are to be displayed in windows of the Gardner agencies and other prominent places. In addition thousands of small stickers for other advertising matter are being distributed.

The National Bank of Commerce, through Walter B. Weisenburger, vice-president in charge of advertising, has sent similar four-colored posters to all of its correspondent banks, several thousand in number throughout the Middle West and Southwest.

The Anfenger Advertising Company, which handles the Kennedy account, is preparing the neccessary tie-up to the broadcasting programs of their clients.

"Are the programs listened to?", is one of the questions that arises in connection with the plan of the Post-Dispatch.

"Yes," say the public which has sent hundreds of commendatory letters direct and through the broadcasting station to advertisers.

"The results so far are satisfactory, to the advertiser and the agency, and one of our advertisers who placed a six months' contract is already talking of renewing it on the same basis," said Mr. Burbach. Because it is an experiment, contracts are limited for the present to six months, although the Post-Dispatch reserves the right to cancel the contract on 24-hours notice.

The Post-Dispatch has consistently refused to enter into any agreement with any other broadcasting advertising stations, awaiting the time when it could do so on its own account. Mr. Burbach expressed himself as pleased with the progress that has been made by KSD in the sale of "courtesy programs."

"Would you recommend the plan to other newspapers operating broadcasting stations," Mr. Burbach was asked.

"Most assuredly, I would," he replied. "Our experience shows that business is to be had. We feel too, that we are rendering a service. We are giving the public high-grade programs, and we are giving advertisers an opportunity to use this new medium.

"The one great danger, as I see it, is that the programs may be tainted with too much advertising. There is too much of a temptation for advertisers to get away from entertainment and instruction in their programs and to inject pure advertising into it. This is resented by listeners, and the reaction to the station and the advertiser is bad. We believe we have solved this by control of the programs. The advertising feature will not in any way interfere with our regular programs."

The wave length of station KSD, is 545.1 meters.

HERBERT HOOVER PRINCIPAL SPEAKER AT FIRST CONVENTION SESSION

HERBERT HOOVER, Secretary of Commerce, will make the principal address at the opening of the business sessions at the 21st annual convention of the Associated Advertising Clubs of the World in Houston, May 11, A. A. C. W. headquarters announced this week.



Hon. Herbert Hoover

The subject of his speech will be "The Influence of Advertising on Distribution."

Secretary Hoover during the past year has paid considerable attention to distribution problems. At his request the recent Conference on Distribution was held in Washington where means of eliminating waste were discussed. As a result of the conference various committees are at present being organized to make careful study of the distribution question and make detailed reports of their findings later.

In addition to his own address, Secretary Hoover will read a message to advertising men attending the convention from President Coolidge.

Another cabinet member on the convention program is Secretary of Agriculture W. M. Jardine.

The addresses will be broadcast by the *Houston Post-Dispatch* which recently installed a new 500-watt station.

Secretary Hoover, it is understood, will follow the brief addresses of welcome and reply to be made by Governor M. A. Ferguson of Texas, Mayor Holcombe of Houston, Lou Holland, A. A. C. W. president, and Wynne Williams, advertisement director of the *London Times*, representing the British delegation.

"BOB" CORNELL STAGED HOUSTON SHOW

Executive Secretary Promises Warm Welcome to Thousands and Entertainment They Will Not Forget

By John L. De Brueys,
Assistant Secretary, Houston Convention Executive Council

TIME, March 31, 1925. Place, headquarters of executive secretary, R. H. Cornell, fifth floor, Chamber of Commerce Building, Houston, Texas. Cast of characters, entire 112 committees, all taking leading parts in shaping final details of the greatest event in the history of Houston.

Scenes range from the new city auditorium, which has been rebuilt at a cost



Robert H. Cornell

of $400,000.00, for the specific purpose of furnishing all the necessary departmental session quarters for the A. A. C. W. and to assure a gross seating capacity to accommodate 7,500 people, with acoustics and stage effects which makes this great gathering place one of the finest of its kind in the United States, to the eleven modern hotels which are to house the delegates who will travel Houstonward from the four quarters of the globe, thence to a hundred and one places which are being prepared to capture and hold the attention of all who travel to the 1925 convention.

At present, R. H. Cornell (Bob) as he is affectionately known to his myriad friends in all parts of the world, is just about the busiest person in the state of Texas. And the grand and glorious thing about his activities, is the fact that he seems to fairly thrive upon the multitudinous duties that are his.

As a matter of fact, he thinks, reads, writes, and even eats "advertising convention" with his meals. His capacity for work seems unlimited and beyond ordinary comprehension. He is getting away from day to day with doing the work of half a dozen ordinary individuals.

And all of this, that Houston may have the honor and distinction of entertaining the "Business Diplomats of the Earth," in a manner which, for elaborateness and completeness, shall outshine the past performance of all other advertising convention cities.

When delegates step from the trains Saturday, May 9, and others on Sunday, the 10th, they will be greeted with a welcome that will capture their whole and undivided interest from the time they arrive until the moment of their departure.

Houston is cleaning up and dressing up as never before. Truly, she is going to stand forth as a matchless jewel set in a wonderful tiara of precious stones.

Her streets will represent the motif effect of many nations, with bright new flags and thousands of yards of buntings, depicting the colors of many climes.

As for the entertainment in store for those who attend this "coming of age" party, the twenty-first annual convention of the Associated Advertising Clubs of the World, it gives promise of relegating far into the background, anything you have ever enjoyed.

DES MOINES CLUB NOMINATES

Local Advertising Men Pick Candidates for Executive Posts

W. A. Murchison, advertising director of Younker Brothers Company and Eugene McGuire, advertising manager of the Iowa Loan & Trust Company were nominated for the presidency of the Des Moines Advertising Club Tuesday. The election is to be held May 19. M. A. Hunnicutt of the Meredith Publications was the only candidate for vice-president. R. G. Armstrong of the Armstrong Agency was the only candidate for the office of secretary-treasurer. Their opponents will be named by the Board of Governors.

Ray Lockard who has served since last July as president of the Club presided at his last meeting Tuesday. He leaves this week for Philadelphia where he is to be associated with the Periodical Publishers Association. Mr. Lockard has been with this organization in Des Moines for a number of years. Roy Heartman, acting vice-president has been elected to act as president until July 1, when new officers for the Club are installed.

Specials and Agency Men Dine

The newspaper representatives' division of the Western Council of the American Association of Advertising Agencies met jointly with the space buyers' division of the council at a dinner at the Hotel Morrison on Tuesday, May 5. Larry M. Northrup, chairman of the Western Council, presided. The meeting had for its object establishing a better understanding and greater co-operation between the two divisions. George Pierson, of the J. Walter Thompson Company, Chicago, spoke for the newspaper representatives, while H. M. Ford spoke for the space buyers.

BROWNSVILLE A TEXAS COTTON CENTRE A RICH TRADING COMMUNITY

THE farthest city south in the United States is Brownsville, Texas, the town of 16,000 population, where Easter lilies bloom unprotected in February, March and April. It lies on the banks of the Rio Grande, 25 miles from Point Isabel, which is being made into a deep water port.

Brownsville is a cotton center. But diversified farming, with its concomitant prosperity, is the rule, and in addition to the "White King" other agricultural products produced there include winter truck and citrus fruit. Near the city are many beautiful farms, with the farmer-owners bound together in splendid community spirit. During the season of 1924 there were shipped from Brownsville 5,600 bales of cotton.

Manufacturing also plays a part in the life of this southern Texas city, which is the site of several industrial plants. These plants last year had an output estimated at nearly $400,000. They include a cotton oil mill, of 50 tons daily capacity; an ice plant with 130 tons daily capacity; three cotton gins, with a capacity of 225 bales per day, three hat factories, one shirt and overall factory, and two mattress factories.

The city is growing rapidly, according to local estimate. While the population in 1920 was listed at 11,791, the figure for 1924 is given as 16,000, with a city and suburban combined population declared to be 30,000. Of the total, 67.5 per cent are native whites, and 32.5 per cent foreign born with only 15 negroes, including children.

This population is served by one junior high school, one high school, one grammar school, five ward schools, one convent and two parochial schools. There are ten churches, representing the Roman Catholic, Episcopal, Christian Science, Methodist, Christion, Presbyterian and Baptist.

Ninety-nine per cent of the population lives in one-family houses.

Browsville claims its trade territory extends across the International Bridge to Matamoros, Mexico, a city of 10,000. El Jardin, Los Fresnos, Olmito, Barredo and Santa Maria, large truck, cotton and citrus fruit raisers, die within 50 minutes' automobile ride over cement highways. Brownsville owns its own water and light plants. Fort Brown, a regimental post, is located there.

PREPARING INLAND PROGRAM

Business in Morning, Pleasure in Afternoon, Schedule for West Baden Meet

Business and pleasure are scheduled to combine forces at West Baden, Ind., from May 21 to 27, to make the May meeting of the Inland Daily Press Association one of the best on record. Plans for the meeting call for business only during the forenoons, with sports and entertainment in the afternoon, and lectures, entertainment and dancing in the evening.

George W. Purcell, of the *Vincennes* (Ind.) *Sun*, is chairman of the entertainment committee, and he is sparing no efforts to make sure that the more serious part of the convention does not overshadow his particular field.

Lucile Brian Gilmore, Chicago representative of Editor & Publisher, has been appointed chairman of the entertainment committee for the women. Bridge parties, golf tournaments, horseback rides and other features are being arranged for them.

Other entertainment features being planned include a number of radio artists and a talk by Myra Helmer Pritchard, former Western golf champion.

Round-table discussion on newspaper problems and lectures by men prominent in their various fields are being arranged. Among the speakers are the Hon. Will H. Hays, former post-master general and now prominent in the motion picture field; Prof. Paul McNutt, of the University of Indiana; Hon. John H. Shields, of Seymour, Ind., the Indiana "Abraham Lincoln," and former Senator A. J. Beveridge of Indiana.

California Editors Hold Meeting

California's Governor, F. W. Richardson, on May 1, turned the gubernatorial quarters in the State Building in San Francisco over to the newspaper editors of California for their annual meeting. For the past 25 years the Governor has been president of the association. The annual outing of the California newspaper editors and publishers will be held July 6 to 13 at Lake Taho, Cal.

Four Column Ad Wired to Coast

Th *San Francisco Chronicle*, May 2, published a 4-column advertisement, three quarters of a page deep, sent by telephoto from New York. The advertisement was that of the B. F. Goodrich Rubber Company and was reproduced in the Chronicle as it appeared in the New York newspapers. Transmission required one and a half hours.

WINS LIBEL ACTION

Brockton (Mass.) Times Victor in $20,000 Suit Brought by Attorney

A verdict in favor of the *Brockton* (Mass.) *Times* was returned by a Plymouth county superior court jury April 27, in a suit for $20,000 brought by D. Perry Rice, a Rockland, Mass., lawyer, alleging libel.

The plaintiff alleged that the Times published a story that he had been summoned into Abington district court on an alleged contempt charge.

Rice actually appeared in court, but on a verbal request, no written summons having been issued. He claimed that as a result of the Brockton newspaper story his law practice had been materially injured.

The Times proved a willingness to retract its story, but testimony represented that Rice refused to accept a retraction.

NEW YORK DAILIES SHOW LINEAGE GAIN DURING APRIL

TOTAL advertising lineage in New York newspapers during April showed a gain of 240,870 lines over April 1924, according to figures compiled by the statistical department of the *New York Evening Post*. Total lineage during the month was 14,484,214 lines against 14,243,344 lines during April, 1924.

The compilation follows:

Pages 1925	Pages 1924		Percentage of total space	1925	1924	Gain	Loss
1,292	1,408	American	8.1	1,172,800	1,329,024	.....	156,224
1,296	1,248	Herald Tribune	9.4	1,358,718	1,230,772	127,946	.....
1,796	1,706	Times	16.2	2,347,434	2,363,724	.....	16,290
1,244	1,208	World	9.7	1,402,098	1,473,920	.....	71,822
844	....	*Mirror (Tabloid)	2.5	366,428	‖.....	.....	.....
1,176	1,044	News (Tabloid)	3.9	567,804	507,208	60,596	.....
884	....	*Evening Graphic	1.	149,744	†.....	.....	.....
1,320	1,236	*Evening Journal	10.2	1,477,432	1,436,386	41,046	.....
878	750	*Evening Post	2.9	420,174	381,664	38,510	.....
764	716	*Evening World	5.7	820,742	745,068	75,674	.....
1,102	976	*Sun	8.6	1,252,174	1,293,520	.....	41,346
616	722	*Telegram-Mail	4.3	617,226	846,110	.....	228,884
1,168	1,238	Brooklyn Eagle	10.2	1,478,646	1,566,624	.....	87,978
620	518	Brooklyn Times	3.1	450,252	395,644	54,608	.....
614	614	Standard Union	4.2	602,542	673,680	.....	71,138
15,614	13,384	Totals		14,484,214	14,243,344	240,870 Net Gain.	.....

* No Sunday edition.
‖ Mirror (Tabloid), first issue June 24, 1924.
† Evening Graphic first issue September 15, 1924.

	1925	1924	1923	1922	1921	1920	1919
American	1,172,800	1,329,024	1,180,716	1,078,400	859,706	903,780	869,829
Herald	.....	.....	1,108,986	1,110,250	1,065,668	1,050,044	702,980
Herald Tribune	1,358,718	1,230,772	932,930	860,570	861,466	865,812	665,124
Times	2,347,434	2,363,724	2,373,312	2,311,328	1,923,902	2,146,030	1,499,585
World	1,402,098	1,473,920	1,678,706	1,522,700	1,199,486	1,640,844	1,471,840
Mirror (Tab.)	366,428	.....	.....	.....	.....	.....	.....
News (Tab.)	567,804	507,208	354,300	292,548	215,212	†.....	.....
Eve. Graphic	149,744	.....	.....	.....	.....	.....	.....
Eve. Journal	1,477,432	1,436,386	1,181,504	1,008,140	936,928	815,868	922,544
Eve. Mail	.....	‖.....	568,064	518,558	541,688	587,996	374,222
Eve. Post	420,174	381,664	364,844	346,624	518,050	484,868	378,492
Eve. World	820,742	745,068	774,756	763,970	831,042	880,252	753,866
Globe	.....	‡.....	821,162	603,772	568,130	651,030	774,552
Sun	1,252,174	1,293,520	915,318	806,366	725,396	711,220	713,083
Telegram-Mail	617,226	846,110	603,450	614,652	649,752	772,790	830,702
Brooklyn Eagle	1,478,646	1,566,624	1,542,888	1,396,412	1,177,088	1,265,156	1,011,115
Brooklyn Times	450,252	395,644	311,206	283,106	269,762	313,632	†.....
Standard Union	602,542	673,680	679,974	669,546	533,342	782,274	611,324
Totals	14,484,214	14,243,344	15,392,116	14,186,942	12,876,618	13,871,596	11,579,258

† Figures not recorded.
‡ Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‖ Telegram and Mail combined January 28, 1924.

VISUALIZING IDEAS FOR LOCAL ADVERTISERS

How Laundry Men, Plumbers and Small Store Owners Can Be Educated to Using Newspaper Space, As Told By A. G. Newmyer, General Manager, New Orleans Item and Morning Tribune

By PHILIP SCHUYLER

A. G. NEWMYER, advertising magician, opened his bag of tricks this week, and laid out a handful of business building ideas for inspection by the newspaper craft. Mr. Newmyer is general manager and part owner of the *New Orleans Item* and *Morning Tribune,* and is also president of the Southern Newspaper Publishers' Association, but as a hunter and trainer of ideas, he cuts the most interesting figure.

He snares ideas, harnesses them and puts them to work with such expedition that people are apt merely to blink, cry "Trick!" "Wizard!" and let it go at that.

This week he figuratively rolled up his sleeves and told how it was done. He explained how laundry men, plumbers, milk men and other local advertisers could be educated to the wisest and best use of newspaper advertising space.

"In the old days, it was handshaking and high hats that sold advertising," he began. "Today it is what you bring in your hand and carry under your hat that counts. Today an advertising man must have more ideas than a feature writer or an editor coupled with the accuracy of a certified public accountant. His stock in trade is ideas: his aim results.

"When seeking to interest an advertiser in your medium it is always wise practice, I think, to take something in your hand as well as in your head. Work out some idea on paper for using newspaper space effectively and show it to the prospective space buyer.

"Give him something concrete on which to focus his attention. Visualize possibilities for him. Sell advertising as a business builder, rather than sell your own newspaper.

"Not long ago advertising was looked upon as so much charity handed to a newspaper. Time and ideas in copy have proved in results that such an attitude is indefensible."

When first in New Orleans, Mr. Newmyer tried out some ideas on a laundry there. His father had lost money in that business, but the son had profited by the failure. The New Orleans laundry prospered.

It was the New Orleans newspaper custom in those days to print a special trade edition once a year. Business men who otherwise saw no need of day by day persistent advertising plugging, would in that edition contribute their bit toward support of the paper this once in the 365 days and six hours of a year. A case of out and out charity.

Mr. Newmyer called on the laundry Its boss, feet on desk, drawled in Southern fashion:

"Well, here's yo-alls $100 Ah gives yo every year," and handed out copy for insertion in the special trade edition, which proved to be a mere statement of the company's business address.

"Keep your $100," Mr. Newmyer rejoined. "I wouldn't have you throw your money away that way for anything.

"Remember, however," he cautioned, "you keep that $100. I'll come back and show you a better way to use it."

He did go back with written out ideas and kept going back many years. The laundry has grown to be one of the biggest in the South. Just recently it bought out most of the other companies in the same line, aided in its prosperity through newspaper space, correctly used.

Some of the ideas suggested were:

That the old custom of Monday washday be broken through advertising.

That net bags be used in the washing of linen, to prevent disagreeable marking; and that this improvement be advertised.

That a dry cleaning establishment be added to the laundry, so that the same trucks could be used for delivery; and that the public be made aware of the economies of this service through paid space in the newspapers.



A. G. NEWMYER

"What is more absurd than Monday washday," Mr. Newmyer said, commenting on how New Orleans made every day washday by newspaper advertising. "It means crowding business into the early days of each week, with concomitant constant labor turnover, and dissatisfaction among the help. It means running machinery double time certain days and then letting it stand idle.

"In the newspaper space the New Orleans laundry purchased all this was told the public. People were advised that better workmanship, better washing, would be assured if they sent their laundry Monday to be returned Wednesday; Tuesday to be returned Thursday; or Wednesday to be returned Friday. It wasn't long before this common sense became commonly understood."

Mr. Newmyer approached the New Orleans plumbers in a novel manner. They didn't understand the power of the printed word. People just got to know where New Orleans plumbers were located by chance, and took pot-luck or the word of friends as to whether or no they were good workmen.

The general manager of the New Orleans Item made it his business to find out the names and addresses of all the plumbers in his city. He made particular friends of one or two, and finally suggested to them they call a meeting of fellow plumbers. He furnished the list. The meeting was duly called, and was quite well attended. Mr. Newmyer was principal speaker. In his address he spoke somewhat as follows:

"You men know all too well the ever popular joke about the plumber; how he forgets his tools, swings lead on the job, and gets the reputation generally of being rather a robber.

"The trouble with you is that you laugh at this propaganda and do nothnig to put a stop to it.

"Do you want your sons to grow up to be plumbers? Personally, I would rather not have mine, if I were in your trade. Plumber and robber, if you will pardon my frankness, have come to mean altogether too much the same thing.

"Now this is no joke. My suggestion is that you men form an organization. Make strict membership rules, regarding workmanship, materials used, and fair profit. Then enforce them."

The plumbers did organize. They adopted a special seal for their association and advertised it in the daily newspapers. The idea took root and grew, much, according to Mr. Newmyer, to the profit of the plumbers.

"In tackling a music store account," Mr. Newmyer continued, "I find it helpful to read the musical trade papers. I talk and think music for considerable time, before I call on the prospective advertiser. Then I tell him among other things that in planning his advertising campaign, it is much better to sell the theory and idea of music, its refining influence in the home, than to use space entirely to selling a piano.

"From my reading I have a fair idea of what he is thinking about, and can talk to him on his own ground. This same practice applies to other businesses.

"The group idea works as well with music store owners, radio dealers, and real estate men as with the plumbers.

"Business men are finding out the truism that co-operation is cheaper than competition. In advertising they are learning the wisdom of telling through a centralized campaign, and selling through individual space purchases.

"Thus, in drawing up ideas for local advertisers, I try to make my suggested copy explain the utility of the article to be sold in general, before bringing in the selling points of the specific brand."

Mr. Newmyer started his career as a secretary on a Washington newspaper. Later he transfered to the editorial department of the same daily. Rumors came there was to be a shake-up among reporters and rewrite men. Mr. Newmyer hurried to make certain a job for himself on the business side.

"And I have kept close behind the cash register ever since," he laughed.

In addition to his present position he has been connected with the *Boston Journal, Baltimore News,* and *Philadelphia Times,* when these newspapers were owned by Frank Munsey. From 1909 until 1911, he was foreign advertising manager for the Munsey company, with headquarters in New York. He resigned this position to go to New Orleans. From 1917 to 1919 he served as vice-president of the Associated Advertising Clubs of the World. He has been very active in the affairs of the Southern Newspaper Publishers' Association, having been chairman of that association's committee on advertising, prior to his present office as president.

BELLEFONTAINE DAILY SOLD

Examiner Purchases and Suspends Index-Republican

The *Bellefontaine* (O.) *Index-Republican* has been sold to the *Bellefontaine Examiner.* Announcement was made of the sale in the last issue of the former newspaper May 2.

The Index-Republican entered the daily newspaper field in Bellefontaine more than 30 years ago shortly after the Examiner was started by E. O. and H. K. Hubbard.

The plant equipment of the Index-Republican has been purchased by H. K. Hubbard & Co., for disposal. Owners of the newspaper sold were F. N. Johnson, Jay Miller, George T. Brandon of Bellefontaine; J. C. Martin of Bellencenter, O., and R. Morton Johnson of Lowville, N. Y.

Memorial to Canadian Editor

A memorial window to the memory of James A. MacDonald editor of the *Toronto Globe* from 1902 until his retirement on account of failing health a few years ago, was unveiled in Knox Presbyterian Church, St. Thomas on April 26. Mr. MacDonald, prior to taking up journalism, had been minister of this church.

Wahl Joins Clipping Service

Cecil L. Wahl, for many years connected with Butterick's, has associated himself with and has been elected treasurer of Henry Romeike, Inc., New York, press clipping bureau. The bureau was established by Henry Romeike in 1871, with one assistant, but now engages over 100 employes.

News Men on World Tour

Calvin Renfro, assistant sporting editor of the *San Francisco Examiner,* under A. T. Baum, left April 25, for a trip around the world on the Dollar Line. Fred Gray, assistant city editor of the Examiner accompanied him. Edward Rosendorf, assistant Sunday editor of the Examiner replaces Renfro in the sports department.

New Atlantic City Weekly

Leroy Eisenhower, formerly of the *Philadelphia Public Ledger* staff has been named editor of a new Atlantic City, N. J. weekly, the *Atlantic City Sunshine,* which appeared for the first time last week. Kenne Woolbert late of the *Atlantic City Gazette-Review* staff is business manager.

Canadian Paper Suspends

The *New Glasgow* (N. S.) *Enterprise* has discontinued publication after 38 years continuous publication, owing to financial difficulties. It has been edited and published for many years by A. P. Douglas.

Health Men Condemn "Cure" Ads

The National Health Council, meeting in New York, May 5, passed resolutions condemning fake advertising, promising cures for cancer, tuberculosis, and other malignant diseases. Holland Hudson, representative of the National Vigilance Committee of the Associated Advertising Clubs of the World, was a speaker.

ANTI-GAMBLING ACT NOW A LAW

Michigan's Governor Signs Bahorski Bill Prohibiting Printing of Racing and Other Gambling Odds

LANSING, Mich., May 4.—With the signing today by Governor Alex J. Groesbeck of the Bahorski anti-gambling act, publication of racing forms and information relative to betting on any contest or event whose outcome is not certain, is again unlawful in Michigan. The measure, in almost the same form, was enacted at the 1923 session of the legislature, but due to a technical error in the procedure of its passage it was thrown out by the Supreme Court last December. Immediate steps were taken by Senator Joseph Bahorski, one of the earlier act's cosponsors, to introduce the measure again at this session. The bill was revised slightly to make it less liable to attack in the courts and was passed unanimously by both houses of the legislature. An immediate effect clause was attached to the new law.

The present Bahorski act, like its predecessor, is exceedingly far-reaching in its provisions, both in relation to its effect on newspapers and in its general gambling prohibitions. Newspapers, whether published in Michigan or in other states, cannot legally carry information in this state relative to any odds on sporting events or other occurrences, even after such events have taken place. Quotation, for instance, of odds on presidential elections, world series baseball games, automobile or horse races of major calibre, all of which are frequently carried in news reports of the national wire services, are absolutely forbidden under the law, although stories containing such information went unchallenged frequently while the old act was in force.

The primary intent of that portion of the law affecting newspapers is admittedly to put an end to the practice of some newspapers of playing up racing news, with daily selections and full information in regard to betting. Betting on horse races has long been prohibited in Michigan, but the bookmaker evil, it is declared, has continued to flourish up until the time certain agencies, aided very materially by the *Detroit News,* crusaded sufficiently against this form of gambling to place the old Voorhies-Bahorski act on the statute books.

The principal changes incorporated in the new law are a reclassification of offenders so that frequenters of gambling establishments are made guilty of misdemeanors only, while actual proprietors and employes of such "joints" are classed as felons, and addition of a section declaring that court decisions throwing out certain parts of the act shall not operate to make the entire act invalid. Under the old law, it has been frequently pointed out, patrons of a theater in which stagehands were found "shooting craps" behind the wings, would have been guilty of felonies and subject to jail terms and heavy fines. The probability of renewed court attacks on the measure is seen, as recognized in the attaching of the new section.

Some of the claimed weaknesses of the new law which might result in successful court action against the measure are: the broad provisions of the initial clause, which prohibits the taking of money with promise of payment contingent on the outcome of "any event not known by the parties to be certain"; the prohibition of the publication of odds after a sporting event has taken place; the provision that "any words, figures, or characters, written, printed, or exposed upon a blackboard, placard, or otherwise, in a place alleged to be used * * * for such business, purporting or appearing to be a name of a horse or jockey or a description of or reference to a trial or contest of skill, speed or endurance of man, beast, bird, or machine or game, competition, political nomination, appointment or election, or other act or event, or any odds, bet, combination bet or other stake * * * or any code, cipher, or substitute therefor, shall be prima facie evidence of the existence of the race, game, contest, etc."

The first of these "weak links," it is claimed, would technically prohibit the writing of all insurance but the life variety; the second, it is asserted, is a useless interference with the "freedom of the press," while the third, it is contended by some, is analogous to ruling the presence of a whiskey bottle evidence that the dry law has been violated.

FORESHADOWED EVENTS

May 14-16—Arkansas Press Assn., summer meeting, El Dorado.

May 21-27—Inland Daily Press Assn., convention, West Baden, Ind.

June 1-3—National Editorial Assn., Richmond, Va.

June 1-3 — Second District, A.A.C.W., convention, Behtlehem, Pa.

June 8-10 — Insurance Advertising Conference, summer convention, Briarcliff Lodge, Briarcliff, N. Y.

June 9-11 — International Circulation Managers' Assn., annual convention, Colorado Springs.

Claims New Advertising Record

..*Buenos Aires La Prensa* on Tuesday of this week set what that paper claims to be a new South American record for the number of advertisements printed in a regular issue, printing a total of 6,601 advertisements on that day.

GEORGIA EDITORS SEE ALL THE SIGHTS OF NEW YORK



Georgia newspaper editors and publishers and their families had the run of New York on their visit last week. They inspected newspaper plants, factories of printing machinery manufacturers, clambered up the Statue of Liberty stairways, gazed from the Woolworth Tower, etc., etc., and were photographed with the Leviathan's Captain on his own quarter-deck.



Detroit News Again First In the World

Among Six or Seven Days a Week Newspapers During First Three Months of 1925

Seven Days a Week Leaders

Detroit News....	7,566,566	Lines
Chicago Tribune	7,119,252	,,
New York Times....	6,075,262	,,
Los Angeles Times ..	6,595,932	,,
Washington Star.....	6,020,176	,,
St. Louis Post-Dispatch...	5,456,640	,,

Week-Day Leaders

Detroit News...	5,467,938	Lines
Chicago Daily News..	4,776,078	,,
Philadelphia Bulletin .	4,739,400	,,
Indianapolis News ...	4,144,197	,,
Los Angeles Herald..	3,961,566	,,
Buffalo News	3,336,443	,,

The thoroughness of coverage in the homes of its territory—unequaled by any other newspaper in a city of Detroit's size or larger—plus the prosperity of the field and The News' wonderful result-getting ability has again given it first place in America in total advertising for the first three months of 1925.

Last year The News established a world's record with 30,604,518 lines. If the first quarter of 1925 is any indication of what will follow, The Detroit News will establish another and greater world's record for this year. Already its total is ahead of 1924 for the same period by 237,972 lines. Not only does The News rank first among newspapers publishing seven issues a week but its week-day issue is also first among all newspapers publishing week-day evenings only.

The Detroit News

Greatest Circulation Week Days or Sundays in Michigan

A. N. P. A. WILL CARRY NEWSPRINT DEFINITION FIGHT TO CONGRESS

President Thomason Asks Maintenance of Present Rule Until Next Session Following Two-Hour Conference With Treasury Officials

By J. BART CAMPBELL

(By *Telegraph* to EDITOR & PUBLISHER)

WASHINGTON, D. C., May 5.—Treasury officials were asked Tuesday by S. E. Thomason, president of the American Newspaper Publishers' Association, to leave the present definition of standard newsprint paper as it is until his organization can carry the entire subject to Congress.

Mr. Thomason voiced his request at a two hour conference of representatives of the newspaper publishing, paper importing and paper manufacturing interests and of government officials held in the office of McKenzie Moss, Assistant Secretary of the Treasury.

The conference, a continuation of the one begun several weeks ago, found the different interests represented still far apart on the proposed change in the definition of standard newsprint paper.

An agreement appeared remote when the conference finally ended.

Mr. Thomason sketched briefly the conference held recently at New York between spokesmen for the newspaper publishers and paper manufacturers in an attempt to arrive at an agreement.

The newspaper publishers are not opposing the move of the manufacturers to block bootlegging of newsprint paper. He explained he proposed that paper imported for newspaper publishing should be certified to by publishers or importers. Mr. Moss indicated that treasury officials are of the opinion that an order for such a certificate could hardly be promulgated satisfactorily.

When Congress enacted the tariff law it did nt anticipate that the newspapers of the country would remain in a static condition, Mr. Thomason continued. Newsprint used today is of a superior quality compared with that used in 1922 when the tariff law became operative. He stressed the pictorial development since then of the newspaper as one reason a better finish of newsprint is necessary.

Some newspapers are now using a super-calendared paper for picture sections. Better paper is sure to be more and more required as progress continues to be made by the newspaper, and the publishing interests therefore must not be hampered by any "narrow definition" of newsprint paper.

The cost of the paper used in a newspaper is generally regarded as one-half of the cost of publishing the newspaper, Mr. Thomason stated in reply to an inquiry by Mr. Moss.

Newspaper publishers desired to be given a free field for development. A "narrow definition" would presume the newsprint industry must remain static. Publishers must be treated tolerantly in the matter of weight. They are now looking for a better finish of paper.

Discussing the use of clay and the increasing amount of ash content, Mr. Thomason argued that 7½ per cent ash content would be reasonable. He referred to the publishing of a London newspaper on newsprint made of straw as he dwelt on the possibility of developing further this use of straw. He also talked about the use of sulphate in place of sulphite in newsprint in Canada.

Henry A. Wise, representing the Import Paper Committee, took issue with Mr. Thomason on his suggestion that the entire matter be deferred until Congress could act on it. Mr. Wise also differed with Mr. Thomason when the spokesman for the A. N. P. A. expressed the opinion that if it were possible to make for general newspaper publishing a paper similar to that used by the *Saturday Evening Post* it should be defined as standard newsprint paper.

Mr. Thomason explained that newspaper publishers held that any paper available for printing their newspapers should be so regarded.

Mr. Wise replied that if Mr. Thomason's argument were to prevail the paper schedule of the tariff act meant nothing and gave no protection at all to the paper industry in this country.

It was the purpose of Congress to protect every branch of the industry except newsprint, Mr. Wise contended. Paper manufacturers in their efforts to obtain a new definition of standard newsprint paper do not desire to hamper the newspaper publishers in any way. The proposed change in the definition is broad enough to care for the present wants of the publishers.

Jules Chopak, counsel for the importers, also took exception to the position assumed by the A. N. P. A., that newsprint paper imported into this country is not to be considered newsprint paper when the publishers do not use it. He argued it would not be practicable to check up on all such importations.

C. C. Parker, as spokesman for the Import Paper Committee, declared an investigation he had made revealed only one newspaper in the United States using super-calendared paper. He said it would cost manufacturers approximately $3 a ton more to produce newsprint paper from sulphate than to make it from sulphite.

He directed attention to the use for the first time of the term standard newsprint paper in the tariff law of 1922. He asserted that half-tone paper is being offered for importation free of duty as newsprint paper.

The National Paper Trade Association submitted a brief in which objection was made to the proposed new definition, especially regarding size and width of sheets. The brief contended the definition would be unjustified and un-American class legislation.

In conclusion Mr. Thomason informed Mr. Moss that newspaper publishers are satisfied with the present definition, and thought the matter should be held in abeyance until Congress could take hold of it properly.

Those present at the conference included John R. Miller, of the West Virginia Paper and Pulp Company; F. C. Lyden, International Paper Company; L. B. Palmer and Elisha Hanson, of the A. N. P. A.; Dr. F. K. Burgess, director of the Bureau of Standards; B. W. Scribner, chief of its Paper Division; O. M. Butler, acting chief of the Paper Division of the Commerce Department; E. W. Camp, director of the Customs Service; F. J. Sensenbrenner, of the Kimberly-Clark Company; W. B. Bullock, secretary, and John R. Hecht, customs expert of the Import Paper Committee.

TYPE DRESS OF OLD N. Y. SUN REVIVED



THE *Three Em Dash*, sprightly official monthly publication of the Newspaper Club of New York, revived the famous type dress of the old *New York Sun* with its May issue now being distributed. Francis J. Tietsort, of the *New York American* editorial staff, is editor.

The editorial announcement of the typographical change reads:

"We have seized the opportunity to alter the type dress of the paper, in pursuance of a plan afoot for some months, to give it the approximate garb of simple type elegance once worn by the New York Sun in its heyday as the morning newspaper more than a score of years ago. We trust in these days of scream and feature heads it will not seem too demure.

"The columns have been widened to eleven and one-half picas, with margins and depth of column in proportion for the sake of symmetry. The result, we hope, will appear wholesome. The idea came of a thought that the change would be appropriate for sentimental reasons, since the old Sun of Boss Lord was long known appreciatively and affectionately, especially in the time of Frank Ward O'Malley's famed joy pieces, as 'the newspaper man's newspaper.'"

France Honors Montreal Journalists

Oswald Mayrand, editor-in-chief of *Montreal La Presse;* Leopold Houle, editor of *Montreal La Patrie;* and Eugene Beaulac, city editor of *Montreal Le Canada,* three distinguished French-Canadian journalists, have had conferred on them by the French Republic the title of "Officer d' Academie," in recognition of their efforts to maintain among French-speaking Canadians love and respect for Old France. The ceremony of presentation of the "palms" was performed in Montreal on April 23, by Baron de Vitrolles, Consul-General of France in Canada.

247,320

was the average net paid daily circulation of The Baltimore Sun (morning and evening combined) for

The Six Months Ending Mar. 31

For the same period, the average net paid per issue circulation of THE SUNDAY SUN was

182,031

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday



N.B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

Advising Mrs. Avondale

The homes are large and the streets wide out where Mrs. Avondale lives. There is leisure, comfort—discriminating knowledge of fine wares and able services.

Very naturally, Mrs. Avondale takes an intelligent interest in the affairs of the day. And in the vital service of information, she insists upon the same standards of quality that she applies to other affairs of life.

Such a standard she has found in The Daily Enquirer. Hence, she also turns with confidence to Enquirer advertising.

If you feel, Mr. Advertiser, that you have something of interest to offer Mrs. Avondale and other women of her type—buyers of the best—remember there are 2,219 residence buildings in Avondale, and that 2,636 Enquirers go out to them every morning!

I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

The CINCINNATI ENQUIRER

"Goes to the home, stays in the home"

The Preference of the Multitude

THE safest guide to the selection of productive advertising media is to be found in the preference of the reading multitude.

If in a field of a dozen newspapers, a single publication dominates so completely as to have a circulation greater than that of all the other newspapers combined, it is only too obvious that that paper is bound to be productive of results.

This is precisely the position of the Forward. Its unchallenged leadership throughout several decades has made it the most virile and vital force in the life of American Jewry; and its preference among the vast multitude of Jewish readers has earned for it the preference of leading local and national advertisers.

3c daily and 5c on Sunday—with a special Rotogravure supplement—its present circulation is substantially in excess of 200,000 daily.

JEWISH DAILY FORWARD

The Gateway to the Jewish Market

Eastern Plant
NEW YORK: 175 East Broadway

Western Plant
CHICAGO: 1128 Blue Island Avenue

REMBOLD CELEBRATES 70TH BIRTHDAY; 50 YEARS ON CINCINNATI DAILY

Manager Cincinnati Times-Star Tendered Surprise Party by Staff—73 Employes Have More Than 20 Years' Service

TRIBUTE was paid to long years of friendship and long years of service when the whole personnel of the *Cincinnati Times-Star* organization joined in a surprise party at the residence of Mr. C. H. Rembold, manager of the Times-Star, to celebrate his seventieth birthday.



C. H. Rembold

It is only recently, on March 1 last, that Mr. Rembold celebrated the fiftieth anniversary of his connection with the Times-Star. But the birthday celebration for which preparations were made in secret, was made a greater occasion. More than 100 members of the Times-Star organization attended the party.

Mr. Rembold began his business career as a clerk on the old *Cincinnati Times* at a salary of $6 a week. Later be became a bookkeeper at $10 a week. When the Times was consolidated with the Star in 1880, Mr. Rembold was made business manager of the Times-Star. Some years ago be became manager of the paper and still occupies that position.

Mr. Rembold's birthday fell on May 4. It was celebrated one day in advance in order that everyone of the Times-Star organization might be present.

Mr. Rembold, in addition to his position on the Times-Star is a Director of the Cincinnati Terminal Warehouse Company, a director of the Cincinnati and Covington Suspension Bridge Company, a director of the Fay and Egan Manufacturing Company, and a director of the Cincinnati Zoological Garden. He is a Thirty-second Degree Mason and chairman of the trustees of the Scottish Rite.

Incidental to the celebration of Mr. Rembold's long service, the fact was established that 73 of the executives and employes of the Times-Star have been in its service more than 20 years. The list is as follows:

Name	Years of Service
Joseph R. Tomlin, Advertising Dept.	53
C. H. Rembold, Manager	50
Philip Pfalzgraf, Compositor	49
Frank Cress, Compositor	48
George Schmieg, Compositor	47
Dannis Murphy, Compositor	45
E. W. Sargent, Compositor	44
Chas. T. Kelly, Compositor	43
A. McReynolds, Compositor	43
Adam Pfalzgraf, Compositor	42
C. H. Motz, Business Manager	41
W. C. Culver, Press Room	40
Chas. Walthers, Compositor	40
Chas. Merkel, Compositor	39
E. L. Hitchens, Compositor	37
Emil Calme, Mailing Department	37
Frank Steiner, Compositor	35
Chas. M. Grayson, Compositor	35
S. W. Clark, Compositor	35
John Busdicker, Compositor	35
Chas. Ludwig, Editorial Dept.	33
F. J. Oexman, Advertising Manager	33
Horace Winston, Press Room	33
Emil Krohmer, Compositor	33
Harry Meiers, Editorial Dept.	32
Edward Eichler, Mailing Dept.	32
O. Bohache, Compositor	32
George Fries, Circulation Manager	31
E. A. Sigafoose, Advertising Dept.	31
George Fitzpatrick, Press Room	30
Wm. Finlay, Compositor	30
E. A. Berdan, Eastern Adv. Rep.	30
Chas. Lipscomb, Press Room	29
Henry Woehler, Press Room	29
Jos. Grinkemeyer, Circulation Dept.	28
M. Strauss, Managing Editor	27
Blanche McHenry, Editorial Dept.	27
Geo. Geis, Editorial Dept.	27
Robert Legleiter, Compositor	27
Wm. Blaisie, Compositor	26
Hulbert Taft, Editor	25
M. P. Hainsworth, Supt. of Bldg.	25
Wm. Buckton, Compositor	25
W. Brinkman, Editorial Dept.	25
Jos. Deister, Circulation Dept.	25
W. E. Powell, Mailing Room	25
Amor Fuerst, Mailing Room	25
Ed. Melzer, Circulation Dept.	24
C. E. Bennett, Adv. Manager	24
Ed. Steinborn, City Editor	23
Al Dahlmann, Accounting Dept.	23
Tom Gill, Press Room	23
Geo. Sharp, Press Room	23
Louis H. Esselmann, Mailing Room	23
Arthur Kiefer, Compositor	23
George Elliston, Editorial Dept.	22
Cora V. Hickman, Editorial Dept.	22
Max C. Layritz, Compositor	22
J. R. Donohue, Press Room	22
Harry McVeigh, Press Room	22
O. Secrist, Press Room	22
J. M. Allison, New York Cor.	22
E. Herbert, Compositor	21
J. S. Banford, Photographer	20
L. Kamp, Editorial Dept.	20
Rose Graebe, Circulation Dept.	20
John Kelly, Circulation Dept.	20
Phil Roher, Press Room	20
C. M. Watkins, Press Room	20
Bernard Fagin, Mailing Room	20
Walter Langland, Mailing Room	20
Wm. J. Schultz, Circulation Dept.	20
E. Boswell, Compositor	20

DAILY HONORS VETERAN

Mailing Room Superintendent Completes 50th Year of Service

George Mulford, veteran superintendent of the mailing room of the *Detroit Free Press,* was felicitated by officials of the company and his fellow workers recently on his seventy-first birthday.

Mulford, who is rounding out his 50th year as chief of the Free Press mailing department, joined the organization in 1867, at the age of 13 years. Eight years later, at the age of 21, he was made superintendent of his department, which position he has filled efficiently ever since.

Eight years ago, on the fiftieth anniversary of his coming to the Free Press, the management held a banquet in his honor at the old Cadillac Hotel. He was presented with a gold watch.

Mr. Mulford has missed scarcely a night's work in 50 years, and on his seventy-first birthday he reiterated his intention to retain active charge of the mailing room for many more years. These facts were incorporated in a tribute to him read over WCX, the Free Press radio station on the following evening.

A Traveling Salesman recently said:

"The shopkeepers in Norristown, Pennsylvania, will not stock my line because it is not advertised in the

Norristown Times Herald"

Montgomery County's Great Home Newspaper

EDITOR LETS STUDENTS RUN PAPER AND GETS A BROKEN NOSE

BEWARE, country weekly editor, of the journalism student who starts out to be a crusader, or the fate that was L. W. Osborne's of the *Tomahawk* (Wis.) *Leader,* may befall you.

For Mr. Osborne is now nursing a broken nose as a result of turning his paper over to four budding journalists of the University of Wisconsin for a week. Of course, when he gave the students complete control of the paper he didn't know they were going to expose the corrupt dance halls at the outskirts of Tomahawk and write an editorial about them, nor that he was going to get a broken nose as a result.

These students started out in true crusading style to investigate the dance halls at the border of the town.

And when the newspaper, the product of their efforts, came forth, its editorial columns were enlivened by a vitriolic denunication of moral conditions in the local dance palace. Here is part of the editorial:

"There is one dance hall within the very city limits of Tomahawk in which the influence is more than sinister. There one may see women of 30 fondling boys of 14 or 16, while innocent young girls of 14 or 15, painted and powdered, dance around in the arms of drunken sots twice their age.

"Tomahawk has its cesspools of vice as any other city. It should rid itself of them. The moral character of the younger element is in grave danger and if drastic action is not taken in the near future, the citizens of this community may expect the worse. Public opinion must be aroused at once. Let these dens of iniquity be closed once and for all. Tomahawk must maintain its morals and respect."

Convinced that they had done their duty to the moral uplift of Tomahawk, the students returned to their classrooms. But then Osborne's troubles began. For Sam Winkler, proprieter of the dance hall in question, got busy.

And now Osborne has filed charges against Winkler in the county court. First, according to these charges, Winkler came to the office and offered to take Osborne on with bare fists or jackknives. When the editor declared he was very busy writing a dunning letter to an old subscriber, Winkler became enraged and went out after his son, Peter.

Together, upon returning, they dragged Osborne from his desk out into the streets and there it was that the editor received his broken nose and sundry minor fractures.

The son pleaded guilty to an assault charge of $25 fine and court costs, but Sam Winkler's fighting blood is still up. He pleaded not guilty, and the case is still pending. Meanwhile Tomahawk knows all about its dance halls.

An acorn doesn't jump into an Oak in one year. Newspaper circulations of value do not come swiftly. In Brooklyn, the Standard Union is slow but sure.

R. J. R. Hunsicker
President

LARGEST BROOKLYN CIRCULATION OF ANY BROOKLYN NEWSPAPER

The Rising Market Value of Beauty

THE many printers and newspaper publishers who have for years been educating their clients to an appreciation of the value of good printing are now finding that task increasingly easy. Big advertisers no longer have to be "sold" on quality—they are demanding it insistently.

Linotype Typography has been an important factor in bringing about this changed attitude. For years the Linotype Company has been demonstrating to advertisers the increased effectiveness of good typography and showing them how it can be economically produced.

Today the Manual of Linotype Typography is probably more widely used than any other typographic reference book by advertisers and printers.

The program of Linotype Typography meets the growing needs of the Printing Industry with the production for the machine of type faces distinguished by usage and design

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

Composed entirely on the LINOTYPE *in the Caslon Old Face and related decoration*

AD. DRIVE INCREASED ST. LOUIS INDUSTRIES

Municipal Campaign Balances City as Industrial Center, Report States —10 New Firms Locate There

A survey made five years ago when the St. Louis Municipal Advertising Campaign was started showed that St. Louis needed factories in sixteen more lines to make it a well-balanced industrial center. As result of this five-year campaign, fifty-one new industries representing ten of these sixteen lines, have been brought to St. Louis.

Other tangible results of the St. Louis Municipal Advertising Campaign are set out in the annual report of the campaign for 1924, as follows:

"St. Louis has become known as the 'best-balanced' large city, because of the wide diversity of its industries. No one line of business uses more than 8 per cent of our labor supply.

"St. Louis is gaining in population, business, wealth and commerce.

"The spirit of progress awakened by the advertising has developed a type of citizenship which responds to community undertakings, and has caused them to work together for the common good.

"These things all mean increased prosperity for the city—a prosperity in which every resident shares, directly or indirectly."

The campaign was conducted under the auspices of the City of St. Louis, the St. Louis Chamber of Commerce and the Advertising Club of St. Louis. John A. Bush, president of the Brown Shoe Company, was chairman of the general committee, and Walter B. Weisenburger, vice-president of the National Bank of Commerce, was chairman of the advisory committee of the 1924 fund.

The expenditures for the first four years of the campaign were $50,000 annually and last year they were $70,000. One-half of the sum required is appropriated by the city, the remainder is raised by popular subscription. This year an effort is being made to increase the fund.

Two large advertisements were used during last November in the *New York Times, World, Post, Herald Tribune, Commercial* and *Journal of Commerce,* the primary purpose being to present St. Louis message of progress and industrial growth to financiers. The four St. Louis daily newspapers were also used.

In advance of the fall (1924) and the spring (1925) buying seasons, advertisements totalling 25,500 inches were run throughout the St. Louis trade zone, 127 daily newspapers in 97 cities in 19 states being used on July 22 and 29, and 128 daily newspapers in 19 states on January 22 and 29. This advertising was directed to retail merchants.

Magazines and trade publications also were used, booklets for follow-up purposes also were employed. This year an added feature was a News Bureau under the direction of Gus V. Kenton.

Launch Biggest News Contest

The third annual Biggest News Contest in Des Moines schools has been opened by the *Des Moines Register.* Miss Sara Toubes is in charge of the contest. Students in the high schools and junior high schools select each week what they believe to have been the biggest news feature in the Register. They then write 300 words explaining their reasons for their judgment of a story. A loving cup is to be awarded by the Register to the winner in both the senior and junior divisions.

Kansas Daily to Build

Contracts have been let by the Tribune-Monitor Binding and Printing Company, publishers of the *Ft. Scott* (Kan.) *Tribune-Monitor,* for the construction of a new reinforced concrete building. The structure is to be two stories high, 35 feet wide by 120 feet long, and of the latest type. George W. Marble, president of the National Editorial Association, is publisher.

Coast Veteran Honored

Editors and reporters of the *Santa Ana* (Cal.) *Daily Register* and members of the Santa Ana Lions Club joined April 23, to honor Horace Fine, dean of Orange county newspaper men, one of the best known members of the press in Southern California. The occasion was the annual "Horace Fine" day of the Lions Club. Fine worked for the *Santa Ana Blade* for 26 years and has been a member of the Register staff for 10. For many years he was the local correspondent for the *Los Angeles Examiner* and the Associated Press. The newspaper men presented their dean with a silver cigarette and match case, properly engraved. The presentation was made by Mason Yould, assistant managing editor of the Register.

Big Editions in Cleveland

The *Cleveland Press* issued the largest edition it ever published on April 17, consisting of a 56-page issue packed heavily with advertising. The paper ran a note of apology for having been compelled to leave out several hundred inches of additional advertising for that one issue. The *Cleveland News* on the same date issued the largest edition it ever published, 48 pages. The May Company, large Cleveland department store, was responsible for the heavy editions, taking 14 pages of advertising in the Press and 13 in the News. The following morning the same store carried three full pages in the *Plain Dealer* and two full pages in the *Times.* Generally, it was the greatest advertising day in the history of Cleveland newspapers.

Publisher to Build Hotel

O. H. Woody, publisher of the *Okanogan* (Wash.) *Independent* and president of the Washington State Press Association, has announced he will build a modern hotel in Okanogan to cost $70,000, to be completed Dec. 1.

Van Laeys Succeeds Cady

William S. Cady, for two years advertising manager of the *Wichita* (Kan.) *Beacon,* has resigned. J. L. Van Laeys, for 20 years in the advertising field in Kansas, will succeed Mr. Cady. He has been doing reorganization work for the Beacon for several months.

EVENING HERALD
LOS ANGELES

Los Angeles, Calif.

Gained 3,749 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
272 Fifth Ave., New York

TRUE ECONOMY

or

"Few Penny" Fallacy!

Stereotype mats, both wet and dry, are but a means to an end—and that is to make possible perfect printing plates.

When the primary factor in the mind of the manufacturer is to make mats that can be sold at a "price," quality inevitably suffers.

We never lose sight of the fact that Certified Dry Mats are but a means to the best possible printing results and with that thought uppermost in mind we make the best mats we know how.

Certifieds are by no means the cheapest mats, but publishers and stereotypers tell us they are by far the best dry mats they have ever used. Therein lies the distinction and the difference.

The quality of Certified Dry Mats is at once apparent when they are molded—deep, sharp, even impressions without breaking. Then come into play casting qualities that insure the production of perfect printing plates. And there is a simple way of checking up on these characteristics of Certifieds by pulling your proofs and comparing the printed pages!

The few extra pennies invested in Certified Dry Mats will pay you worth while dividends by insuring good, clean printing, not once in a while, but day after day, regularly and uniformly.

It's a pleasure for us to demonstrate to you the value and merit of Certifieds—it costs you nothing and there's no obligation whatsoever on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

"For wet mat printing with DRY Mat facility—use Certifieds"

Made in the U.S.A.

Thimble Theatre Now Every Sunday

Sensational national success as a daily strip has prompted the introduction of THIMBLE THEATRE as a Sunday page in colors. Already it has met with great success in the New York Evening Journal, Baltimore American and New Orleans Item-Tribune. THIMBLE THEATRE has exceptional reader-appealing, habit-forming, circulation-building qualities—ALL PROVED BY THE DAILY STRIP IN EVERY PART OF THE COUNTRY.

King Features Syndicate, Inc.

M. KOENIGSBERG, Pres.

241 W. 58th Street
NEW YORK CITY

SEND NOW for specimen proofs, terms and other information. Remember that it is a PROVED WINNER—The great popularity of the daily THIMBLE THEATRE is your guarantee of circulation-success.



Selling Something

Who says your paper is a good medium?

If the better-than-average reader must buy your paper to get all the news, it's a better-than-average medium.

When a Publisher Prints

The Consolidated Press

He prints a merchandisable newspaper

The dominant papers in the leading cities of the United States print the dispatches of the C. P. A. because its trained writers build a reader-interest that is **merchandisable.**

These are the writers who make up the staff of the C. P. A.

Sports
Lawrence Perry
John B. Foster
Fairplay

Business
J. C. Royle and business experts in fifteen industrial centers

Financial
Stuart P. West — George DeWitt Moulson
George T. Hughes — George Schnackel
William F. Heffernan — L. C. Grundeland
Covering the New York, Chicago and other markets

The Consolidated

Executive Offices, Evening Sta

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Buildin

Beside White Space

The best buyers read the best paper.

The paper that is better than and different from its competitor is the paper that dominates in circulation, advertising and pulling power.

The Publisher who prints the news **plus,** not just the bare, unrelated facts, but facts explained and interpreted by accepted authorities, builds a consistent, intelligent reader-interest.

The Consolidated Press with its staff of trained specialists assures this following whether it is for sports or fashions, financial news, or foreign cables, politics, business or the big story of the day.

A merchandisable newspaper is a paper that dominates because it gives its readers, businessman or housewife, the complete story of the **news behind the news, exclusively** and **authoritatively.**

An unsurpassed financial service, business news by the best informed men in the country, sports, politics and foreign news written by specialists whose authority is accepted; these are the things that give the advertiser **something beside white space.**

National Affairs
David Lawrence

Who's Who in Today's News
Robert T. Small

Fashions
Aileen Lamont

Radio
Robert Mack

Cables
The Thirty Correspondents
Chicago Daily News
Foreign Service

Staff Writers
In the leading
centers of the U. S.

ress Association

lding, Washington, D. C.

San Francisco
Third Floor
reckels Building

Paris
Fourth Floor
19 Rue d'Antin

LOGAN EXPLAINS A. A. A. PROBE OF RADIO ADVERTISING

Chairman of Association's Radio Committee Says Value of Medium Unknown—Will Make Careful and Impartial Investigation

THE American Association of Advertising Agencies, through Thomas F. Logan, Chairman of its National Radio Committee, is now engaged upon a careful and impartial study of the results of advertising from radio broadcasting stations.

In an address to the Western Council of the Association, on April 28, at the Drake Hotel, Chicago, where the announcement was made, Mr. Logan outlined the Association's plan.

"The technique of broadcast advertising is the technique of an infant art," he said. "There is a vast amount of fumbling going on. Users of the medium hesitate to express an opinion as to its value. The few who do hazard an opinion help us but little. The reason for this is that, with a few exceptions, they have failed to devise means of testing the value of their advertising. They are drawn to the use of the medium through a general interest in radio, through a sense of the vast potentialities of a medium for reaching so many people at once; but having used it, they do not know whether they have used it well or have wasted their opportunities. Much the same statement might have been made of advertising in general, however, as recently as a quarter century ago. Advertisers until that time had been stumbling, but as Lincoln said, 'stumbling forward', gradually discovering sound principles and devising methods of applying them to individual problems.

"Broadcast advertising technique begins with the recognition of good advertising essentials. Some advertisers will find it necessary to provide supreme artists in order to obtain a hold on the attention of large groups of radio listeners. Others may be clever enough and fortunate enough to devise less expensive means of gaining this interest.

"With all advertisers considering the possibilities of its additional means of communication, it was quite natural that a real problem should arise. So far seven men have been able, merely through a gentlemen's agreement, to hold back a flood of indiscriminate broadcast advertising that might have damaged radio irreparably.

"The seven men mainly responsible for checking a tide of bargain advertising that would have impaired the public's interest in radio and, perhaps, have caused wasteful results and a reaction against radio, were led by Secretary Hoover, of the Department of Commerce, and included David Sarnoff, vice-president and general manager of the Radio Corporation of America; Walter Gifford, president of the American Telephone and Telegraph Company; Owen D. Young, chairman of the board, and Gerard Swope, president of the General Electric Company; Guy Tripp, chairman of the board, and H. P. Davis, vice-president of the Westinghouse Electric Company."

In the address before the Western Council of the American Association of Advertising Agencies, Mr. Logan referred to an unwritten agreement that still restrains open and direct advertising from broadcasting stations.

"The Radio Corporation of America," said Mr. Logan, "does not accept advertising at all. The American Telephone and Telegraph Company is accepting only such advertising as will fulfill the requirements of legitimate entertainment. Neither the General Electric nor the Westinghouse stations are accepting advertising at all. The advertising possibilities are great, but the Federal Government has quite obviously determined that there should be no exploitation of the public, and that the public's interest should have first consideration. The Association of Advertising Agencies is in harmony with Mr. Hoover's policy.

"Here and there new broadcasting stations are springing up, some of them admittedly for advertising purposes. And yet, so far, neither the broadcasters nor the advertisers can say with absolute assurance that broadcasting advertising really pays. Certainly if there is a reaction against it, such as there was against advertising in the motion-picture houses, the Government will step in.

"While the Government is marking time, simply relying upon the gentleman's agreement with the larger companies, whose leadership will mainly influence radio advertising, the American Association of Advertising Agencies has launched a study of the possibilities and limitations of broadcast advertising.

"One of the functions of the American Association of Advertising Agencies is to promote good advertising and discourage wasteful advertising, thereby serving the public and protecting the interests of the advertisers.

"Advertising by radio is still in the experimental stage; and the Association, recognizing the tremendous possibilities in any medium that permits an advertiser to gain the attention of several million people at once, has appointed a committee to study the new medium.

"No recommendation for or against advertising from broadcasting stations will be made by the committee. Its work will be confined to the collection of facts and data and experiences and an analysis of all the assembled information.

"While the potentialities of broadcast advertising are large, there are factors of public good-will involved which make it desirable that the public itself should make the final decision as to whether or not this form of advertising should be constructively developed.

"Whether this form of advertising will produce profitable results for advertisers will depend entirely upon the public reaction to it. The committee of the Association will deal impartially with data available, collecting it for the benefit of advertisers."

N. Y. District Reporters Hold Party

Newspaper men on the "late watch" early May 5, listened in as entertainment features were broadcast from the first dinner of the district reporters of New York held at the Cafe Boulevard to celebrate formation of their first association. The party was still in progress when final editions of Sunday newspapers went to press. During broadcasting of the event, the night city desk of the *Chicago Tribune* telephoned congratulations to the New York association and announced they would immediately take steps towards forming a similar organization in Chicago. Miles Bath, of the City News Association, was toastmaster at the dinner, at which more than 250 were present. James Lewis of the *New York World,* was largely responsible for the dinner and the organization of the new association.

Knoxville Daily Changes Name

The *Knoxville* (Tenn.) *Journal & Tribune* has changed its name to the *Knoxville Journal.* The double name has been in use for more than 25 years.

"Bellringers of 1924" Out

"Bellringers of 1924," a collection of some of the best news stories which have appeared in the *Chicago Tribune* during the past year has been issued by that newspapers in booklet form. The collection represents the work of the following 14 men and women of the Tribune staff: James O'Donnell Bennett, Robert Lee, Arthur Sears Henning, Arthur Evans, Philip Kinsley, Genevieve Forbes Herrick, Irving Vaughn, John Herrick, James Doherty, Oscar Hewitt, Charles Michaels, Orville Dwyer, Edward Burns, Don Skene. The booklet also contains the prize winning headlines written by Tribune copy readers.

DECEITFUL PUBLICITY SCORED BY EDITOR

Newspapers Must Have Truth Both in Publicity and Advertising, M. S. Sherman, Editor, Springfield Union Declares

The fine line of demarcation which exists between what is news and what is advertising was pointed out by Maurice S. Sherman, editor of the *Springfield* (Mass.) *Union* in an address delivered before the Publicity Club in Springfield last week. Long experience has trained editors to have a real appreciation of the kind of news that is of interest or value and the task of drawing the line between advertising and news is a task that lies with the newspapers alone, said Mr. Sherman.

If the publicity director and the advertising agent will deal as frankly and as candidly with the newspapers as they would have the newspapers deal with them, they will experience little trouble, he declared. He characterized a false statement, given to the press with a deliberate intent to deceive, as a "bad check," pretty certain to come back upon the giver.

In defining advertising, Mr. Sherman said:

"Advertising is the means taken to sell a commodity or an idea. An advertisement is a public notice, especially a notice inserted for a price in some public print. Generally it aims to create a market for the sale of goods and by so doing to stimulate both consumption and production. Its success depends upon the merit of the article advertised, the medium resorted to, and the need that exists or can be created for the use of the article.

"To be effective over any continued period, it must be honest in its representations. An inferior product extolled in extravagant and exaggerated fashion can be disposed of for a time through advertising, but not for long. The duration depends solely on the length of time it takes the buying public to become acquainted with the deception. Too much emphasis cannot be placed upon quality, dependability and truthful exploitation. Price is a factor, of course, in creating demand, but the public is always willing to pay a fair price for a meritorious article. What it particularly objects to is paying a long price for a poor article."

Mr. Sherman defined news as whatever proves interesting to the public. He said that news always gives publicity and that it frequently does give advertising quite beyond price to buy.

"There is one very essential difference, however, between news and advertising," he pointed out. "The public is willing to pay to get the news—not all that it ought to pay, perhaps, but at least something. Advertising, on the other hand, is something for which the advertiser himself must pay in order to get information to the public."

In touching upon the inter-relation between publicity, advertising, news and propaganda, Mr. Sherman said that they are at times so intimately related that it is quite impossible to unscramble them.

"Because there is no medium of publicity so important as the newspaper, it is of the utmost concern to the public that the publicity be truthful to the best of the newspaper's knowledge and belief. And it is just as important that the paid advertisements should be truthful. Nothing is more interesting in all the world than facts and an advertisement that presents the facts interestingly has tremendous pulling power," he concluded.

The INDIANAPOLIS NEWS

Radio? Of Course!

The Indianapolis News has long published radio news with a special radio department.

This is but in keeping with the progressive policy of The Indianapolis News to serve its readers better.

The largest circulation of any newspaper, daily or Sunday, in Indiana is the result.

FRANK T CARROLL
Advertising Manager

Chicago Office
J. E. Lutz
The Tower Bldg.

New York Office
Dan A. Carroll
110 E. 42nd St.

"More than a Million for More than a Year"

The average net paid circulation of the Chicago Sunday Herald and Examiner for the six months ending March 31st, was

1,120,294

This is the highest record ever attained by any American newspaper. It is the peak of a record that has been maintained at "more than a million for more than a year."

The vast army of readers who have contributed to this achievement are a prosperous class, a discriminating class for they pay more for the Chicago Sunday Herald and Examiner than they would have to pay for another newspaper.

National advertisers have the benefit of this Niagara of sales power at the lowest milline rate of any Chicago newspaper, daily or Sunday—in fact of any newspaper rate of standard record.

The advertising message of any manufacturer of a meritorious product, printed more than a million times in a single issue, placed in over a million homes, and read by more than three million people, will naturally be translated into sales.

THE CHICAGO SUNDAY

HERALD AND EXAMINER

ENTIRE N. E. A. RICHMOND CONVENTION PROGRAM ANNOUNCED

Sessions of Fortieth Annual Meeting to Be Held in Jefferson Hotel Auditorium, June 1-3—Sightseeing Tour Follows Adjournment

THE complete program for the annual convention of the National Editorial Association at Richmond, Va., June 1-3 has been announced. Sessions will be held in the Jefferson Hotel Auditorium.

The program follows:

MONDAY, JUNE 1.

MORNING SESSION, 9:30 O'CLOCK

Invocation, Dr. J. M. Howland, editor, *Richmond Christian Advocate.*

Address of welcome, Commonwealth of Virginia, Gov. E. Lee. Trinkle.

Address of welcome, City of Richmond, Mayor J. Fulmer Bright.

Address of welcome, Virginia State Chamber of Commerce, Dr. J. H. Smith, president.

Address of welcome, Richmond Chamber of Commerce, J. Scott Parrish, president.

Address of welcome, behalf Virginia Press Association, Paul Scarbourough, *Tidewater News,* president.

Response, George W. Marble, president, National Editorial Association, and editor, *Fort Scott* (Kan.) *Tribune-Monitor.*

President's Annual Address, George W. Marble.

Appointment of committees; Audit Credentials, Necrology, Resolutions, Officers, Reports, Nominations.

Report of Executive Secretary, H. C. Hotaling, St. Paul, Minn.

Report of Treasurer, W. W. Aikens, *Franklin* (Ind.) *Daily Star.*

"Future Print Paper Supplies," R. S. Kellogg, News Print Service Bureau, New York.

"Question Box."

12:45 p. m. adjournment for luncheon.

AFTERNOON SESSION, 2:15 O'CLOCK

"The Wider Field of Journalism," James Wright Brown, secretary, World Press Congress and publisher, EDITOR & PUBLISHER.

"Making the Newspaper a Success," Arthur Bonnet, president Bonnet-Brown Corporation, Chicago, Ill.

"Greetings from the Far East," Hon. Edward Brodie, Past-President; United States Minister to Bankok, Siam.

"Weekly and Daily Journalism," Mrs. Lee J. Rountree, *Bryan* (Tex.) *Daily Eagle.*

"Question Box."

4 p. m. adjournment for trip to Petersburg, Va.

TUESDAY, JUNE 2.

MORNING SESSION, 9:30 O'CLOCK.

Invocation, Dr. R. H. Pitt, editor, *Richmond* (Va.) *Religious Herald* (Baptist).

Musical Number, Hiram L. Williamson, Springfield, Ill.

"A Woman's Experience with the Daily Newspaper," Mrs. Edith Susong, *Greeneville* (Tenn.) *Democrat-Sun.*

"Making the Country Weekly Prosperous," B. B. Cozine, *Shelbyville* (Ky.) *News.*

"Government Envelope Legislation," Ross P. Andrews, vice-chairman, treasurer, Envelope Legislation Committee.

"Second Class Postage Rates—from the Country Publishers' Standpoint," Ole Buck, Field Manager, Nebraska Press Association, Harvard, Neb.

12:45 adjournment for luncheon.

AFTERNOON SESSION, 2:15 O'CLOCK

Musical Number. To be supplied.

"How the N. E. A. Can Extend National Advertising," James O'Shaughnessy, American Association of Advertising Agencies, New York.

"Free Publicity; Has it Made You Rich?" Wil V. Tufford, secretary, Inland Daily Press Association, Clinton, Ia.

Report of Committee on Code of Ethics, William Southern, Jr., Independence, Mo.

Report Legislative Committee, Wallace Odell, Tarrytown, N. Y.

4 p. m. adjournment for trip to Ashland, Va.

WEDNESDAY, JUNE 3.

MORNING SESSION, 9 O'CLOCK SHARP.

Invocation, Dr. W. S. Campbell, editor *The Presbyterian of the South,* Richmond, Va.

"The American Newspaper Publishers Association and Its Purposes," John Stewart Bryan, vice-president, American Newspaper Publishers' Association, and editor, *Richmond* (Va.) *News-Leader.*

"Good-Will Advertising," Richard D. Hebb, Public Relations Department, Swift & Co., Chicago, Ill.

"A National Newspapermen's Home," George Hosmer, past-president, National

Presentation of Loving Cups: Best Editorial Association, Fort Myers, Fla. Editorial Page, Best Community Service, Best Front Page.

Presentation of Louisiana Chest, New Orleans Association of Commerce, New Orleans, La.

Report Advertising Committee, Herman Roe, Northfield, Minn., chairman.

Report Committee on Resolutions and other committees.

Selection of next place of meeting.

Election of officers.

1. p. m. adjournment for luncheon to be tendered at News-Leader Building, and tour of battlefields.

8 p. m. Banquet tendered by Richmond Chamber of Commerce and City of Richmond.

Following adjournment, members will make a sightseeing tour to places of historic interest in Virginia.

Fight Billboard Ban

The Weber Poster Advertising Service, Inc., which has been refused permits to erect billboards in Duluth, Minn., by the city council of that city has taken the matter into the state courts. The city council of Duluth adopted a resolution to the effect that billboards "are a menace to public safety" and ordered that further permits for their erection should be refused. The order has been in effect since July, 1925, the Weber Poster Advertising Service, Inc., claims.

The advertising firm claims in its appeal to the courts that the billboards that it has erected "have never blown down, are not dangerous and no one has ever suffered injury or damages from the billboards."

Daily Celebrates 21st Year

The *Boston Evening American* recently passed its 21st birthday and recalled some of its early history. The first issue of the paper was of 24 pages and carried more than 100 columns of advertising. The presses were started by a button pressed by Gov. Bates at the State House. James W. Reardon, at present managing editor of the *Boston Daily Advertiser* was the first city editor of the Boston American.

Governor Signs Newspaper Bill

Governor M. E. Trapp of Oklahoma, has approved an act of the state legislature authorizing a newspaper to change its name without losing its status as a legal publication.

Maine Planning to Advertise

Maine residents are preparing to carry out plans recently mapped out at a conference called by Gov. Ralph D. Brewster for advertising the state particularly as a summer resort. It is planned to use newspaper space in various parts of the country. Gov. Brewster told the people at the conference that Maine residents of St. Petersburg, Fla., were to place at their own expense a full page advertisement in a Florida paper describing the beauties of Maine and inviting the winter as well as the permanent residents of Florida to visit the state this year.

HEARST CENTRALIZES BOSTON MANAGEMENT

Executive Control of Morning Advertiser, Evening American and Sunday Advertiser Consolidated Under Andrews

Consolidation of the executive managements of William Randolph Hearst's three Boston papers, the *Morning Advertiser, Evening American* and *Sunday Advertiser,* was effected last week. There will be no change in the physical properties and the individual papers will retain their identities.

Under the consolidation Barrett Andrews, publisher of the *Boston American,* becomes publisher of the three papers. Edward R. Mahoney, who came to the Boston American as managing editor from the *Chicago American* in January, will be managing editor of the trio, while James T. Williams, Jr., who recently went from the *Boston Transcript* where he was managing editor, to the American, will be editor.

John Fitzpatrick has been appointed assistant managing editor, in active charge of the American, while James Riordon will be assistant managing editor in charge of the tabloid edition of the Advertiser. John Gowan will be the editor of the Sunday Advertiser. Mortimer Berkowitz, advertising manager of the Advertiser, is advertising director of the three papers. M. S. Lunn will be circulation manager, which post he held on the American.

Edgar D. Shaw, former publisher of the Advertiser, will go to New York to do special work for Arthur Brisbane, it is announced. T. V. Ranck, managing editor of the Advertiser, will be transferred to another Hearst paper.

The consolidation was the result of a conference in Boston last week attended by William Randolph Hearst, Arthur Brisbane, Barrett Andrews, Edward R. Mahoney, Edgar D. Shaw, T. V. Ranck and other executives, and was effective at once. The tabloid edition of the Morning Advertiser will be retained, it is announced. Although the consolidation will necessitate a slight reduction in the circulation department, where duplication of effort existed, no reduction will be made in the editorial or advertising staffs, according to Managing Editor Mahoney In fact the editorial and photographic personnel will be increased, it is stated. Special effort will be made to still further increase the circulation of the Sunday Advertiser, it was stated.

Rochester's German Daily Celebrates

The *Rochester Daily Abendpost,* German language newspaper, issued a special edition May 2, celebrating the 75th anniversary of the establishment of the German language press in Rochester. Julius W. Stoll is president of the Rochester German Publishing Company, publishers of the Abendpost. Mr. Stoll founded that newspaper in 1882. All of the Rochester German dailies were subsequently merged with the Abendpost in 1902.

Sporting Editor Passes Bar Exam

Charles B. Coppen, for 20 years a member of the staff of the *Providence* (R. I.) *Journal and Bulletin,* and for the last seven years sporting editor of the Journal, has passed the examinations of the Rhode Island Bar and formed a partnership for the general practice of law under the firm name of Davis and Coppen. Mr. Coppen will continue his work with the Journal for the present.

Murderess Confesses to Girl Reporter

Through her kindly attentions and persistent efforts, Miss Maureen McKernan, reporter for the *Chicago Tribune,* last week obtained from Mrs. Anna Cunningham, in a cell at Crown Point, Ind., a confession that she had murdered three of her children by spreading arsenic on their bread. The Associated Press credited Miss McKernan and the sheriff jointly with obtaining the admission of guilt.

"Our Ludlows give the display face we want when we want it"

Says Dennis J. Daly, Composing Room Foreman, Elmira Star-Gazette, Inc.

"IT gives me pleasure to endorse the Ludlow as an asset to any office where variety is demanded and speed and convenience are necessary. We have found that our two Ludlows give us the display face we want when we want it and we are never out of sorts. These machines give us true, clear, uniform faces, solve the distribution problem with an actual saving of time and in every sense improve conditions in our composing room. Having used Ludlows with complete satisfaction for so long a time I cannot conceive how a busy shop can well get along without them."



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

San Francisco: 5 Third Street
Boston: 261 Franklin Street
New York: 63 Park Row
Atlanta: 41 Marietta Street

LUDLOW QUALITY COMPOSITION

The Sun Supreme
in
National Advertising

New York Evening Newspapers

For the first four months of 1925, The New York Sun leads the second New York evening newspaper by more than a quarter of a million lines in National Advertising.

During this period The Sun has published more than a million and a quarter lines of National Advertising and has had a gain of more than a quarter of a million lines in this classification—a larger gain by over one hundred thousand lines than the second evening newspaper.

Among the six-day newspapers of the United States, The New York Sun was fourth in volume of National Advertising during the year 1924.

The Sun does not accept any advertisement that would injure the confidence of its readers in reputable advertising or that would be likely to cause Sun readers money loss, injury to health or morals, or that would be otherwise inconsistent with The Sun's rigidly constructive advertising policy. All advertisements offered to The Sun must comply with standards set up for the protection of its readers.

The Sun is an independent, vigorous, sane and clean newspaper that is productive to the advertiser because its readers have confidence in its news and advertising pages.

The Sun

280 BROADWAY NEW YORK

EDITORIAL

TEXAS

ORGANIZED advertising this year honors Texas with the twenty-first annual gathering of the Associated Advertising Clubs of the World, meeting next week at Houston. The host which last year assembled in stately, ancient halls of London, in the presence of royalty, now turns to an American commonwealth of five million souls, living in the midst of modern plenty, on soil of inexhaustible resource and imbued with a winning spirit of youth and driving progress.

The advertising men who go to Houston are individuals to appreciate Texas—the romance of her incredible commercial and industrial development under hands that truly valued the foundations laid by Stephen Fuller Austin and Sam Houston and their hardy descendants. How magnificently has man wrought the changes! The savagery of the aborigine, the imperialism of old England, France and Spain, the tyranny of Mexico, the brutality of pioneer life, the armed man on horseback, the stubborn wilderness stretching over 265,896 square miles—these are the background shades of today's brilliant setting of human happiness, prosperity, activity, in a field so rich and promising that it has few rivals under the sun.

The vast majority of Texas people are native white, and they control government, business and the social life. Two-thirds are dwellers of the rural districts. Every man of family is guaranteed the right to possess a home, and the tools of a work-a-day life, exempt from any form of legal taxation. Texas provides lavishly for the education of her youth. The per capita state allowance for education is $15 per annum. That does not include supplemental taxes levied by districts and cities. Her love of religion, art and learning is evidenced by the magnificence of the architecture of her places of worship, public buildings, libraries and homes and the preservation of the beautiful relics of ancient civilization. The Rice Institute, which the advertising delegates will visit, is being built and maintained out of a $10,000,000 fund and is dedicated to the advancement of letters, science and art.

Texas' budget is the 19th in the list of states. The assessed valuation of her realty exceeds two and a quarter billions. Her net state debt is less than $5,000,000. Her marvelous bank resources are indicated in the statistics elsewhere shown in this issue of EDITOR & PUBLISHER.

Of 168,000,000 acres of Texas soil more than 67 per cent is farm land, 28 per cent improved, worth four and a half billions of dollars, which is the third valuation of farm property among the states. Texas leads all states in the value of farm products, the latest official figure being $1,119,000,000.

Cotton is the leading crop, being nearly 40 per cent of all the cotton produced in the United States. Corn, oats, wheat, barley, rice, peanuts, hay, sorghum and a great variety of fruits and other farm products swell the rich annual yield of the state.

Texas is rejoicing as this is being written because of sousing Spring rains, the forerunner of bumper yields.

No longer does the Texas cowboy ride whooping into town on his mustang, except in the movies. "Down home" he rides to the village in a motor car and he and his fellow citizens buy at the rate of 14,047 new cars per month. Automobile owners in Texas contribute $11,000,000 annually to construct and maintain good roads.

Nothing is so surprising to the eye of the visitor as the "forests of oil derricks" at nearly 20,000 wells. Texas produces more than 160,000,000 barrels of petroleum per year, a gush each day valued at approximately $700,000. This is one-seventh of the world's supply. The value of oil-producing, transporting and refining properties within Texas is estimated at $750,000,000. This includes 72 refineries, handling half a million barrels of crude oil per day, coming from the United States, Mexico and South America. Oil has been produced from the breast of Texas for 60 years and the treasure that still exists beneath her surface is beyond calculation.

Sulphur, coal, lignite, clay products, asphalt, cement, natural gas, limestone, salt, granite, mineral waters, quicksilver, lime, plaster, lead, fuller's earth, silver and small quantities of gold are other mineral resources.



ISAIAH

CHAPTER XIV. 25.

That frustrateth the tokens of the liars, and maketh diviners mad; that turneth wise men backward, and maketh their knowledge foolish.

The chief supply of helium gas, which may some day give all mankind a ride in the clouds on heavier-than-air craft, is supplied by this state.

The material facts concerning every important community in the Lone Star State are furnished in other pages of this issue. The newspaper and advertising statistics are also revealed for the benefit of the representatives of big business who attend this convention or stay at home, but who must, wherever they may be, reckon with this huge state which challenges the admiration of the world for its civic triumphs and material power. No business man making the trip to Houston can fail to receive new inspiration from fresh impressions of America's greatness. From the tropical Rio Grande to the softly chilling hills of the Upper Panhandle your Texan and his wife value the amenities and hospitality is a grace never neglected. Houston and the circle-tour cities will give the apostles of advertising warm welcome.

If the product is so good for newspapers why don't ordinary press agents sell this stuff at space rates and extraordinary "public relations experts" levy substantial flat rates for their one-eyed authorship.

BUSINESS IS GOOD

PRODUCTION in basic industries in March was as large as at any time in 1924. Distribution of merchandise, both at retail and wholesale, was in greater volume than a year ago. Sales in department stores and through mail order houses slightly decreased. The volume of bank loans and investments continued at a high level during the five-week period ended April 15. Wholesale prices of most commodities declined somewhat in March but owing to an advance in food prices, particularly meats, the general price level remained practically unchanged.

These business facts were given out this week by the Federal Reserve Bank, of New York. There had been a report in advertising circles that business conditions were less favorable than a year ago, but there appears to be no basis for such talk.

May 9, 1925 Volume 57, No. 50

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett . *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
Pacific Coast Office: Room 201 Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond, representative.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

PHILADELPHIA IN 1926

MANY years have gone toward preparations inc dent to the dignified presentation of Philade phia's invitation to the Associated Advertisir Clubs of the World to make that city the scene organized advertising's international convention 1926.

As soon as civic leaders began to discuss possibiliti of a Sesquicentennial Exposition, celebrating the 150 anniversary of the Declaration of Independence, a vertising men in the city William Penn founded start to make arrangements for including a representatic of modern advertising in the celebration plans. Thu the bid is to be made on behalf of Philadelphia the Houston meeting.

The Poor Richard Club of Philadelphia, one of tl largest advertising organizations within the A. C. W., has formulated a powerful argument to tu the feet of the advertising pilgrims towards Philade phia. Sentiment also enters into this call. "Come *your* Philadelphia," the Club's invitation reads. "Phi adelphia, as the birthplace of your nation, belongs you as well as to us, who live within its boundaries "Philadelphia in 1926!"

When Philadelphia calls she means it.

A BROKEN ARM

BUREAUCRACY has driven publicity out of t back door of the Federal Trade Commissic Now watch masked men climb through the wi dow. The new rules make it possible for any sma lawyer to patch up any kind of trade villainy. Wit out publicity the commission is nothing that any cc rupt business need fear. One of the strongest leg arms that has even been extended to protect hon commerce has been broken.

Advertising men do not join the chorus of thank giving. Advertising men are on record for "truth and all that goes with truth, and no truthful trader h ever needed to fear the Federal Trade Commission its publicity.

Newspapers cover Texas!

ORNAMENTING JOURNALISM

THE investigating reporter came into full recc nition in the Pulitzer prize awards for 1924, a EDITOR & PUBLISHER rejoices therein.

Two youngsters, Alvin Goldstein and J. W. Mulr who wear black hats pulled down over the left e and take assignments seriously, by unanimous conse of the jury received $1,000 for the best example a reporter's work for their service, while in the empl of the *Chicago Daily News*, in assisting the authorit to solve the Robert Franks murder mystery.

There are two schools of thought on this subje those who believe that the function of a newspap should merely be that of recording the news as it found, and those who hold that a newspaper is institution actively devoted to the welfare of the publ

If Messrs. Goldstein and Mulroy had gone out an office where the former policy was in operati they would have contented themselves with pol hand-outs.

Coming from the enterprising Chicago Daily Nev with certain knowledge that the city editor of th newspaper expected something better from them th work that a bright office boy might do, they tackl the job man-fashion and their shrewd investigation l to the establishment of the crime of murder, identific tion of the remains, prevention of a ransom payme and a statement and clews which positively connect Loeb and Leopold with the atrocity for which th were later convicted.

Would a public official be honored for playing su a part in a public cause? Indeed, he would be hero. The two newspaper reporters are more her in the role, because they worked without the adva tages of police authority. The newspaper which e ployed them to thus serve the public interest h established a new bond of confidence among the peo who read it. It is something more than a blotter current events. It is a factor in the great soc order that makes American life rank at the top civilization.

PERSONALS

WILLIAM RANDOLPH HEARST took lunch with President Coolidge at the White House, May 2.

Edward H. Butler, publisher of the *Buffalo Evening News,* has been elected vice-president of the Ellicott Club of Buffalo, the holding company of the property of the Buffalo Athletic club.

E. Lansing Ray, publisher of the *St. Louis Globe-Democrat,* attended a meeting of the University of Missouri board of curators in Kansas City April 28. Mr. Ray is a member of the board.

H. R. Swartz, president of the Intertype Corporation, New York, sailed on the Leviathan Saturday, May 2, on a business trip to England and Germany. He expects to return on the Mauretania, leaving England June 13.

Thomas Rees, publisher of the *Springfield* (Ill.) *State Register,* and Mrs. Rees have returned after a three months tour of India and Europe. In Bombay they met John Harrison, publisher of the *Danville* (Ill.) *Commercial-News,* and his mother.

C. S. Murray, publisher of the *Liberty* (Mo.) *Advance,* will take a vacation this summer after completing a record of 50 continuous years with the paper.

Mrs. Constantia Trussell, wife of Editor E. S. Trussell, of the *Canby* (Minn.) *News* is in the East visiting her son, E. H. Trussell, of the *New York World,* and her nephews, Percy Trussell, on the city desk of the *New York Daily Graphic* and Prescott Trussell, city editor of the *Baltimore Sun.*

James Kerney, principal owner of the *Trenton Times,* returned recently from a vacation in Asheville, N. C.

Crombie Allen, past president of the Southern California Editorial Association, and the editor of the *Ontario* (Cal.) *Report,* is on a cruise around the world.

Justus Craemer, publisher of the *Orange* (Cal.) *News* has been appointed to the State Agricultural Committee.

Arthur Capper, Kansas publisher and United States senator, addressed the Poor Richard Club of Philadelphia, May 1.

Robert Lincoln O'Brien, editor of the *Boston Herald,* gave an address on "Presidential Kaleidoscopes" before the Radcliffe Alumnæ Association of Boston last week.

IN THE BUSINESS OFFICE

LLOYD SPENCER, of the advertising department, *Seattle Post-Intelligencer,* and president of the Pacific Coast Advertising Clubs Affiliation, spoke April 29, before the San Francisco Advertising Club.

Rex E. Perkins, secretary of the *Le-Roy* (N. Y.) *Gazette-News,* who has been ill for some time, has gone to Saranac Lake to spend the summer.

Mrs. Rosalie Fowler has been appointed advertising and circulation manager of the *Tustin* (Cal.) *News.*

Art Brown, former advertising manager of the *Rapid City* (S. D.) *Daily Journal,* has joined the editorial staff of *The Nation's Business,* at Washington, D. C.

R. A. Ward, manager of the *Lexington* (Mo.) *Advertiser,* is now manager and editor of the *Lexington News.*

P. A. Butler has been appointed advertising manager of the *St. John* (N. B.) *Telegraph-Journal* and *Times-Star,* both daily newspapers published in St. John, N. B. He had previously published a monthly styled *The Clark and Maritime Salesman,* in St. John.

Charles S. Walsh, for the past year advertising manager of the *Oswego* (N. Y.) *Times,* has joined the staff of the *Binghamton* (N. Y.) *Sun,* with which he was formerly connected for five years.

IN THE EDITORIAL ROOMS

E. C. LOWREY has succeeded Hugh F. Eames as editor of the *Warren* (Pa.) *Daily Tribune.* Mr. Eames has purchased the *Clairton* (Pa.) *Progress,* a weekly.

Edwin J. Seifrit has joined the staff of the *Milwaukee Sentinel.*

Pelham A. Barrows is now the editor of the *Huntington Park* (Cal.) *News.* He is a Nebraska newspaper man and former lieutenant-governor of that State.

R. C. Franklin, news editor of the *Visalia* (Cal.) *Delta,* has resigned.

Mrs. Julia Blanshard, feature writer on the *San Diego* (Cal.) *Sun,* with her husband, Paul Blanshard, is leaving for a world tour.

Miss Ruth Haverton Brown, winner of a personality contest conducted last summer by the *Trenton Times,* is now a reporter for that newspaper.

W. J. Gresham, for many years editor of the *Lexington* (Mo.) *News,* has resigned to practice law.

Owen Moon Jr., formerly connected with the *Trenton Times,* and Mrs. Moon, recently returned from a tour of Southern Europe and Egypt.

Fred L. W. Bennett, commercial writer and correspondent of Salt Lake City, has gone to the hospital for a minor operation.

R. G. Grassfield, former editor of the *Cedar Rapids* (Ia.) *Republican,* has left for Jacksonville, Fla., where he will become field secretary for the Florida Association of Real Estate Boards.

Paul Dansingberg, editorial writer for the *Minneapolis Journal,* has been appointed state librarian of Minnesota, by Gov. Christianson.

Ben Samuelson has rejoined the *Salt Lake City Telegram,* as head of copy desk. He succeeds Emerson Bower, who has gone to Chicago.

Maurice Henle has resigned from the staff of the *St. Louis Times.*

Charles E. Meck, formerly of Harrisburg, Pa., has joined the *Hagerstown* (Md.) *Daily Mail* staff, succeeding Miss Betty M. Snyder, resigned.

Miss Lenore K. Downey, of the reportorial staff of the *San Diego* (Cal.) *Union,* has left for a six months' stay in southern Europe.

Thomas Horgan, of the *Boston American* day rewrite battery, has been made night city editor.

James O'Connell, formerly on the *Boston Post* city staff, is now Bangor, Me., correspondent of the Boston Post and *Boston American.*

Clayton Young has joined the *Boston American* day rewrite staff, coming from the *Philadelphia Inquirer.*

Miss Dora Stautner, society editor of the *Wilmington* (O.) *News-Journal,* is recovering from an operation.

Wilbur Lewis, reporter for the *Cleveland Times,* will leave within the next two weeks for Tampa, Fla., to join the copy desk of the *Tampa Tribune.*

John Wharton Foster, feature writer for the *Cleveland Press,* has returned, after an extensive tour of the province of Ontario, Can., to get feature stories for his paper.

Robert Creighton has joined the city staff of the *Springfield* (Mass.) *Republican.*

James Burke, sporting editor of the *Brockton* (Mass.) *Enterprise,* and Mrs. Burke are receiving congratulations upon the recent birth of a son.

William Welpley, formerly assistant news editor of the *Philadelphia Record,* has joined the copy desk of the *Boston Herald.*

Robert Vinning, formerly of the *Philadelphia Inquirer,* has joined the Cambridge edition staff of the *Boston American.*

Raymond Washburn, son of Rev. Robert Washburn, former editor of the *Burlington* (Vt.) *Press,* has joined the staff of the *North Adams* (Mass.) *Herald.*

David Marsh, of the Cambridge edition of the *Boston American,* has been transferred to the Merrimack valley edition office at Lowell.

Jerry Lyons and Edward Moriarty have been transferred from the city staff of the *Boston American* to the Cambridge edition office.

FOLKS WORTH KNOWING

BEGINNING his newspaper career on a little weekly paper in his native town, Columbia, Mo., when he was still in his "teens," J. P. Baumgartner, editor and general manager of the *Santa Ana* (Cal.) *Daily Register,* has achieved signal success. He went to California in 1877 and has aided in building up four daily newspapers, the *Riverside Press,* the *Pasadena Star* (now the *Star-News),* the *Long Beach Press* (now the *Press-Telegram*) and the *Santa Ana Register.*



J. P. BAUMGARTNER

The Register, which Mr. Baumgartner still owns and manages, is published in a town of less than 30,000 population, situated within 35 miles of Los Angeles. For the past ten years (with the exception of 1922 and 1923) it has been the only daily paper published in Santa Ana, the county seat of Orange county.

The Register is a standard eight-column paper of 16 to 28 pages, with full U. P. and N. E. A. services.

Almost without a break for twenty-five years, Mr. Baumgartner represented California in the National Editorial Association, and is a past president of that association, having been elected to its presidency at New Orleans in 1908. He had always been and is still active in State Editorial Association work, having served five years as president of the Southern California Editorial Association.

CHANGES OF OWNERSHIP

J. S. FARQUHAR, of Cedar Rapids, Ia., has taken over the *DeWitt* (Ia.) *Observer,* succeeding George H. Schaaf. Roy W. Childress will be local manager. No other changes in the staff will be made.

Wallace E. Sherlock, St. Paul, has acquired the *Vinton* (Ia.) *Eagle,* succeeding E. A. Murphy. Mr. Murphy will devote his entire time to his *Iowa Magazine.*

Virgil A. Wyatt, recently on the reportorial staff of the *San Diego* (Cal.) *Sun,* has purchased from Paul Samuelson the *Oxnard* (Cal.) *Daily Tribune.* Mr. Wyatt was formerly with the *Kansas City* (Mo.) *Journal-Post,* the *St. Louis* (Mo.) *Star* and the *St. Louis Globe-Democrat.*

Eugene Maupin has purchased the *Brevier* (Mo.) *Appeal,* and will move it to Clarence, Mo., where he will publish it at the *Clarence Independent.*

W. B. Jones, owner of the *Pierce City* (Mo.) *Leader Journal,* has sold the paper to F. L. Gillespie.

Fred K. Dix, of Marion, O., has purchased the *Prospect* (O.) *Monitor* from F. C. Schumaker and will take possession June 1. Dix formerly was a reporter on the *Marion Star,* which was owned by the late President Harding.

HOLDING NEW POSTS

JAMES H. WOOLLEY, from reporter *Salt Lake City Telegram,* to *Salt Lake City Tribune.* He is succeeded by Harvey Hancock who has been on the sports staff.

Cecil C. Moyer, from city desk, *San Diego* (Cal.) *Sun,* copy desk, *San Diego Union.* His place on the Sun has been taken by Sam Jackson, formerly on the Sun's reportorial staff.

Humphreys F. Wood from editorial staff, *Batavia* (N. Y.) *News,* to *Buffalo Times.*

Miss Louella M. Perry, from *San Diego* (Cal.) *Sun,* to society reporter, *San Diego Union.*

James Wines, from City News Bureau, Chicago, to staff, *Chicago Herald and Examiner.*

J. P. Wolfson, from City News Bureau, Chicago, to staff, *Chicago Evening Post.*

Robert Akers, from City News Bureau, Chicago, to staff, *San Antonio* (Tex.) *Express.*

MARRIED

MISS MARY CHEAIRS, society editor of the *Wilmington* (Cal.) *Daily Journal* to Albert W. Scherer, recently.

Andrew R. Boone, formerly on the staff of the *San Diego* (Cal.) *Sun,* to Miss Edythe G. Bayliss of Los Angeles, recently.

Edward W. Scannell, sporting editor of the *Worcester Evening Post,* to Miss Marion C. Power, of Worcester, Mass., last week.

SPECIAL EDITIONS

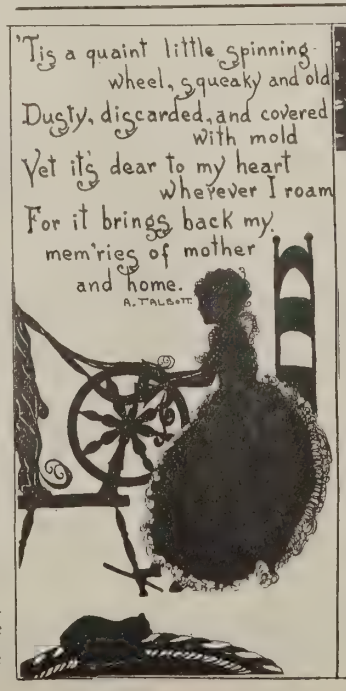
CHATAM (ONT.) DAILY NEWS, 28-page Motor edition, April 25.

Columbus (O.) *Dispatch,* third annual Home Complete Exposition edition, April 19.

Longview (Wash.) *Daily News,* 32-page second anniversary edition, April 10.

St. Paul Daily News, 12-page "Better Homes" number, April 26.

South St. Paul (Minn.) *Daily Reporter,* "Buy in South St. Paul" number, April 30.



Silhouette Sentiments

THE Louisville Post, the Buffalo Star and the Spokane Chronicle are among the first papers to sign up for this Central Press Association discovery, surely the most beautiful feature ever offered to editors. In a one-column cut, four inches deep, it is a daily feature of inevitable appeal to all classes of readers. Nothing like it has ever been available to newspapers before. The entrancing silhouettes will attract the children; and adults will find in both the drawings and lovely verses inspiring relief from the cares of the day. Here's a FEATURE you can be proud of. Wire now for proofs and prices.

THE CENTRAL PRESS ASS'N.
CLEVELAND, O.

Hibbing (Minn.) *Daily Tribune,* Rotarian Section, 10-pages, April 23.

Omaha World-Herald, a 64-page Progress edition, April 30.

Newark (New York) *Courier,* 28-page special edition celebrating the 100th anniversary of Arcadia, N. Y.

Lankershim (Cal.) *Press* a special Progress edition, showing the growth and development of the San Fernando Valley.

PRESS ASSOCIATION NOTES

CARL WITHAM, of Pittsburgh, has been stationed at Hagerstown, Md., to operate the Associated Press leased wire for the Herald, succeeding William F. Catter who is now vacation relief operator.

Joseph F. Hearst, formerly of the *Kansas City Star* and the *St. Joseph* (Mo.) *News-Press* has become assistant bureau manager of the International News Service in Kansas City.

WITH THE SPECIALS

FRANK G. ERSKINE has joined the New York office of Cone, Hunton & Woodman, Inc., publishers' representatives, as a solicitor. Mr. Erskine is a son of Frank L. Erskine, advertising manager of the W. L. Douglas Shoe Company, Brockton, Mass.

Howland and Howland, publishers' representatives, on May 1, moved to new and larger quarters in the new Equitable Life Building, New York.

Thomas F. Clark, Inc., publishers' representatives, have moved to new offices in the Greely Arcade Building, 128-136 West 31st street, New York.

Frost, Landis & Kohn, publishers' representatives, have occupied new offices at 250 Park avenue, New York. The firm was formerly located at 225 Fifth avenue.

F. L. Sparks, who has been with the Los Angeles office of the Kimball-Mogensen Company, publishers' representatives, has been transferred to the San Francisco office. The company has obtained the representation of the *Merced* (Cal.) *Sun-Star.*

ON THE MECHANICAL SIDE

WILLIAM BROWN, formerly a compositor with the Curtis Publishing Company, of Philadelphia, is now employed on the mechanical staff of the *Atlantic City* (N. J.) *Ventnor News.* L. K. Johnson, formerly of the *Philadelphia Daily News,* has also joined the *Ventnor News* mechanical staff.

SCHOOLS

HOWARD PAYNE COLLEGE of Brownwood, Tex., was chosen as the 1926 meeting place of the Texas Intercollegiate Press Association and Millard L. Cope, of that institution was elected president at the annual meeting of the organization recently at the College of Industrial Arts, Denton. Fifty college editors and staff members from 20 colleges attended. William Allen White, editor of the *Emporia* (Kan.) *Gazette,* addressed the meeting.

Ninth annual short course for country newspaper editors of Minnesota was held May 7 to 9 at the University Farm at Minneapolis. Addresses were made by G. L. Caswell, field secretary of the Iowa Press Association; C. C. Campbell, editor of the *Ellendale Eagle;* J. B. Bushnell of Minneapolis and James Paige of the University college of law. Other speakers included Governor Theodore Christianson, himself an editor, Professor T. A. Sorokin and Dean W. C. Coffey of the university and the Rev. Roy L. Smith of Minneapolis, syndicate feature writer.

Students of the Department of Journalism at the University of Kansas, edited the *Kansas City Kansan,* Friday, May 8.

A convention of editors of campus newspapers and magazines at Wisconsin colleges and universities was held at Campion college, Prairie Dy Chien, Wis., Wednesday and Thursday, May 6 and 7. Speakers at the various sessions were: Prof. W. G. Bleyer, director of the course in journalism at the University of Wisconsin; G. Vaux Bacon, editor of the *Rotarian Magazine,* Chicago; Walter Belson, Marquette university, Milwaukee; Joseph Morris, Ripon college, Ripon; and Miss Jane Maline, St. Mary's college, Prairie Du Chien.

ASSOCIATIONS

ASSOCIATION of Young Advertising Men, New York, will hold its annual spring dance May 15, in the club rooms of the Cafe Boulevard. John Hammann is in charge of arrangements.

Detroit Adcraft Club elected Ward Marsh of McKinney, Marsh & Cushing, Inc., president at the annual election last week. He succeeds Walter K. Towers, advertising manager of the Paige Motor Car Company. Ralph Yonkers, advertising manager of the J. L. Hudson store, was elected vice-president; Robert Thien, of Theodore F. MacManus Company, secretary; Elmer P. Grierson, of the *American Boy Magazine,* treasurer.

Chicago Advertising Council elected the following officers April 30: Homer J. Buckley, president; John H. Logeman, G. Raymond Schaeffer, vice-presidents; Paul Van Auken, secretary.

Parliamentary Press Gallery, Ottawa, held its annual dinner on April 25. It was attended by the Governor-General, Baron Byng, the Premier, the two opposition leaders and many members of the Cabinet and Parliament.

Newspapermens' Association of Greater New York and Vicinity will hold its 19th annual outing May 25, 26, 27. The party, which is limited to 60, will go up the Hudson by boat to Saugerties. From that point an automobile trip through the Catskills will be made. The return trip will be made by boat May 27.

FLASHES

Even if women do have more sense than men, a man never has to wonder if his knees are showing.—*Columbia Record.*

The woman who says all men are alike should marry the man who says he understands women.—*Toledo Blade.*

The more dishwater a wedding ring sees the longer it seems to last.—*Columbia Record.*

Woman's intuition isn't so impressive when she is deciding which way to turn in traffic.—*Rochester Times-Union.*

A Missouri man was shot as he reached for his hip pocket. If it was some of the modern article, the shooter probably will plead self-defense.—*Detroit News.*

A woman writer says that mischief causes dimples. And vice versa, sister.—*Roanoke Times.*

Mr. and Mrs. Douglas Fairbanks recently celebrated the fifth anniversary of their marriage, the movie equivalent of a diamond wedding.—*Detroit News.*

Our ships don't stay at sea but our shipping policy does.—*Norfolk Virginian-Pilot.*

The skin a woman "loves to touch" is an ermine's.—*Arkansas Gazette.*

An economist announces that the number of women bread-winners is growing constantly. No doubt there are more winning it than there are baking it.—*Detroit Free Press.*

This much has to be said for Doc Cook. He conducted the only Polar expedition that ever wound up in Leavenworth, Kas.—*Detroit News.*

Accident in Flushing this week. A man lost control of his car. He couldn't keep up the payments.—*New York American.*

ASSOCIATION CHIEFS

ONE of the few women presidents of press associations in the country is Mrs. R. L. Lord, editor of the *Wells Mirror,* recently elected president of the Southwestern Minnesota Editorial Association. It is the first time this organization has chosen a woman president.



MRS. R. L. LORD

Her address before the St. Paul convention of the Association made such an excellent impression that she was invited to speak before the annual convention of the National Editorial Association to be held in Richmond, Va., in June.

Mrs. Lord has been editor of the Mirror for several years. Her husband is an educator and at present is a member of the Minnesota legislature.

Obituary

E. G. McKEELEY, city editor of the *Peterborough* (Ont.) *Examiner,* died April 30, after prolonged illness. He had been a member of the Examiner staff for many years and city editor for past six years besides acting as local correspondent of the Canadian Press.

WILFRID H. FOLLETT, formerly golf editor on the *Boston* (Mass.) *Journal,* died at Bellevue Hospital, New York, last week.

J. HOLLINGSWORTH SNEBLY, 65, for the past 18 years an employe of the circulation department of the *Detroit News,* died at Harper Hospital, Detroit, May 1.

MRS. L. M. CRAMER, for 15 years a member of the editorial staff of the *Ann Arbor* (Mich.) *Times News* died March 28, at Nanking, China, according to messages just received in Ann Arbor.

C. B. COOK, editor of the *Myton* (Utah) *Free Press,* and one of the oldest newspaper men in the mountain states, is dead at Havana, Cuba. He had been given a leave of absence for six months from the paper.

WILLIAM G. CATES, 45, press representatives at Ottawa of the Canadian Pacific Railway, died suddenly on April 30. Starting his newspaper career on the *Ottawa Journal,* he went west and became publisher of the *Moose Jaw,* (Sask.) *News.* During the war he was connected with the Bureau of Public Information and afterwards joined the C. P. R. staff.

MRS. AGNES F. GLEASON, 71, mother of F. M. Gleason, president of the Kalamazoo (Mich.) Publishing Company., died at her home last week after a brief illness.

JAMES L. CAMPBELL, 70, founder of the *Barryton* (Mich.) *Press,* weekly, was found dead in his home at Big Rapids recently. His son, Collin Campbell, is the present owner of the Press.

THOMAS A. DAILEY, well-known among Michigan newspaper workers, died at the home of his daughter in Frankfort, Ind. Dailey was an editorial writer on the staff of the *Jackson Daily Citizen* some 40 years ago, and later purchased the *Adrian* (Mich.) *Times,* in partnership with De Witt Russell, of Jackson.

WILLIAM O. BRIGGS, 55, for 35 years associated with circulation departments of Clinton (Ia.) newspapers died April 24. At one time he published the *Clinton Advocate* which suspended in 1923. He had lately been identified with the *Clinton Herald.*

ERNEST W. WILLIAMS, 33, member of the circulation staff of the DANVILLE (Ill.) *Commercial-News,* died suddenly April 24.

FRANK Y. HALL, 50, a Philadelphia newspaper man died at his home in Charlotteville, Va., recently.

A. EMERSON PALMER, 72, formerly on the staffs of the *New York Tribune* and the *North American Review* died aboard the steamship La Bourdennais on which he was returning from an 18 months' trip in Europe.

H. S. VAN FLEET, 99, who for 65 years published the *New York Clipper,* died at his home in Yonkers, N. Y., recently.

MISS MARY CABELL RICHARDSON, for many years Kentucky society editor of the *Cincinnati Commercial Tribune* and prominent in the work of the Kentucky Society of Colonial Dames and Daughters of the Revolution, died after a lingering illness last week.

WILLIAM B. MEAD, 82, formerly publisher of the *Goshen* (N. Y.) *Democrat,* died at his home in Goshen, May 5. For many years Mr. Mead was in charge of Sousa's Band.

RALPH D. PAINE, 54, noted author and former newspaper man, died April 29, in Concord, N. H., where he was serving on the federal grand jury. His newspaper experience included work as a special correspondent in England, 1901 and 1903. In 1902 he was in charge of the *New York Herald's* crusade against the beef trust. He was associate editor of the *Outing Magazine* in 1906.

MORTIMER W. CLASGENS, 36, for several years telegraph editor on the *Washington Court House* (O.) *Herald,* died at Cincinnati, April 28, following an operation.

John C. Eastman Left $1,000,000

John C. Eastman, the late publisher of the *Chicago Journal,* left an estate showing assets of slightly more than $1,000,000, according to the inventory of the estate filed in Chicago, May 5. It consists of real estate valued at $100,000, and stocks and bonds, principally those of the *Chicago Journal,* valued at approximately $900,000.

HELLMANN'S MAYONNAISE

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Packing your grip for New York? So are we . . .

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

ALL RECORDS BROKEN

MORE Intertypes were sold during the first four months of 1925 than in any similar period of the Company's history.

Q

Standardized

INTERTYPE

TRADE MARK

Executive Offices
New York

1440 Broadway at
40th Street

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

INTERTYPE BORDER MATRICES 780-781-782

ADVERTISING AGENCY AFFAIRS

Ramsay to Start Own Advertising Agency—Doremus Joins Rudolph Guenther-Russell Law, Inc.—Owen F. Thompson Promoted

ROBERT E. RAMSAY, author of "Constructive Merchandising," "Effective Direct Advertising," and "Effective House Organs," who for the last four years has been vice-president of James F. Newcomb & Co., Inc., of New York, announces his retirement from that concern as of August 1, 1925. Shortly after that date Mr. Ramsay will head his own organization specializing in the planning and production of direct advertising and house organs.

Mr. Ramsay has for nine years been a member of the Board of Governors of the Direct Mail Advertising Association. Aside from the further statement that his new concern would be located in New York City, no additional facts could be learned at this time.

H. W. Doremus, formerly senior partner of Doremus & Morse, specialists in financial advertising, has become associated with Rudolph Guenther-Russell Law, Inc. Mr. Doremus was one of the pioneers in the development of advertising in Wall street, having been one of the organizers of Doremus & Co. in 1903 and its first president.

Owen F. Thompson has been promoted to the position of treasurer of Walz-Weinstock, Inc., Buffalo advertising agency.

Joseph F. O'Connell of the O'Connell-Ingalls Advertising agency recently addressed the Lowell (Mass.) Rotary club on the subject, "Behind the Scenes in National Advertising."

Marsh & Stephens, Chicago agency is moving from 36 South State street to the new Tribune Tower.

T. W. LeQuatte has resigned as vice-president of the Potts-Turnbull Company, Chicago.

E. M. Abbott, formerly associated with Henri, Hurst & McDonald, has joined Williams & Cunnyngham, Chicago, as a member of the research department.

Ralph D. Allum, formerly chief of the copy department of Ruthrauff & Ryan, Inc., is now with Lord & Thomas, Chicago.

John A. Dickson, secretary of Mitchell-Faust Advertising Company, Chicago, has just returned from a three months' European trip.

WHAT'S WHAT IN THE FEATURE FIELD

King Features Handling Sevier's Horse Racing Series—Irvin Cobb Signs Contract with Bell—Bret Harte's Grandson Drawing for Newspapers

KING FEATURES SYNDICATE, INC., New York, announced this week that starting May 10, national distribution would be given to O'Neil Sevier's series of weekly articles on thoroughbreds, racing, and breeding news.

For close to thirty years, Sevier has been a racing reporter and a contributor to leading magazines. He was at one time in full charge of racing news on the New York Evening Sun and later covered the same field for the New York Globe. At various times in his career, he has written special stories of turf events for the *New York American*, the *New York Telegraph*, the *Philadelphia Inquirer*, the *Cincinnati Enquirer*, the *Washington Post*, the *Baltimore American*, the *Montreal Gazette* and many other newspapers. He was one of the organizers of the American Remount Association.

Irvin Cobb has signed a new contract with the Bell Syndicate, Inc., to furnish an entirely new series of weekly humorous articles for newspapers. The series will start next fall.

"The First Story I Have Heard Today," is the title of a new daily feature by Will Rogers which is being offered by the McNaught Syndicate, Inc., New York. It is illustrated with a one column sketch.

Bret Harte Jr., grandson of Bret Harte, famous American short story writer, is supplying Readers Syndicate, Inc., New York, with a daily comic art feature under the title "Phoney Photos."

Helen Will, 19-year-old tennis champion, will make her debut as a newspaper writer May 10, with a series of tennis articles, written for King Features Syndicate, Inc. The articles are scheduled to appear twice-a-week. Miss Wills will write of current or coming tennis events, her own impressions of court tactics and styles of play, and how she regards champions and championship possibilities.

Henry M. Snevily, general manager of the Bell Syndicate, Inc., left New York this week on a two months' trip to the Pacific Coast and return.

"Tales of Childhood" is the new title of the daily articles by Dr. Loyal Crane on child psychology, issued by the McClure Newspaper Syndicate, New York.

Graham Hunter, formerly of the *Chicago Tribune*, is creator of "Jolly Jingles" a new two column strip or panel, handled by Readers Syndicate, Inc., New York. The same syndicate announces a symposium by twelve noted novelists on the "Women of Today and Tomorrow." Among contributors to the symposium are W. L. George, Edna Ferber, Ida Clyde Clark, Fannie Hurst, Harvey O'Higgins, and Rex Beach.

"Fatty Lewis" a weekly illustrated domestic human interest feature, for several years run by the *Kansas City Star*, has been taken over for national distribution by the McNaught Syndicate, Inc., New York. Arthur F. Killick is the author.

Intertype Buys Big Factory Site

The Intertype Corporation has acquired approximately 60 acres of land at Harrison, New York, for a factory site. No definite plans for the building of a factory have as yet been made, as this matter has still to be acted upon by the board of directors.

It covers an ideal test market used by

National Advertisers

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

CIRCULATION PROGRESS

"Get the Paper to the People While News Is Hot"—Hall



KARL F. HALL

"OPPORTUNIST" is a term that may be used with a derogatory inference. But "opportunist," as applied to Karl F. Hall, circulation manager of the *Newark* (N. J.) *Star-Eagle*, describes one of the qualities that has made him successful in the newspaper circulation field.

Hall believes that when a story "breaks" that will interest a large number of readers it is his job to see that these readers are enabled to read this story and read it in the Star-Eagle. His organization has been trained to "get the paper to the people," and especially give service in the district immediately concerned with or affected by the particular item of news. This, of course, is done without delaying the distribution of papers to regular subscribers, delivery on time and in good condition being one of his hobbies.

An early start in newspaper work and a steady climb through the various places in the circulation department have given Hall a thorough understanding of the possibilities and problems of his work. He started with a "corner" in Toledo, O., when 12 years old. An increase from nothing to 125 papers first attracted the attention of the circulation men of the paper he sold. He worked on the *Toledo Press*, *Toledo News Bee* and the *Toledo Blade*. From assistant circulation manager of the Blade, he went to the *Detroit Journal* as circulation manager. After the consolidation of the Journal with the *Detroit News* he became circulation manager of the *Star Eagle*.

His theory is that a circulation staff should above all things be adaptable.

FOR ALL NEWSPAPERS

DUPLEX PRESSES

"OUR CUSTOMERS WRITE OUR ADS"

DUPLEX FLAT BED

"Our new Duplex press is certainly giving good service and we don't see how we ever got along without it."

McKinney, Texas, Daily Courier-Gazette

Duplex Printing Press Co.
BATTLE CREEK, MICH.

48 HOURS AS DAILY ENOUGH

California Weekly "Gives It a Whirl" and Writes "30"

The *Monterey Park* (Cal.) *Progress*, which has been published as a weekly, started as a daily April 27, and on April 28, discontinued as a daily and reverted to the weekly field. Lack of advertising support was given as the cause. On the second and last day of publishing as a daily, the paper, consisting of two pages, carried the leading headline: "Daily Experiment Is Failure." Border rules were turned, and an "obituary" notice set in a box read as follows:

"The death occurred today of the *Monterey Park Daily Progress*. Malnutrition was the cause. The infant was born Monday and came into the world with a lusty shout. Food was shut off by the merchants on Tuesday, however, and the baby died of starvation. Rest in peace."

On the second page of the newspaper were only these words, surrounded by a black border: "This space was for sale. Nobody wanted it. Good-night. 30."

Critic and Wife on Trip Abroad

John Anderson, dramatic critic of the *New York Evening Post*, and his wife, Margaret Breuning, who is art critic of the same newspaper, will sail from New York, May 16, on a six weeks' pleasure trip to France.

Groat Returning from Berlin Post

Carl Groat, formerly manager of the Berlin Bureau of the United Press Associations, will arrive in New York from Berlin, May 15. He has been succeeded in Germany by Frederick Kuh, formerly U. P. Moscow correspondent. Groat will take charge of the general cable report in the United Press New York office.

The way to see how far your car will go before it needs repairs is to lend it to a friend.—*Columbia Record.*

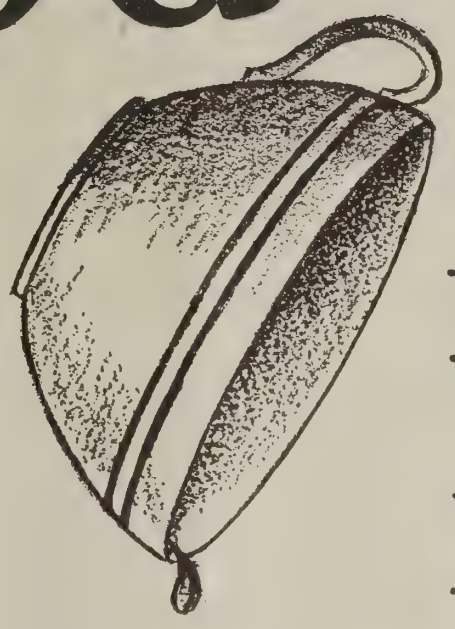
1893 SERVICE 1925
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles
Holbrook Bldg. 58 Sutter St. San Francisco, Calif.

Good—



—to the last grocery store in Louisville!

Says Mr. Gilbreath, District Sales Manager of the Cheek-Neal Coffee Co.:

"With these two live newspapers, exclusively, carrying the message of "Good to the Last Drop" into thousands of homes. we are today enjoying practically 100 percent distribution through the Grocery Jobbers and Retailers of Louisville and surrounding sections. We feel that this could not have been brought about without the aid of the Courier-Journal and Louisville Times."

ANY worthy product, backed by Louisville's Biggest and Best Newspapers, can gain unanimous dealer acceptance and consumer demand in this unusually responsive market.

The Courier-Journal

THE LOUISVILLE TIMES

Over **125,000** Daily — Over **95,000** Sunday

One of the most complete coverages of a rich market offered American Advertisers

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY.

U. S. NOT PERSECUTING TRADE ASSOCIATIONS

Charges That Government Is Hampering Work of These Groups Through Anti-Trust Law Groundless Says C. of C. Official

Charges that the government in the administration of the anti-trust laws is persecuting trade associations organized for the common benefit of their members were characterized as groundless by E. W. McCullough, manager of the Department of Manufacture of the Chamber of Commerce of the United States, in an address today before the Glass Containers Association in Atlantic City, April 30.

"The Sherman law," said Mr. McCullough, "was enacted nearly 35 years ago, and since that time the actual prosecutions brought against trade associations have not averaged one a year. Up until March, 1922, there were exactly 34. When you consider the tremendous increase in the volume of business since the Sherman law was enacted and the really small number of cases which have been brought against trade associations, there are no grounds for charges of persecution."

"Control by agreement," Mr. McCullough added, "has been a failure ever since the first attempts were made to exercise it in business. For a time the so-called gentlemen's agreements or understandings seemed to accomplish their purpose, but in competitive trades the conditions surrounding the plant and trade of each manufacturer are so different that the time arrives sooner or later when such agreements could not be kept without sacrificing the business, and right then and there the break occurs and there are charges of bad faith.

"The nearest I believe we can come to legitimate control; that is, restriction which is entirely right and lawful, is that which may be imposed individually through dependable information and intelligence. A business man who actually knows the dividing line between profit and loss will not knowingly sell at a loss, at least for any length of time. Intelligent competitors make the best competition, for it is always the man who doesn't know and is guessing who foments trouble. Therefore, the chief function of a trade association should be the education and information of its members.

"The Chamber of Commerce of the United States has not been unmindful of the desire of trade associations to secure authoritative pronouncements as to many of their common activities, and in 1923 issued to its membership Referendum No. 41, containing eight propositions regarding the relations of trade associations with government. Among them were the following of most vital concern:

"1. That it is proper that trade associations should exist for each important branch of industry and commerce;

"2. That a trade association should be prepared to consider all problems affecting the general advance of its industry or branch of commerce;

"3. That statistics of capacity, production, stocks and sales should be collected by a trade association for its industry or branch of commerce;

"4. That trade associations should continue free from special forms of government control;

"5. That statistics of actual prices in closed transactions should be collected by a trade association for its industry or branch of commerce;

"6. That statistics of capacity, production, stocks, sales and prices a trade association should make as available to the public and to government agencies interested in following the course of industry and commerce as to its members.

"All of these were approved by an overwhelming majority of the organization members of the Chamber and its executive officers, and they are continuing to advocate these mandates in their contacts with government officials and departments.

"The government is not given to prosecution of business organizations on mere technicalities, judging by the past, but on premeditated or wilful violation."

Oklahoma Press Holding Spring Meet

George F. Johns, editor of the *St. Louis Post Dispatch* with an address on "The Editorial Page," was the scheduled headliner of the Oklahoma Press Asso-Association's spring convention at Sulphur, Okla., May 8th and 9th. Welcomed by Mayor R. C. Green of Sulphur the visiting editors responded through George H. Evans of the *Chickasha Express*. Speakers included E. A. Gaston of Okemah, president of the association; N. A. Nichols of El Reno, H. G. Spaulding of Shawnee, C. W. Hubbard of Kingfisher, Harrington Wimberley of Cordell, and G. W. Archibald of Durant. The State Agricultural Department gave a dinner.

SONGS OF THE CRAFT

(Written Exclusively for Editor & Publisher*)*

By Henry Edward Warner

TO ADOLPH S. OCHS

When I was a kid in a one-horse town that is anchored in Moccasin Bend,
A town that is hugged in the Tennessee's flow to the Gulf at the country's end,
I had fixed my star where a chunky man sat at a desk that was always clean,
And I wondered how all the things he knew could be packed in a single bean!

I would watch him work, I could *hear* him think! . . . And I dreamed that the time might be
When some other cub with a hope like mine might set his star on me!
I studied my star with a wishful heart; I builded by castles fair . . .
I builded my castles of mist o' dreams . . . and I left my conquests there!

The star of my kid days ran undimm'd the course of its Fates, and gleamed
Brighter and brighter, and farther off, while the cub in his castle dreamed! . . .
And the kid still sits, when the night is fair, watching the stars march by,
And the star of his youth is the brightest light that shines in the crowded sky!

SCIENCE SERVICE OFFICERS

Dr. Finley and Mark Sullivan Are Trustees at Annual Meeting

Dr. John H. Finley, associate editor of the *New York Times*, and Mark Sullivan, Washington correspondent and author, joined the board of trustees of Science Service at its annual meeting last week at Washington. They are representatives of the journalistic profession on the governing board of this specialized syndicate organized with the backing of scientific institutions for the popularization of science and the aid of newspapers in obtaining interesting and authentic accounts of scientific progress.

Dr. Victor C. Vaughan, formerly president of the American Medical Association, also became a member of the board.

Dr. William E. Ritter was re-elected president, Dr. Vernon Kellogg, permanent secretary of the National Research Council, was chosen vice-president, Dr. J. McKeen Cattell, editor of *Science*, was elected treasurer.

Substantial progress in the magnitude and scope of the operations of Science Service was reported by Dr. Edwin E. Slosson, director, and Watson Davis, managing editor, who were chosen to supervise the work of the institution for another year. Mr. Davis was also re-elected secretary of the corporation.

Appreciation

Editor and Publisher:

Please accept my sincere compliments on the special editorial in your issue of April 18th, entitled "Save the Tree." It is so forceful, straightforward, and persuasive that it ought to do much good.

Martin L. Davey.

Kent, Ohio.

NOVEL RADIO STUNT

N. Y. Telegram-Mail Instructs in Drawing Caricatures

"Radio-catures," an innovation in radio, were presented recently through Station WOR, Newark, N. J., by the *New York Telegram and Evening Mail*.

On a special graph published in four-column size in the Telegram-Mail, the amateur caricaturist at home draws at the direction of the announcer at the station. Abril Lamarque, the Cuban caricaturist of the Telegram-Mail staff, is the designer and creator of "Radio-catures." He draws in his studio each week a caricature in his own straight-line style of the person most prominent in the news of the week, and hands this caricature, arranged for the chart, to Warren Nolan, of the Telegram-Mail, who actually directs the radio-caturists in their homes through the microphone at Station WOR.

Mayor Hylan was the subject of the first radio-cature, and the correct reproduction next day.

Reach 20,000 Buyers for 1c

For 1c. a line the New York Evening Journal carries an advertiser's message to 5,347 persons who buy the paper and 20,000 who read it.

That's one way of measuring the sales work a tremendous circulation can do.

NEW YORK JOURNAL

Largest Evening Circulation in America

The

Waechter *und* Anzeiger

Cleveland, Ohio

has the largest circulation of any German daily outside of New York and Chicago.

The Waechter und Anzeiger furnishes the ideal method of establishing intimate contact with the 150,000 German residents of Cleveland, who play an important part in the industrial life of this prosperous city.

The importance of the German element reached by *The Waechter und Anzeiger* is shown by the fact that there are over 500 German fraternities, organizations and societies in Cleveland.

The volume of national advertising carried by *The Waechter und Anzeiger* proves that—

It pays to advertise to the many thousands of German families in Cleveland through

The Waechter and Anzeiger

Member A. B. C.

Cleveland Ohio

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42d Street New York

Vanderbilt

means

Newspapers
Clean Enough
For Every
Home!

Where do you want your advertising to go?

A startling change in the New York newspaper situation

SOMETIME ago The New York Herald Tribune announced that it had the largest weekday circulation in New York's Suburban Zone of any morning newspaper of standard size. Thus the most successful consolidation in the history of American newspapers attained circulation supremacy in the richest territory of substantial homes in this or any country.

This circulation supremacy in a territory containing 8.4% of the population who own 10.5% of the wealth of this nation, is causing an advertising shift in New York's morning newspapers.

This supremacy is proof, if any were needed, that The New York Herald Tribune in retaining in its entirety the circulation of two strong and influential newspapers has built a body of readers unexcelled in purchasing power. A body of readers wholhave been pleased by the completeness of its news and the unequalled excellence of its features.

Early in the consolidation a great many advertisers everywhere recognized the immense ***power to purchase*** behind the large quantity of quality circulation, and, in consequence of such recognition, The Herald Tribune for the year 1924 had a gain of 3,700,000 lines of advertising,—the largest gain of any newspaper in the country.

This recognition grows; the shift continues; and for the month of April, 1925, The Herald Tribune made the largest advertising gain of any New York newspaper.

These advertising gains are a tribute to the worth and responsiveness of this great body of substantial readers.

Net paid daily circulation in excess of 270,000

Net paid Sunday circulation in excess of 300,000

These circulation facts and these advertising facts make The New York Herald Tribune the logical keystone for a successful advertising campaign in the World's Greatest Market.

The New York Herald Tribune

MANUFACTURERS FIND PROFIT IN CULTIVATING HOME TERRITORY

Wholesale Firms Using Local Newspapers to Build Sales in Own Door-Year and Discover It Is Worth While

By HAMMOND EDWARD FRANKLIN

MUST a manufacturer be a "prophet without honor" in his own home town?

The local retail merchant is expected as a matter of course to be a candidate for regular or occasional space, but many a local manufacturer is too busy cultivating green pastures over the hills and far away to realize that in his own door-yard is a market especially worth cultivating.

The market is inexpensive to cover. The salesmen need roll up no fancy expense accounts to round up the local retail merchants, who should be more friendly toward a local concern than to strangers. There is no routing of merchandise, no freight to pay, perhaps no middlemen to have to give a slice of profit to in this local field. The residents probably already know something about the factory, the men who run it, and the products made, but not enough. The factory pays large local taxes, it furnishes a living to numerous citizens. Why shouldn't they and their friends buy what it produces?

In most cases the manufacturer has given little thought to the local field. It has seemed small in comparison with the country as a whole. Yet the prospects in his town differ in number and degree not at all from millions like them in other communities. Some day he may want more working capital. It would be advantageous at such a time to have his community fellows furnish this. His banker also is a fellow resident whose confidence is worth cultivating.

Right in the town is one or more good, thoroughly read newspaper covering it like a blanket. Why shouldn't he be using the local press to sell himself and his line to his home town just as much as he tries to do outside through newspaper or other forms of advertising? Certainly, the local newspaper will cooperate with him to the limit as a matter of local pride. But first of all the man behind the local newspaper must win the head of the factory over to the idea.

The M. S. Wright Company of Worcester, Mass., is carrying on a newspaper campaign which should inspire many another campaign similar in principle. In and around its factory is a trading population the company has decided is worth special attention. The firm is the oldest of all vacuum cleaner makers. It makes the Sweeper-Vac, which has been advertised widely in women's magazines.

The headline says, "Sweeper-Vac—Remember it as a home product." A picture of the factory is shown as also is a woman using the product, and a quotation of the opinion of the Modern Priscilla Proving Plant. The copy states:

"To Worcester goes the honor of having the oldest maker of vacuum cleaners. Since 1908 more than a million homes all over the world have enjoyed the comfort and labor-saving of this Worcester-made cleaner. From Maine to California and on every continent the Sweeper-Vac electric cleaner is giving complete satisfaction.

"We have in the Sweeper-Vac, made by your neighbors at the M. S. Wright plant, a vacuum cleaner which without exaggeration will do more house-cleaning for you than any other cleaner you can buy. It is far more than an excellent rug cleaner; it is for every house-cleaning task.

"All, particularly residents of Worcester, are welcome to visit our factory on Fremont street. And if you're interested to see what a Sweeper-Vac complete with its attachments and exclusive electric Vac-Mop can do to make your house-cleaning easier, call or phone, not the factory, but any of the stores below for a free home demonstration."

This disposes adroitly of the usual objection of the manufacturer that he doesn't want to advertise for he doesn't want to be bothered with people who try to buy at retail. He can state plainly, as this company has done, that he does not ask for any direct response at the factory, but give the names of specific local dealers who will be glad to make the sale or supply further information. This at the same time strengthens his position with the local merchants who will give liberal window display space and counter room.

A prominent oil stove maker, using a big list of newspapers, includes his town, where the dealers loyally purchase much tie-up space, duly encouraged by the evening newspaper publisher. If there are several good papers, the manufacturer should use them all even if outside he uses one paper to a city.

"Keep the home brands burning" pleads co-operative advertising of eight brands of cigars, "Keep New England's cigar industry on the map":

"The spirit of the old colonial shoemakers, 'Good work and pride in it,' is still alive; it is the spirit of New England's cigar industry today.

"Over fifty thousand people are dependent upon New England's cigar industry. Eighty million dollars are invested with an annual payroll of over eight million dollars. In 1924 New England cigar manufacturers paid to the United States treasury nearly six million dollars for import duty and stamp tax alone.

"New England cigars, made by highly paid skilled workmen, from the choicest Havana and Sumatra tobaccos, cost more to manufacture but are sold at retail at the same price as ordinary cigars of inferior quality and workmanship.

"If you live in New England and are interested in her welfare, help to keep New England's cigar industry in New England. Buy New England made cigars."

The copy is the work of the J. P. Cox Advertising Agency, Boston. It typifies a form of co-operative newspaper advertising to the home market which could be applied to many other lines in many sections.

The telephone company occasionally advertises local demonstrations of how it operates.

When C. A. B. Zook bought the Pennsylvania Soap Company of Lancaster, Pa., a plant in operation since 1849, he brought in new executive timber, completely modernized the factory and increased its capacity and then set to work to decide what his sales policy would be. It was necessary to give dealers their fair margin, yet take care of rather high producing costs due to quality of materials used.

The new management concentrated upon an area within 200 miles of the factory, maintaining first quality and making prompt deliveries. Local newspaper advertising, listing dealers where the line was on sale, and telling the public "There's a Pensco dealer in your neighborhood" was used as well as copy giving the features of the various soaps. Some dealers clipped out the copy and pasted it on their windows. Billboards also were used.

Special deals were offered the merchants. As a special stunt an airplane distributed certificates which entitled the bearers to a cake of Penso Penn-Olive Soap free at dealers, who were given a cash rebate.

It is reported this company has been able to intrench itself strongly in its home field by "commencing at the commencement."

For any product that has servicing of any kind, the area surrounding the factory makes a logical sales territory to go after.

In the case of a new piece of merchandise, its chances of acceptance somewhere else are better if the creator can point to a real success in his home field.

Recently an advertising agent addressed the salesman of a manufacturer about plans for the coming season in advertising. The superintendent of the factory was so impressed with the talk that he asked the agent to give the same talk before all factory department heads to inspire them with keeping up the quality to back up the claims of the advertising.

This is a problem which nearly every plant has. If indifference can be fanned to enthusiasm, the product improves. Advertising in the local paper is sure to be read by the factory workers. The interest on their part it arouses will prove one of many valuable by-products.

PAYNE PLANS NEW TABLOID

New York News Managing Editor Resigns—New Paper Not in New York

Philip A. Payne, managing editor of the *New York Daily News*, for the past two and a half years, has resigned from that post, effective June 15. Mr. Payne informed EDITOR & PUBLISHER that he had completed arrangements for publication of a tabloid daily newspaper in another city, and that definite announcement would be made on his return from a short vacation. Frank Hause, city editor, will succeed Mr. Payne on the Daily News.

Fire Destroys Weekly's Plant

Fire last week destroyed the plant and offices of the *St. Clair* (Mich.) *Republican*, a weekly, with a loss estimated at $12,000. R. D. Harmer is editor and publisher.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

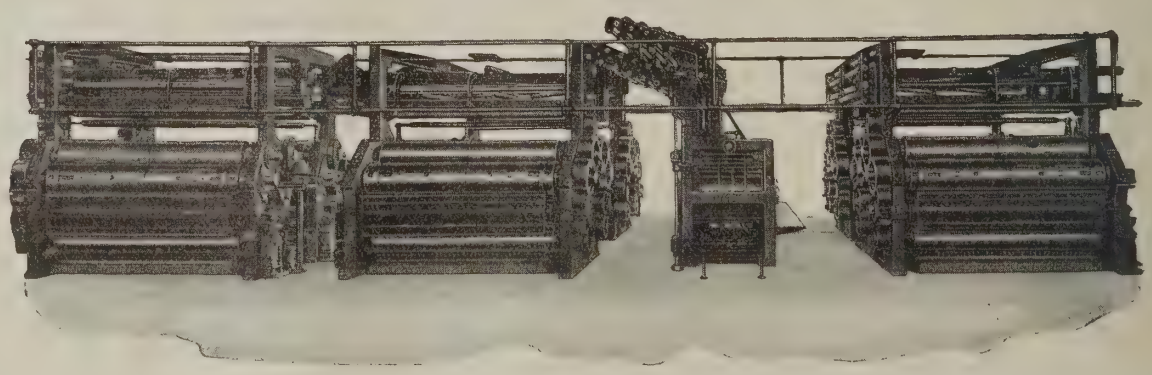
Are Covered Completely by

THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Scotts in Texas



Houston Post Dispatch equipped with six units, two folders and two upper forms arranged as a *Multi-Unit* double sextuple.

Houston Press with three units and one folder arranged as a *Multi-Unit* Sextuple, with another unit and another folder planned to increase it to an Octuple capacity.

Dallas Times Herald has six units and four folders arranged as a *Multi-Unit* double sextuple.

All Modern Unit Presses in Texas Are Scotts

WALTER SCOTT & COMPANY
Main Office and Factory: Plainfield, N. J.
New York Office: Brokaw Building, 1457 Broadway
Chicago Office: Monadnock Block

GROWTH

Healthy, normal, consistent growth year after year--is the only basis upon which the value of a newspaper can be judged

In 1913 the First Sworn Circulation Statements Demanded by the Federal Government Were Published by Cleveland Newspapers.

The Comparative Status of Newspapers in the Evening Newspaper Field in Cleveland, 1913 vs. 1925, according to Those Statements Follows:

In 1913

The Net Paid Daily Average Circulation of THE CLEVELAND NEWS for the six-month period ending March 31, 1913, was - - - - - 70,048

In 1925

for the same period - - 163,842
Net Paid Daily Average Increase in past 12 Years of - 93,794

In 1913

The Net Paid Daily Average Circulation of THE CLEVELAND PRESS for the six months ending March 31, 1913, was - - - - - 170,337

In 1925

for the same period - - 201,364
Net Paid Daily Average Increase in past 12 Years of - 31,027

"News" Increase 134%—"Press" Increase 18%

News Excess Net Paid Daily Average Increase Over the Press 62,767, or More Than Three Times the Increase of the Press.

And in net paid City Circulation for the six months ending March 31, 1925, as compared with the same six months ending March 31, 1924, The Cleveland News net paid daily average increase exceeded that of the other evening newspaper.

The Cleveland News Net Paid Daily Average Increase in City Circulation Per Day 8,684
The Press Net Paid Daily Average Increase in City Circulation Per Day . . . 8,315

When clean, sound policies and a virile species of aggressiveness have formed the foundation for a newspaper, its growth, the piling up of its circulation, the completion of its entire super-structure is bound to keep pace with the times. This sort of growth, not being spasmodic, is sound, consistent and a definite indication of a paper's prestige. Therein lies the story of The Cleveland News.

The Cleveland News

Ohio's Greatest Newspaper DAILY AND SUNDAY Ohio's Greatest Newspaper

Represented by
GEO. A. McDEVITT CO.
350 Park Ave., New York. 914 People's Gas Bldg., Chicago

FOSTER SCORES SUPPRESSION

(*Continued from page 72*)

We began our fight with editorials of denunciation. We called upon our governor, our courts and our officers to enforce the law and to punish the criminals. The only effect, temporarily, was a rush of orders to "stop my paper;" our daily mail was flooded with letters of hate and threats of dire vengeance. In my own case, for two long years they forced me to have an armed guard around my office and at my home. They circulated every character of vile report about myself and our paper.

Did we stop? We did not. Never a day passed that we did not expose and denounce them. How did it finally end? By our realizing that it was war, and that we must adopt the tactics of war. We hired some of their own men to secretly become our reporters and to publish verbatim reports of their meetings behind closed doors. We told when, where they met, whether on the bleak prairies, behind closed doors or in hidden forests. We gave the names of those who attended. We secured the assistance of a few conscientious attorneys. Several of the criminals were arrested and sent to the penitentiary. But the main weapon we used was the publishing of names. No man of any reputation whatever wanted the world to know that he was connected with such an order. As long as they could secretly slip into a hall, or confer behind closed doors they were neither afraid nor ashamed, but when the white light of publicity was thrown upon them they ceased to attend meetings. The membership dwindled.

You can't tell the people of Texas today that crime must be hidden, or not exposed. They know better.

* * *

Now I have reached my final text and will conclude these rambling thoughts, "As water spilled on the ground which cannot be gathered up again."

Was there ever a more striking comparison? Dash a bucket of water upon the dry ground; how quickly it disappears. "All the king's horses and all the king's men" cannot gather it up again.

O, men of the press, waste not your words. Do not throw them forth recklessly. Do not scatter them upon the printed page without thought of their future.

Words that are useless, words that are wasted, are as much of a menace to our profession as words that are filled with suggestiveness—with hate, envy or malice.

Just 26 little letters in that alphabet for our use, and yet think of the thousands of words we have formed from them. All that brain of man can conceive of truth, faith and reverence. In these 26 little letters lie all the records of the past and all the possibilities of the future. All history, all art, all the sciences. Without them we would be as beasts of the field; with them and by them we may have hope of immortality.

So in conclusion let me again warn you to watch your words. Spill them not as water dashed upon the ground, which no man may gather up again. rather make them as the blessed rain which brings new life to the earth.

Make them an honor to the profession, so that you may at all times come to the defense of that institution—the daily newspaper. Men may hate and men may revile us. Great interests may seek to undermine the influence of the press. And yet it is the one thing on which the people must depend. Things of evil hunt for darkness. Men who fear neither the law nor the courts shrink from newspaper publicity. "What will the paper say?" is their haven cry. It is the only thing many fear. If they can weaken confidence in the press of the country, they will have accomplished their purpose. God help the people if they ever succeed.

FURAY DISCUSSES GROWTH OF FOREIGN INTEREST IN AMERICAN NEWS

JAMES H. FURAY, vice-president of the United Press in charge of foreign services, in an address at Journalism Week at the University of Missouri, May 7, after referring in general terms to the work of foreign correspondents abroad, discussed the growth of the service of world news by American press associations to foreign countries.

"Since the war," he said, "foreign countries have revealed a strong and increasing interest in news about America as well as in American news enterprise. Not only news of America but the American viewpoint, American reaction to political and other situations in foreign lands became intensely interesting to the people of those foreign lands.

"To meet the demand which that interest has created during the past ten years forward-looking American press associations and news agencies in recent years have organized and developed what has been aptly described as a foreign news export department. That is precisely what it is—the exportation of news of the United States and the world to other countries of the world.

"There is scarcely anything in modern journalism, national and international, so unexampled and so far-reaching as the growth of American news service abroad. To illustrate, it is only necessary to say that during the last year the United Press world news service—direct service to newspapers and not through the medium of local or national news agencies—has been inaugurated in Germany, Austria, Hungary, Czecho-Slovakia, the Free City of Danzig, Switzerland, Spain and Santo Domingo, none of which had previously received a regular news report direct from an American news agency; and during the past nine years that world report has gone into 21 foreign countries. Thus the newspaper readers of 21 countries, whose numbers run far into the millions, are daily receiving their world news from this organization.

"There is much food for thought and a strong appeal to the imagination in this. A service to foreign countries that was nearly non-existent ten years ago to-day reaches practically every important country on the globe. An exporter said not long ago that he regarded the rapid growth and spread of the delivery by this organization of news service to foreign countries as one of the most amazing facts of recent years in what he called American exportation. But let us not forget that what is exported, if you prefer that word, is not goods, not collars or wheat or meat, but news, recent intelligence, facts."

He referred to the fact that the great network of world communications was never in such active use as to-day in the exchange of news and that this was bringing the peoples of the world in closer news contact with each other.

"Some American editors believe that their readers do not care for foreign news, are not interested in it excepting only the barest outline," he said. "It has been said that, as a rule, most Americans do not read news from abroad because they do not understand it. I am unable to agree entirely with that viewpoint. Of course it is possible to print too much foreign news, just as it is possible to print too much crime news. But there is a happy medium which many editors have attained and which gives their papers a more even balance insofar as foreign news is concerned. Foreign countries, especially European countries, are certainly closer to America than they were before the war and what goes on in Europe undoubtedly has a more direct bearing on American life than it did in past years. The war not only changed the geography of Europe; it disturbed and shifted the economic center of gravity of the world. Europe looks to America not only for leadership, but for many other things. All of this would seem to affect our lives in one way or another; and there does not seem to be any real reason why foreign news of all kinds will not be very interesting to the average American newspaper reader and readily understood by him if intelligently handled and interpreted."

HARRISON DISCUSSES "DOES A FIGHTING EDITORIAL POLICY PAY?"

The question of a fighting editorial policy for newspapers was considered in detail by Walter M. Harrison, managing editor of the Oklahoma City Daily Oklahoman and Times, in an address this week before students and editors gathered for the Sixteenth Annual Journalism Week of the University of Missouri.

Mr. Harrison's address, quoted in part, follows:

"DOES a Fighting Editorial Policy Pay?"

On reflection I find that a subject seized in the desperation of haste requires definition. Two words in the caption may be misunderstood. At the outset I think we had better define "fight" and "pay."

By "fighting" I mean a fearless, true, continuing editorial presentation of argument and facts against a constitutional, political or moral wrong inflicted on an individual, a community or a nation, by an individual, corporation, party, or government.

Now, what do I mean by the word—"pay?" Simply this—financial and spiritual returns. The two go hand in hand.

No man fit to wear the honorable title of editor can dissemble, cheat or blackmail his way to a temporary money success and be proud of it. Financial success follows virtue in the editorial page and news column.

Adolph Ochs, publisher of the New York Times, recently was quoted as making the statement that the first duty of a newspaper is to make money. I agree with him. You cannot be both owned and free. If you are not making money, you owe money. If you are in debt, the bank, the gas company, the cotton mills, the steel crowd or some other power rings a bell and you answer. And so the first duty of a newspaper is to make money in order that it may be absolutely free to champion the causes based on moral and principle, on which every enduring newspaper success is established.

Fighting for principle pays what Dr. Henry Van Dyke calls durable satisfactions—an honored place in the community—the friendship of men, women and children—sound sleep—conscious knowledge of one's best effort devoted to the advancement of humanity.

I wish to take you on a trip with me to the desks of the editorial executives of a few of today's outstanding ethical successes.

I want you to meet first Mr. George E. Miller, editor-in-chief of the *Detroit News*, great in prestige, great in business success, who thinks a fighting editorial policy is the best.

"I would say we are for it," Mr. Miller says. "But behind it we have a fundamental upon which our policy rests and of which every man on this staff is an advocate, if he is truly a member of the staff. That is, always before we begin to fight, to search for the moral issue involved. If we find a question which carries such an issue, then our course is plain—find the right side of that issue and go to it.

"On that basis the fighting editorial policy is an easy thing to carry out, for every man fights best when he feels him-

(*Continued on page 102*)

N. Y. NEWSPAPER CLUB ELECTS

Dwight S. Perrin of the Herald Tribune is Chosen President

Dwight S. Perrin, city editor of the *New York Herald Tribune*, was elected president of the Newspaper Club for the current year at the annual election held May 4.

Other officers elected were first vice-president, William P. Beazell, assistant managing editor of the *World;* second vice-president, James Melvin Lee, a member of the editorial staff of EDITOR & PUBLISHER; treasurer, Frank E. Perley, editor of the *Record and Guide*, a real estate publication; recording secretary, Francis J. Tietsort, a member of the *American* staff; corresponding secretary, Augustin McNally, who is covering the holy year celebration at the Vatican for several papers.

The board of directors, elected for three years, includes W. E. Auginbaugh, formerly with the *New York Commercial;* J. Earl Clauson, night editor of the World; Gene Fowler, the retiring president, who is managing editor of the American; Stephen Rathbun, dramatic editor of the *Sun;* Ralph E. Renaud of the Herald Tribune; Charles Sm. Salomon of the Herald Tribune; Joseph Van Raalte of the *Morning Telegraph;* Walter A. Davenport of *Liberty*.

Jack Binns was elected a member of the board to represent the associate membership.

Buys Interest in Weekly

Jason C. Sperry has acquired an interest in the *Shenandoah* (Va.) *Herald*, weekly, it has been announced. The paper, reputed to be the oldest in Shenandoah county, has been edited by Miss Mary Grabill since the death of her father, Capt. John Grabill. New equipment including a linotype, a Lee press, a Chandler & Price jobber, and new type cases will be installed.

PRINCESS CANTACUZENE

GRANDDAUGHTER OF PRESIDENT GRANT — DAUGHTER OF A U. S. MINISTER TO AUSTRIA — WIFE OF A RUSSIAN PRINCE



Contributes Thrice Weekly Articles on Interesting Personalities in the Limelight of the News.

For Samples and Terms Wire

POST SYNDICATE

20 VESEY STREET **NEW YORK**



1924 Was a Great Year for One of These United States, for It Showed Income Tax Gains Only $11,583,455 Behind Those Made in the Los Angeles District!

[One State and the Los Angeles Internal Revenue District Alone Showed Income Tax Return Gains for 1924, Over the Record Year of 1920]

ADVERTISERS want to know where the money is; where the whole people is wealthy, as well as the few; where folks can afford to buy the things that are advertised without stinting themselves. There is no determining factor for these questions of ability to buy that can even begin to rank with the reports of the income tax collector.

And that report, for the period ending March 15, 1925, shows that the Los Angeles district paid $12,425,455 more in income tax returns for 1924 than it did in the banner year of 1920 when money seemed literally to be growing on bushes.

That report shows that only one other district in this great nation enjoyed a gain over the same period:—and that district was an entire state against the Los Angeles district's ten counties.

The Los Angeles gain was 35 per cent; the Nation's decrease was 54 per cent over the year in which returns reached the highest point in history.

There have been income tax reductions since 1920. If there had not been, the returns here would have shown an increase of 69 per cent!

And these are not boosters' figures! They are not padded. Nobody pads his income tax returns. These are earned income tax payments, and represent a degree of prosperity unparalleled in the country.

Here Is Money With Which to Buy!

NUMBER of returns filed for different years in Los Angeles Internal Revenue District since 1919:

1919	110,834
1920	155,126
1921	176,950
1922	230,682
1923	273,553
1924.....(Estimated).....	280,000

For comparative purposes it should be kept in mind that thousands not now required to file under the less-than-$2500-limit clause, would, according to the best estimates available, have made the real increase between 1924 and 1923, 46,447, instead of only 6447, as shown.

A true barometer of growing wealth and population, and a certain indication of where America's white spot is located . . . . . .

Los Angeles is the place to advertise what you have to sell, because here people have money and can buy. The Los Angeles Examiner offers the largest morning and Sunday circulation west of St. Louis, and a merchandising service that will help put your goods on the dealers' shelves before a line of advertising appears.

Write for full information

CHARACTER QUALITY ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

Reg. U.S. Pat. Off.

165,000 families Daily — 380,000 families Sunday

T. C. Hoffmeyer
Pacific Coast Representative
571 Monadnock Bldg. Telephone Garfield 3858
San Francisco

W. W. Chew
Eastern Representative
1819 Broadway. Telephone Columbus 8342
New York City

William H. Wilson
Western Representative
915 Hearst Bldg. Telephone Main 5000
Chicago

HARRISON DISCUSSES FIGHTING POLICY

(*Continued from page* 100)

self to be on the side of right opposed to wrong."

"Thrice armed is he who finds his quarrel just."

One of the most presumptuous of modern critics of the daily newspaper has branded the *Kansas City Star* as the biggest Main street, George Q. Babbitt type of chamber-of-commerce newspaper in the country.

The tremendous financial success of the Star and its far-flung editorial prestige is the best answer to the cynic's conclusion. Here is the best demonstration that I know, of a newspaper which rolls along from year to year, gaining greater momentum without the leadership of the fighting figure who launched it, William R. Nelson.

I think it was Villard who said of Nelson that "he loved a drink, a steak, a story, and a fight." He also loved fair play, his fellowman, his city, his state and his country, and his active life was devoted to the development of that niche in the world which fate had given him through his newspapers.

The men on the Star today are going along the same road charted by William R. Nelson.

Come in with me to visit with Ralph Stout, the Star's managing editor.

"I am with you in advocating a fighting editorial policy for the newspaper," Mr. Stout says. "To me that is the real life of a daily publication. An editorial page which has not something of the militant spirit is to me, and I think to the great bulk of its readers, deadly.

"My view is that a newspaper has a duty to the public to accomplish things for the public good, and if it fills its columns with mushy, sentimental stuff and spineless opinion, it is failing to perform its chief function. Look over the history of the great journals which have been built up in this country, and, with scarcely an exception, you will find that their founders, the men who vitalized them, were constantly fighting for the public good.

"The great criticism of many newspapers, and to my mind a just criticism, is that many newspapers of the fighting type allow their enthusiasm for the cause they are advocating to color their news. This is all wrong. Of course, a newspaper is going to play up the thing it is for more than the things on which it is passive. The opinions, of course, belong to the editorial column. For my part, I would rather read a newspaper I disagreed with occasionally than one which had only flabby opinions."

Mr. Stout touches a most important point. If you want to gain a reputation for unfairness quickly, enter into a fight and print the news developments of one side only.

There was a time when I thought I sensed a definite anti-public utility bias in all Scripps-Howard newspapers. I am frank to say that I make no such criticism of those Scripps-Howard papers which come to my attention today. It may be that I am softened in my attitude toward this big chain of penny papers by a close, personal friendship and great admiration for the general editorial executive of this powerful and growing group, George B. Parker.

Let's drop in on Mr. Parker in his Cleveland office and see what he says about our question. Here it is:

"As I see it—

"There are two kinds of human personalities—positive and negative.

"It is not a matter of argument as to which gets ahead in the world.

"So there are the same two kinds of newspaper personalities. The positive thrives. The negative wanes.

"The positive man fights on occasion—or he wouldn't be positive.

"Likewise, the positive newspaper.

"Few rewards await the dull, drab, mouse-colored, negative human being.

"And equally few, that kind of a newspaper."

Parker at least practices what he preaches.

In Iowa newspaperdom the *Des Moines Register* sticks out like a sore thumb. Harvey Ingham, the editor, speaks with conviction that carries beyond the borders of the two great rivers that define his state.

"If a newspaper will avoid shibboleths which align people in fighting groups, it can advance any intelligent policy without losing its support. The one thing I warn every newspaper against is the editorial use of crowd shibboleths, thus, catholic, protestant, democrat are words to be used only when the writer has a very definite purpose, and then with great circumspection.

"Nine-tenths of all editorial difficulties are caused by arousing crowd prejudices when the purpose is to appeal to the common understanding. The tendency of all editorial writers is to stick in a word that stings. In that way quicker than in any other, an editorial loses its audience. A man can preach unitarianism in any orthodox pulpit in America if he does not tack on that name. But, speaking directly of an editorial policy, I have yet to see a really successful newspaper without one.

"The newspaper started in this country as a moulder of public opinion. I do not believe it can ever escape its inheritance."

Words of wisdom indeed. Here in a hundred words is sound editorial advice which every young editor well may analyze for hours.

If I were asked what one editor is doing more today than any other one to encourage the students of journalism in the United States I would say that man is Casper S. Yost, editor of the *St. Louis Globe-Democrat* and President of the American Society of Newspaper Editors.

Mr. Yost could not be called a militant journalist, nor yet an aggressive editor. I think he belongs to the judicial school. He speaks with the authority of long experience when he says:

"Should editorial policy be based upon 'pay' or upon 'right'? The editor is responsible to a degree for the material welfare of his paper but if he bases his policies solely upon the question of 'pay' in the money sense, they will not pay in that or in any other sense. But if by 'pay' is meant the attaining of that public respect and confidence which are the solid bases of the best newspaper property, then he should endeavor with all his ability to make it pay in that sense, and by so doing will make it pay in every sense.

"As to a fighting policy, the answer depends upon definition. When there is something worth while to fight for, then a fighting policy is demanded. But the paper which adopts a 'fighting' policy as a regular thing, which endeavors to keep a fight going all the time, is certain to become a common scold and a public nuisance. Frequent display of the fighting spirit is no more to be desired in a newspaper than in a man. The two gun press is an anachronism. The newspaper which discusses public questions with conviction and sincerity, and betrays evidences of thought in reaching its conclusions carries more weight than a score of tempermental sheets always in a bad humor about something or other."

"The two gun press is an anachronism." That sentence sticks with me after a study of Mr. Yost's remarks. And when you think of the town bully, of the plug-ugly in your home community who goes around town all of the time admirng his muscles and urging somebody to knock a chip off his shoulder, you will realize just how right this editor is in his denunciation of the "two gun press."

When I asked William Allen White to answer this question I, of course, expected to get a vigorous and an immediate "yes" with enough epigrammatic embroidery to make an interesting paper, but read his answer:

"I should say no. Militancy does not convince. A courageous policy pays but it must be courage tempered with kindness and tolerance and a realization that the other fellow also has his side. Fighting editorials are merely yelling in a rainbarrel; they seem to be making a bigger noise than they do. And a fighting editorial never gets very far."

William Allen White was born fighting. Brilliant and militant, he has been writing with short and ugly adjectives since he was old enough to peck a typewriter. Now, having passed the horizon of a successful life, today the best known small city editor in the United States, he says a fighting editorial policy does not pay.

Why, if William Allen White had not breathed the spirit of a crusader for righteousness from the launching of his editorial career, he would be submerged today in that great strata of concrete mediocrities which dares not lift an opinion against the main street masses lest it endanger a subscriber or cause the Emporium to cut its monthly lineage in two.

Mr. White must have been thinking of a fighting editorial policy in the terms of his recent unsuccessful campaign for the Governorship of Kansas, based upon his fight against the Ku Klux Klan. But that is a mean thought, knowing White as I do. I fancy he simply took the side of this question which is so unlike himself in order to cause you to wonder about it.

I am disappointed in not being able to give you an expression from one of the editors of the Pulitzer organization, which I consider the very highest type of fighting journalism in the world today. Reflected in the *New York World* and the *St Louis Post Dispatch* is found the living force of a man dead these many years, Joseph Pulitzer, who made a more lasting mark on the journalism of the United States than any other man whose name ever appeared on a masthead.

May I digress a moment to lay a verbal wreath on the tomb of the greatest of all independents, the first gad-fly of party government, always in politics up to the bridle, but never answerable to any politician, I wish I could ask the late Joseph Pulitzer to answer this question. I know what his answer would be. The World and the Post Dispatch today are running on the momentum of the reputation built by this son of Austria, who became as violent an American patriot as the Roosevelt he fought so bitterly.

The newspaper which loses courage as a result of defeat after fighting for a good cause had best sell out to new hands with stronger steels of character to face the new and endless fight against wrong.

BAKER ON CRITICS OF THE PRESS

(*Continued from page* 71)

"The tendency is more and more to pains taking effort in the presentation of our news. It must be truthful, it must be ably written, it must be so worth while in every way that the editors just cannot leave it out.

"There is today a greater editorial page than ever before, less bitter, less personal than that of old, but with a riper thought, a finer diction, a greater sincerity and honesty of purpose.

"Today there are specialists in important departments and this is growing more and more to be the rule both in the daily and in the vastly expanded Sunday edition.

"I predict that as the days go by we will have fewer newspapers and better, that we will learn to think more in world terms and not merely in terms of our own dooryard.

"The newspaper causes us all, whether we will or no, to virtually think of the same thing at the same moment, and crystallizes this mass thought into action. What the majority thinks and demands we call public opinion. If we deserve to lead, it becomes both our privilege and our duty to shape and crystallize this public opinion into action."

Picture Firm Moves

Kadel & Herbert, dealers in news pictures, on April 24, moved to new offices in the Grand Central Palace building, 480 Lexington avenue, New York.





Trade Mark FLEXIDEAL Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

FULL PUBLICITY FOR TAX RETURNS UPHELD

U. S. Judge Affirms Decision of District Court Which Denied Injunction Restraining Publication of Tax Paid

Advocates of "pitiless publicity" for income tax returns won a signal victory Monday in the District of Columbia Court of Appeals.

Judge C. S. Hatfield, of the U. S. Court of Customs Appeals, who sat in the absence of Justice Charles H. Robb, held the publicity provision of the income tax law is validly within the legislative power of Congress and does not offend against the fourth admendment of the constitution.

Therefore Treasury officials may not be enjoined from carrying out the terms of the provision, according to Judge Hatfield's decision in the case of Gorham Hubbard, Boston merchant, who had appealed from a decision of the District Supreme Court in which he was denied an injunction against Secretary of the Treasury Andrew W. Mellon and Internal Revenue Commissioner David H. Blair.

Hubbard contended his right of privacy was violated by the publication of the amount of his income tax payment.

Judge Hatfield, in stating he was unable to agree with Hubbard, that the fourth amendment was violated, because there had been no search or seizure of his papers, or effects.

While it has been held that the constitutional guarantees of person and property should be liberally construed, the court points out, such guarantees cannot be extended to include alleged rights pertaining either to person or property, no matter how unwise or mischievous an act of Congress may appear to the aggrieved party.

The court called attention to the fact that there is no contention that Congress has not the right to require the divulging of the private affairs of the individual for income tax purposes, but only that the publicity provision is in violation of the Constitution.

The court stated:

"We are of the opinion that where Congress has the power to require the divulging of private information for a lawful purpose it has authority for the due and proper accomplishment of such purpose to require the giving of publicity to the information thus secured.

"It seems to us that the provisions for public inspection of lists containing the name and address of each person making an income tax return and the amount of tax paid by him were considered by Congress appropriate means of securing the enforcement of the income tax law, and that such provisions are plainly adapted to that end. They may cause many hardships and may prove to be injurious to many persons. It may develop that Congress was very unwise in enacting such provision, but such considerations, in no way, affect the constitutional authority of Congress in the premises."

"INFORMATION ABOUT ST. LOUIS"

Post-Dispatch Issues Fifth Edition of Space-Buyers' Data

"Information about St. Louis" for 1925 appears in the fifth edition this week, over the signature of the *St. Louis Post-Dispatch*. Forty-two pages of data, printed on one side and bound in loose-leaf letter folder size, are made available for advertising space-buyers, and promise is made that the information will be kept up-to-date throughout the year.

Conveniently large finger tabs divide the information under six headings—the St. Louis market; circulations of St. Louis newspapers; market data; the merchandising service of the Post-Dispatch; lineage statistics of the city's newspapers; and analysis of display advertising classifications of these papers.

A two-page map in colors pictures the four general divisions and the sale-route subdivisions of the city for salesmen covering the territory.

All contents are indexed, and all information is set in large clear type, except the tabular statistics.

Store Takes 16 Page Section

Eugene (Ore.) *Daily Guard* recently issued a 52-page special edition, carrying a 16-page section devoted exclusively to the advertising of one store.

All-America Cables' Birthday

All-America Cables, Inc., celebrated its 47th birthday May 6. On that day in 1878 the late Capt. James A. Scrymser, founder of the system, took the first step in his plans for establishment of cable communication between the United States, Mexico, Central and South America.

Lynn, Mass., to Advertise

In an effort to boom business and to bring new industries to the city, the Lynn, Mass., Chamber of Commerce has raised the sum of $5,000 among business men of the city, which will be used to advertise for diversified industrial firms to locate there. Newspapers in the largest cities of the country and trade papers willl be used. Charles H. Hastings, publisher of the *Lynn* (Mass.) *Evening Item*, is a member of the committee in charge of the advertising.

Hennessy Wins Libel Suit

John A. Hennessy, most recently editor and part owner of the *Providence News*, but for many years a New York newspaper man, won a verdict of $4,000 recently against the *Brooklyn Standard Union* in a libel action. The Standard Union had published a story declaring Hennessy to be the defendant in a suit brought by a woman to recover $100,000 for alleged losses in a gambling house said to be owned by Hennessy.

THE new addition to the Buffalo Evening News, a four story reinforced concrete structure faced with brick, located at Seneca and Pearl Streets. Press Department will be on the first floor. The second floor is to be used for expanding the Composing, Stereotyping and Engraving Departments. The third and fourth floors are for storage of paper. Added space on Pearl Street will permit the loading of as many as twenty-seven trucks at one time.



BUFFALO EVENING NEWS

TO CARE for its growing circulation, the Buffalo Evening News will soon occupy the building pictured.

The first floor, which will open into the Press Department, has been planned to accommodate twenty-four Goss High Speed Low Construction Press Units (equivalent to eight unit type sextuple presses) in addition to the two Goss Double Sextuple Presses now in use.

The new Goss Presses, when installed, will run parallel with Seneca Street so that passersby may observe their entire operation from three sides of the building.

With this additional Goss equipment, it will be possible to print 288,000 thirty-two page papers per hour. The present circulation of the News is reported as well in excess of 130,000.

Goss Presses are the choice of successful publishers everywhere. Catalog on request.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company, of England, Ltd., London

GOSS — STRAIGHT LINE — GOSS HIGH SPEED

N. J. PRESS GROUP HOST TO TIMES EXECUTIVES

Association Gives Dinner at Hotel Astor Thursday, May 5, Followed by Tour of Inspection Through Plant

Executives of the *New York Times* were guests of the New Jersey Press Association at a dinner at the Hotel Astor, New York, Thursday evening, May 5.

The dinner was followed by a visit of members of the Association to the plant of the Times.

Guests of the Association included Louis Wiley, business manager of the Times; Arnold Sanchez, office manager; B. T. Butterworth, advertising manager; C. McD. Puckette, censorship department; Hugh A. O'Donnell, assistant business manager; James Wright Brown, publisher, EDITOR & PUBLISHER.

The dinner committee consisted of R. E. Lent, of the *Passaic Daily News,* president; W. B. Bryant, *Paterson Press-Guardian;* W. B. R. Mason, *Bound Brook Chronicle.*

Members of the New Jersey press group attending the dinner follow:

Passaic Daily News, R. E. Lent, H. F. Buonocore, Arthur O'Brien, Donald Wilcox, Arthur McMahon.

Newark Sunday Call, James T. Logan, Harry Wapshare, Myron Pier.

Paterson Press Guardian, W. B. Bryant, John L. Matthews, James T. Peto, Leroy C. Burnham, J. J. Murphy, C. J. Rodto, A. Epple, A. C. Messman.

Elizabeth Daily Journal, Fred L. Crane, Elmer E. Stanion, George W. Swift, F. Ernest Wallace, Walter J. Burke, Edward H. Griffin, Frederick C. Rebstock, Rufus R. Ness, Albert J. Ruck, Wm. E. Sheeran, LeRoy MacGregor, Wm. L. Newmiller, Matthew J. McCarthy, Frank Sonderland, Julius Kammerman.

Asbury Park Press, J. Lyle Kinmouth, David Thurston, Elias S. Longstreet, Wayne D. McMurray, John F. Knox, Frank Emmons, Melvin Hilyard.

Plainfield Courier News, Charles H. Frost, Calvin Winter, William Morrison, A. W. Zimmerman, John A. Gaffney, E. Helfin, Thomas Hervas, James Niles, Mrs. James Niles, Harold Blackford.

Trenton Times, James Kerney, Thomas F. Waldron, John H. Sines, Thomas L. Kerney, Russell Sterling, Joseph A. Kerney, Harold Levy, Albert Thompson.

Passaic Daily Herald, Wm. M. McBride, E. A. Bristor, P. M. Contant, James C. Sigler, J. Freeswick.

Western Newspaper Union, Edward C. Potter.

Summit Herald & Record, Fred W. Clift, John W. Clift, Norman S. Garis.

Allentown Messenger, J. W. Naylor, Wm. B. Mannering.

Abbey Printshop, Lorenzo H. Abbey.

Mt. Holly Herald, George M. Sleeper, S. Albert Sleeper.

Bound Brook Chronicle, W. B. R. Mason, H. F. R. Mason.

Long Branch Daily Record, Frank M. Taylor, Girion P. Wilson, Lewis Williams.

Belleville Times, S. D. Blaydes.

Trenton Silent Worker, Alvin E. Pope.

East Orange Record, Linwood C. Gillis.

North Jersey Life, Martha Rado, Maleville Haller.

Nutley Sun, Johnson Foy.

Somerville Unionist Gazette, C. H. Bateman, C. Palmer Bateman, R. S. Brunt.

Jewish Chronicle, Anton Kaufman.

Hackettstown Gazette, Alfred C. Walling, S. C. Cutler, M. S. Valentine, Leon A. Walling.

Keyport Weekly, Herbert Brown, Norman Dilg.

Bound Brook Record, D. D. Clark, Jr., Madalyn R. Clark.

Perth Amboy Evening News, D. P. Olmstead, J. L. Clevenger, J. Y. Duff, Mr. Shepherd, Mr. Day, Mr. Shown, Mr. Trueman, Mr. Fugue, Mr. Hughes, Mr. Reimers.

Paterson Morning Call, Garret H. Sturr.

Bloomfield Independent Press, C. O. Bleecker, A. G. Leiss.

Washington Star, R. B. Groat, F. G. Andrews, A. F. Florey, F. A. Robertson.

Morristown Jerseyman, A. W. Lamberton, Philip L. Meyer.

Raritan Independent, Mrs. O. R. Winfield.

Madison Eagle, John Clarey.

American Type Founders Company, J. A. Imbrie.

N. J. College of Agriculture, Carl R. Woodward.

Mergenthaler Linotype Company, W. L. Parks, E. W. Manifold, Fred C. Grumman.

Intertype Corporation, O. J. Houck, T. A. MacElwee.

New Jersey Newspapers, Inc., Harvey C. Wood, Richard W. Cooke, D. A. Fleischman.

Officers of the Association are: president, R. E. Lent, Passaic Daily News; treasurer, W. B. R. Mason, Bound Brook Chronicle; secretary, John W. Clift, Summit Herald.

PAPER MERGER DENIED

Canadian Mill Amalgamation Will Never Take Place, Official States

Following the annual inspection of the Minnesota and Ontario Paper Company's properties at Kenora, Ont., by a party of bondholders and shareholders, headed by E. W. Backus, president, the statement was made that the visit had absolutely nothing to do with any rumored merger with the Spanish River Pulp and Paper Company and the Abitibi Power and Paper Company.

One member of the party, W. E. Young of the Toronto bond firm of McLeod, Young, Weir & Co., remarked that he wished he could find some one who was prepared to wager on such an amalgamation, as he himself would be quite ready to take up the bet. Mr. Young declared that such an amalgamation could never take place, as Mr. Backus and the directors of the other companies mentioned did not, in any way, see eye to eye.

SCHOOL CONTEST LAUNCHED

8,000 College and High School Publications to Compete

Entry blanks and score cards for the nation-wide contest among high school and college annuals, newspapers, and school magazines were mailed to 8,000 high schools, universities, colleges, and normal schools as the preliminary step in this year's annual contest conducted by the Central Interscholastic Press Association, of which Prof. E. M. Johnson, University of Wisconsin School of Journalism, is director.

Previously held among high schools only, the scope of the contest has been broadened this year to include the higher institutions as well. It is the largest national contest of its kind in the United States and is the only one conducted by a university. Its purpose is to stimulate school editors to improve their publications.

NEWSPAPER STYLE

The New Haven Register, one of New England's oldest and best known daily newspapers, with a background of more than a century of historic success, has issued its style book for general circulation.

In addition to instructions on grammar, capitalization, punctuation, use of adjectives, abbreviations, etc., there are concise rules for story and head writing, law of libel and other valuable data. Single Copies, 50c.

Paper edition for office distribution, $3.00 per dozen.

THE REGISTER
NEW HAVEN, CONNECTICUT

FILES $100,000 SUIT

Santa Ana (Cal.) Register Defendant in Libel Action

Two suits for alleged libel, one asking $100,000 damages against the Register Publishing Company of Santa Ana, Cal., and the other seeking $25,000 damages against Fred Marsile, Santa Ana man, were filed in the superior court by Walter Baker, former Santa Ana policeman, now said to be living in Merced.

The actions were based on a newspaper article concerning Baker, founded on an interview published Feb. 24, Marsile being quoted as having seen Baker in San Quentin penitentiary while he was there to deliver a prisoner.

The *Register* printed a denial of the report March 14.

In the suit Baker alleges that the statements were "false, defamatory and malicious."

FLORIDA AGENCY EXPANDS

C. C. Carr Agency Opens Branch Offices in Tampa and Orlando

The C. C. Carr Advertising Agency of St. Petersburg opened branches recently in Tampa and in Orlando. On June 1, it will open a branch in Jacksonville. At that time the Carr Advertising Agency will have five offices, St. Petersburg, Tampa, Orlando, Jacksonville and New York.

The Tampa office has been opened in a suite of rooms on the seventh floor of the new *Tampa Tribune* building. The Tampa branch is in charge of C. D. Levin, former owner of an agency in New York City. The Orlando office is in charge of Laurence S. Lynch, formerly of the publicity department of the National Dairy Association and later managing editor of the *Winter Park Herald.* The Jacksonville office will be in charge of Harry E. Burns, now director of the Jacksonville branch of the Thomas Advertising Service. The New York office, which for the past two years has been located on West Thirty-sixth street, is being moved to Madison avenue. It will be in charge of Miss Etta Klima, secretary of the Carr Agency.

The home office will be located in St. Petersburg, where an agency organization of 15 people is now established.

The agency at the present time is preparing a campaign for the Associated Dailies of Florida, which will be launched in early June.

Business Good in South

Business conditions generally are good and the printing trade and newspapers of the south are showing good records, according to Virgil V. Evans, sales manager of the Ludlow Typograph Company, who recently completed a trip through the south. Mr. Evans spent some time visiting the southern sales office of the Ludlow company at Atlanta.

NEW STUNT IN HOUSTON

Competing Papers Give Press Serial Advance Publicity

Competing papers gave news space to the *Houston* (Tex.) *Press* recently when it staged a variety of promotion stunts in advance of the first publication of "Dimples," a serial story of youthful jazz line in Houston.

Billboard posters in colors, bearing only the picture of a girl's face and the name "Dimples," were first flashed on Houston by the Press, followed by small "teaser" advertisements in the Press, *Chronicle,* and *Post-Dispatch.*

The latter papers published news stories speculating on the identity of "Dimples" and the solution of the billboard and "teaser" mysteries.

When final advertisements were run by the Press making full announcement of the serial story, the Post-Dispatch generously printed another news item explaining it all.

Movie slides, window cards, circulars, automobile stickers, and various other devices were used by the Press in its exploitation campaign.

Houstonians were recruited to pose for illustrations for the serial's opening chapters.

Managing Editor Walter B. Lister of the Press and his wife, Dorothy Lister, were the authors of "Dimples." It was the first serial story ever printed in Houston that was written exclusively for the paper publishing it by members of its own staff.

News Man Wins Scholarship

E. Earl Sparling of the *Oklahoma City* (Okla.) *News* staff, author of "Under the Levee," just published by Scribners, has been awarded a two months' scholarship in the McDowell colony at Peterborough, N. H., by the Oklahoma City McDowell Club of Allied Arts. He was selected from among 15 Oklahoma artists and writers.

Another
HOLLISTER
Achievement!

Following the example of many other of the largest and most successful newspapers in the United States, careful consideration has led The Cincinnati Enquirer to engage the services of the Hollister Circulation Organization to conduct its campaign.

Address the above paper until further notice

HOLLISTER
CIRCULATION ORGANIZATION
717-715 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the

Publishers Financial Bureau—Babson Park, Mass.
"The Largest Statistical Community in America"

A message to the European and American delegates attending the 21st Convention of the Associated Advertising Clubs of the World held at Houston, Texas, May 9th-14th, 1925

THE TWO SYMBOLS OF SERVICE which have been outstanding during the past decade in the advancement of high ideals in the publishing and advertising world are those of the Associated Advertising Clubs of the World and the Audit Bureau of Circulations.

The mottoes of these two associations, indelibly and irrevocably imprinted on their banners are "Truth in Advertising" and "Truth in Circulation," and they have gone hand in hand.

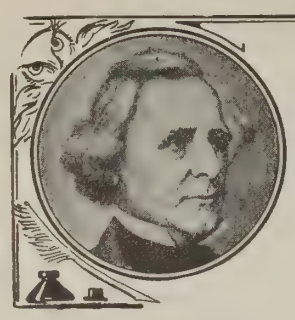
Their combined influence has not only covered the North American Continent but is extending steadily throughout the entire civilized world and is encircling the globe.

Clubs affiliated with the A. A. C. of W. have been established in many lands. A. B. C. associations have been organized or are in the process of formation in several European and other countries. In neither association is there a trace of selfish interest. We are giving to the world the benefit of our experience in the attainment of "Truth in Advertising" and "Truth in Circulation."

All we hope is that eventually there shall be established a world-wide federation of publishing and advertising interests under this banner of "Truth" that will not only be merely of commercial benefit, but will in the final analysis have a beneficial effect upon the welfare of the citizenship of the world at large.

The Houston Convention—made possible by the confidence of those participating in the London Convention—will no doubt send back to our friends across the seas a ringing assurance of co-operation in the attainment of this high ideal. In this the Audit Bureau of Circulations will be in hearty accord.

THE AUDIT BUREAU OF CIRCULATIONS
O. C. Harn, *President*
Stanley Clague, *Managing Director*



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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CHAPTER FORTY

Ocean Palace for Bennett's Guests—Hearst and the Herald's "Personals"—Mr. Reick Resigns from the Herald

After having cruised tens of thousands of miles in his steam yacht, "Namouna," in comfort and safety, Mr. Bennett, in 1900, had built at Dumbarton, Scotland, a much larger and more magnificent steamship from the plans of the celebrated designer, George L. Watson. She was the largest yacht ever built on the Clyde, 285 feet in length and of over 2,000 tons displacement, and having a speed of 18 knots an hour.

She was a veritable ocean palace, with spacious staterooms, models of modern comfort. The decorations and furnishings of the drawing room and dining hall were the finest that money and skill could produce. In this splendid vessel, named the "Lysistrata," which such guests as Prince Murat, the Duke of Camastra, etc., he cruised from the West Indies on the west to Ceylon and Java on the east. A cow was kept on board to supply fresh milk; there was a room filled with growing plants for table decoration, while from a model bakery hot rolls for breakfast were served, when weather permitted, on deck under a bright red awning.

The "Namouna," he profitably sold to the Republic of Colombia, while the "Lysistrata," he patriotically turned over to the old Russian Government during the Great War for use as a dispatch boat.

Bennett's cruising days had practically ended with his serious illness while on a voyage through the Red Sea, in March, 1914.

Bennett and His "Personals"

In the fall of 1906, in the midst of a heated political campagin, in which Mr. William Randolph Hearst was a candidate for election as Governor of New York, he was actively pushing the prosecution of Mr. Bennett and the Herald for publishing indecent personal advertisements. The personal column was one of the features of the Herald inherited from the senior Bennett's regime, and while a source of revenue, was largely maintained by Mr. Bennett for sentimental reasons. These advertisements were all censored by one of the Herald's advertising staff, and the appending of the words—"object matrimony" was always insisted on in doubtful cases. While the management did its best, there is no doubt that the censorship was at times inadequate, and Mr. Hearst produced enough evidence to cause the indictment of the New York Herald Company, Mr. Bennett, and his advertising counsel, Mr. Manley M. Gillam, on Oct. 22, 1906. Four other prominent members of the staff had been served with warrants, but were not further prosecuted. The defendants pleaded "Not guilty."

The American boasted that:

"The indictment and arraignment of the defendants is a direct result of the crusade which William Randolph Hearst and the New York *American* and the *Evening Journal* carried on for months against the 'pernicious' personal column."

Mr. Hearst at this time was making "a whirlwind tour" of the city and state, and the Herald printed long articles attacking him, headed: "Hearst's Defence Is a Yell of 'Lies;'" "Hearst a Foe to his Men's Union;" How Hearst Betrayed Henry George," etc., etc.

The case dragged along until April, 1907, when Mr. Bennett returned specially from Europe to courageously meet the charges and refute the American's hint that he was remaining in Europe out of reach of the prosecution. Acting on the advice of his lawyers, Joal M. Marx and William Rand, Jr., he pleaded guilty, and appeared with his Advertising Counsel in the criminal branch of the U. S. Circuit Court on April 10, for sentence. Judge Hough then imposed total fines of $31,000, based on the indictment of having used the U. S. mails for improper purposes. The money was paid in cash to the clerk of the court—$25,000 from Mr. Bennett; $5,000 from the Herald Co., and $1,000 from Mr. Manley M. Gillam, the Herald's Advertising Counsel. The entire proceedings only lasted ten minutes.

Mr. Reick Suddenly Leaves the Herald

Without previous warning Mr. William C. Reick cabled his resignation as president of the Herald Company to Mr. Bennett early in January, 1907. It must undoubtedly have been a great shock to Mr. Bennett to thus suddenly lose the man upon whom he depended to run the Herald, but there was no hesitation—the resignation was promptly accepted.

Mr. Reick with his large cash resources had acquired "a substantial interest in the New York Times Company and will hereafter be associated with Adolph S. Ochs, the publisher and controlling owner in the management of the *Times*," said that paper.

However, from an announcement in the *Philadelphia Public Ledger* of the same date, it appears that Mr. Reick had also acquired a part ownership of that paper and succeeded Mr. Adolph S. Ochs as president of the Philadelphia Ledger Company, with Mr. George W. Ochs as the publisher.

Mr. Reick finally disposed of his holdings in the Ochs papers to acquire control of the *New York Sun* in 1911, at that time the paper being largely owned by Wall Street interests. In June, 1916, Mr. Munsey bought the Sun, retaining Mr. Reick to manage the evening edition, which he did with such success as to elicit warm commendation from Mr. Munsey.

(To be continued next week)

"NICE BUNCH OF FELLOWS"

Says Arch Selwyn of Dramatic Critics, Repudiating Brother Edgar

Arch Selwyn, theatrical producer, returning from abroad to New York recently, aired a spat over dramatic critics with his brother Edgar.

Edgar had said in effect dramatic critics were worse than useless.

"I don't agree with Edgar," said Arch Selwyn. "I seldom do. The critics are absolutely all right. They work from their point of view, and it does not make any difference what they say or do not say, for if a play is all right the public will go to it.

"I was in Southern France when my brother spoke out of his turn in London," said Mr. Selwyn. "When I got to London I found the critics up in the air. I'm back in New York, and I find my brother has stirred up trouble here, too."

"Do you regard the critic as essential to the drama?"

"Yes," said Mr. Selwyn. "They are essential. I am anxious to get their opinion. My brother, who also is an author, is more sensitive. He does not care for it in the same way. If the critics do not like a show, it is no sign that it is a failure. What they say adversely may hurt a little while, but eventually the public makes the decision.

"Personally, I find the critics a nice bunch of fellows. They are as necessary to their papers as the sports writers are for the sports page—a necessary evil. Most of them are too capable to be wasting their time writing criticism. They could make a great deal more at writing or producing plays."

JEWELERS URGED TO ADVERTISE

Vice-President of Midwest Group Says It Builds Business

E. O. Little, vice-president of Zone 3 of the National Retail Jewelers, urged jewelers to advertise more extensively when he addressed the state convention in Des Moines, Ia., recently.

"Competition is not between jewelers, but between industries," Mr. Little said. "I believe you will agree with me that the store, the individual, the company or the industry that consistently advertises its wares stands the greater chance of selling those wares in competition."

DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

Norwegian Newsprint
Prompt shipments *Inquiries solicited*
NORWEGIAN PAPER MILLS AGENCY, INC.
33 West 42nd Street New York City
Telephone Penn. 7443

DURING
1924

The Times carried a greater volume of advertising than any other newspaper published in Great Britain.

The Times

THE GREATEST POWER IN MODERN ADVERTISING

FOR nearly a century and a half The Times has been the outstanding national newspaper of Great Britain. Its great history, combined with an enterprising modern outlook; the authority with which it speaks, and the superb quality of its printing and production, maintain it in an unassailable position as the leader of the British Press.

And as it is the greatest force in journalism, so it is the greatest power in advertising. It is the one indispensable medium for all announcements intended for the wealthy official, professional and business classes.

Each day's issue speaks for itself. Both the volume and the character of the advertising carried by The Times prove how indispensable it is to the advertiser seeking an entrance to the British market.

Advertising men who visited England last year were able to test these facts on the spot. But The Times is at any time happy to supply further information. If you desire to know more of Britain's greatest advertising medium, get in touch with



When in ENGLAND read THE TIMES

The Times.
PRINTING HOUSE SQUARE
LONDON E. C. 4, ENGLAND

WINS LOVING CUP FOR ESSAY ON VALUE OF ADVERTISING CLUBS

W. O. Riddle First in Des Moines Contest—Says He Learned Economic Significance of Advertising at Club Meetings

W. O. RIDDLE of the Meredith Publications, Des Moines, has been declared the winner in the Des Moines advertising Club contest on "What I Have Learned at the Advertising Club."

Mr. Riddle's article which won for him a loving cup, follows:

My outline on, "What I Have Learned at The Advertising Club," is an attempt to show: first, wherein the club has helped me to gain, and retain, a knowledge of the principles of effective advertising; and second, wherein it has caused me to realize the economic significance of advertising.

By the economic significance of advertising I mean the part which it plays in marketing efficiency and its value to the consuming public.

Practically everything which I have learned can be placed under the following three divisions:

1. It pays to advertise.
2. How to make advertising pay.
3. The economic value of advertising.

A striking illustration that farm paper advertising pays, is, a comparison of the sales made by the two leading mail order houses with their advertising in farm papers.

In 1923 the total volume of sales made by Montgomery Ward & Co., was 239 per cent greater than in 1913. Sears Roebuck & Co., show an increase of 126 per cent.

Montgomery Ward & Co., from 1914 to 1923 have placed an average of 118,468 lines of advertising in state and national farm papers each year. Sears & Roebuck have used a yearly average space of 33,445 lines.

In 1922 the sales made by Montgomery Ward & Co., were 22 per cent greater than in 1921. The gain made by Sears Roebuck & Co. was only 2.3 per cent. The former used 349,216 lines of space in farm papers; the latter used only 1,350.

In 1923 Sears Roebuck & Co. adopted the good strategy of advertising. They placed 47,570 lines in farm papers and made an increase in sales of 18 per cent. Montgomery Ward & Co. secured an increase of 46 per cent over 1922, *from 385,923 lines of advertising.*

The idea for making a series of studies such as this was suggested to me in a speech made before the Advertising Club by Mr. H. E. Kiester who told of the splendid results obtained from farm paper advertising by the Portland Cement Association.

Mr. Austin, advertising manager of the *Omaha Bee,* formerly a Des Moines man, made what I consider one of the most practical speeches on advertising that I have ever heard.

In the course of his talk he laid down three fundamental principles for effective advertising. I shall discuss but one. To advertise most successfully, Mr. Austin said, one must advertise from a certain angle. Or, to state the principle differently one must select a distinctive characteristic of his product and feature that in his copy.

I remember this most distinctly because I took pains to analyze the copy of some of the most successful advertisers to determine whether this was true.

It is interesting to note that the Victor Talking Machine has been telling "the world" for years that certain great artists sing for Victor records only.

Here are a few of the others. Pepsodent—Combat that film! Vacuum Oil Company—We supply the one correct grade of oil for your car, whatever the make. Paris Garter Company—No metal can touch you. One could multiply the examples almost without end.

As an advertising man, I am interested not merely in knowing how to advertise effectively, but also in knowing what value it is to the public.

As between producers as a whole, and consumers as a whole, I should say that the consumers are benefited more. Advertising gives to consumers in the quickest possible way an adequate knowledge of new goods on the market. Furthermore advertising does tend to raise the quality of goods on the market, or at least gives to buyers the opportunity to buy the quality most suited to their needs.

In contrast, producers of basic commodities cannot increase the market for their product to a very large degree by advertising. To a certain extent they can, but the chief result of their advertising is the more speedy elimination of the unfit.

Do not understand from this that I think it doesn't pay the producer to advertise. If he is particularly aggressive, original or has something new, or something unique to offer the public he can profit tremendously from advertising and he, perhaps, profits most of all.

New Minnesota Press Group

Minnesota Valley Editorial Association was formed at a meeting last week at LeSueur with representatives of LeSueur, Scott, Sibley and Nicollet counties present. Colonel Oliver Quane of the *St. Peter Herald* was elected president. Other officers are James Olson, *Gibbons Gazette,* vice-president; Arthur Schuet, *New Prague Times,* secretary and C. C. Eaton, *Winthrop News* treasurer.

FIRST IN OHIO

4,923,701 LINES

JANUARY 1st to MARCH 31st, 1925

The Dispatch published during the first three months approximately 54% of all Columbus newspaper advertising and 785,638 lines more than all other Columbus newspapers combined.

In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION

City	54,851
Suburban	28,024
Country	22,944
GRAND TOTAL	105,819

LARGEST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,834

Edward H. Butler, Editor and Publisher

Kelly-Smith Company, Representatives

Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

ILLINOIS

PRODUCTS

Annually Worth

$6,432,333,789

Illinois is deserving of first consideration from any National Advertiser for the reason of its large and certain income. $5,425,-244,694 of this revenue is derived from the manufactured products of which meat packing accounts for about 20 per cent.

However, the only sure way to sell this great section of the country is through the daily newspapers whose influence is felt throughout the length and breadth of the state.

Introduce your product into the individual localities through their respective newspapers that are thoroughly read and considered by all, worthy of trust and reliance.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	17,408	.06	.06
†Chicago Herald & Examiner	(M)	355,799	.55	.55
†Chicago Herald & Examiner	(S)	1,120,294	1.10	1.10
Chicago Daily Journal	(E)	123,016	.26	.24
**Evanston News Index	(E)	6,912	.04	.04
†Freeport Journal-Standard	(E)	9,665	.045	.045
**Joliet Herald News	(E)	18,979	.06	.06
*La Salle Tribune	(E)	3,230	.025	.025
**Matton Journal Gazette	(E)	5,460	.03	.03
†Moline Dispatch	(E)	10,680	.045	.045
**Monmouth Daily Review Atlas	(E)	5,590	.035	.035
*Ottawa Republican Times	(E)	5,654	.03	.03
**Peoria Star	(S) 23,382..(E)	30,669	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

†Government Statement, March 31, 1925

*A. B. C. Statement, Sept. 30, 1924

**A. B. C. Statement, March 31, 1925

Two Leading Newspapers of the Far East

The Tokyo Asahi Shimbun
and
The Osaka Asahi Shimbun

Are forming the principal connecting link between American manufacturers and the Japanese market today.

Their high-class circulation and wide distribution ensure their clients the best value for advertising dollars spent in this field.

THE ASAHI SHIMBUN SHA

A. P. ADVISORY BOARDS REORGANIZED

State Organizations to Elect Representatives Under New Resolution Adopted at New York Convention

Prior to November of this year the state organizations of the Associated Press will meet to elect their representatives on the association's divisional advisory boards.

This is in line with the resolution adopted by A. P. members at the annual meeting in New York this year, April 21. The complete text of the resolution, published for the first time, follows:

"Recognizing the excellent results that the Association has obtained through the informal creation of state associations of members of The Associated Press, and desiring further to stimulate the creation and maintenance of such organizations, it is hereby

"RESOLVED, That such state organizations, the formation of which and membership in which shall be voluntary, are recognized as advisories of the administration of the work of the Association; that in order that such state associations may uniformly work to the greatest advantage, their annual meetings shall be held prior to November of each year and that at such annual meetings each state association shall elect, from among its membership, a member of The Associated Press to represent it upon the advisory board for the division in which the state is located and in this way all the members of each divisional advisory board shall be elected, their terms of service being one year; that the secretary of each state association shall certify to the secretary of The Associated Press the election of the representative of the State Association on the advisory board;

"Resolved, That it shall be the duty of the members of each divisional advisory board thus constituted to meet once a year during the month of November, at the divisional headquarters, and at such meeting a divisional advisory board chairman shall be elected who shall serve for one year or until his successor is elected; that if the meeting so held thus resolves, it shall be the duty of such divisional chairman to attend a subsequent meeting of the Board of Directors to present to the Board of Directors a report of the activities and recommendations of the various state associations and of the divisional advisory board itself;

"Resolved, That where the membership in any state does not avail itself of the opportunity afforded to gain representation upon the divisional advisory board, it shall be the objective of the divisional advisory board to stimulate interest in the formation of a state association in any such state, but if found impractical to create an association in any such state the divisional advisory board shall designate to the members of The Associated Press in any such state the association in another state with which such members may associate themselves;

"Resolved, That the necessary expenses of the divisional advisory boards, the traveling expenses incurred by their members in attending the yearly divisional advisory board meetings and the traveling expenses of the chairmen who may attend a subsequent meeting of the Directors shall be paid by The Associated Press; that the resolution adopted April 20, 1909, amended April 22, 1919, designating the manner in which advisory boards shall be constituted is hereby repealed."

TO SAVE NEWSPAPER SPACE

Cooper Orders Wider Use of A. P. Logotype Credit

Kent Cooper, general manager of the Associated Press, this week in his first special order to news and traffic departments of the association, directed that hereafter, when credit is inserted immediately following the dateline in a dispatch it should read AP and not By the Associated Press.

The order, it was explained, was planned to aid member publishers conserve newspaper space.

It reads as follows:

"Hereafter, when credit is inserted immediately following the dateline in a dispatch, it should read AP and not By the Associated Press. Publication of credit by members of the two capital letters AP or an AP logotype will fully comply with the order of the board of directors respecting credits. This order does not affect a reference to the Associated Press in the body of a dispatch."

The AP logotype was designed by Melville Stone, A. P., counsellor, in 1919, just after the Supreme Court decision establishing the property right to news. The idea then was to save space in crediting A. P. matter. When a recent check-up showed the practice was not generally followed, it was decided to make it a rule in the press association's news department. Plans are being made to have typewriters equipped with the logotype, and linotype companies are being urged to include it in their new fonts.

For those who accept the principle that want-ads furnish the surest test of reader confidence—and who will doubt it?—the want-ad pages of The Dallas News tell a convincing story.

Still, the fact that The News leads all Texas papers in number of want-ads will occasion no surprise among those who know their Texas.

The
DALLAS MORNING NEWS
Supreme in Texas

FLASHLIGHTS OF FAMOUS PEOPLE

Pictorial Celebrity a Day Series

Gives your readers a "Face to Face" with over three hundred folk who are doing things worth while.

A Business Builder For Your Paper

Joe Mitchell Chapple
THE ATTIC
WALDORF-ASTORIA, NEW YORK

The Market--Kansas

The state that raised the biggest crops in 1924—154,253,000 bushels of wheat and 137,241,000 bushels of corn, plus other big grain yields.

The state where the cash gain on wheat and corn alone is $160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.

The Medium --- Daily Capital

The only Kansas newspaper that covers the entire state.

It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka trade territory. Circulation 36,000. Member A. B. C.

Topeka Daily Capital
Topeka, Kansas

Arthur Capper, Publisher — Marco Morrow, Asst. Pub.

Cover
BLUEFIELD
CHARLESTON
CLARKSBURG
HUNTINGTON
MARTINSBURG
MORGANTOWN
PARKERSBURG
West Virginia

Also cover the immediate territory surrounding each city and you cover West Virginia. These cities are the principal marketing and distributing centers of the State.

One of the striking characteristics of West Virginian cities is the newness of everything. They are not made over cities. They are new. No reconstruction—rather construction. New buildings—new stores—new hotels—new pavements—new homes—and everything up to the very last minute in up-to-dateness.

It is typical of West Virginia. Everything must be modern.

Such a territory is a good territory in which to sell modern merchandise.

An aggressive advertising campaign can be operated in West Virginia at a comparatively small cost by using space in these leading dailies in these leading cities.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,605	.06
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
**Telegram	(E)	9,098	.04
**Telegram	(S)	10,385	.04
Huntington			
Advertiser	(E)	11,176	.04
**Herald-Dispatch	(M)	14,742	.05
**Herald-Dispatch	(S)	15,000	.05
Martinsburg			
**Journal	(E)	4,825	.03
Morgantown			
††Post	(E)	5,089	.025
Parkersburg			
**News	(M)	6,864	.03
**News	(S)	6,614	.03
**Sentinel	(E)	8,527	.03

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925
*A. B. C. Statement, Sept. 30, 1924.

Powers Rotary Film Camera

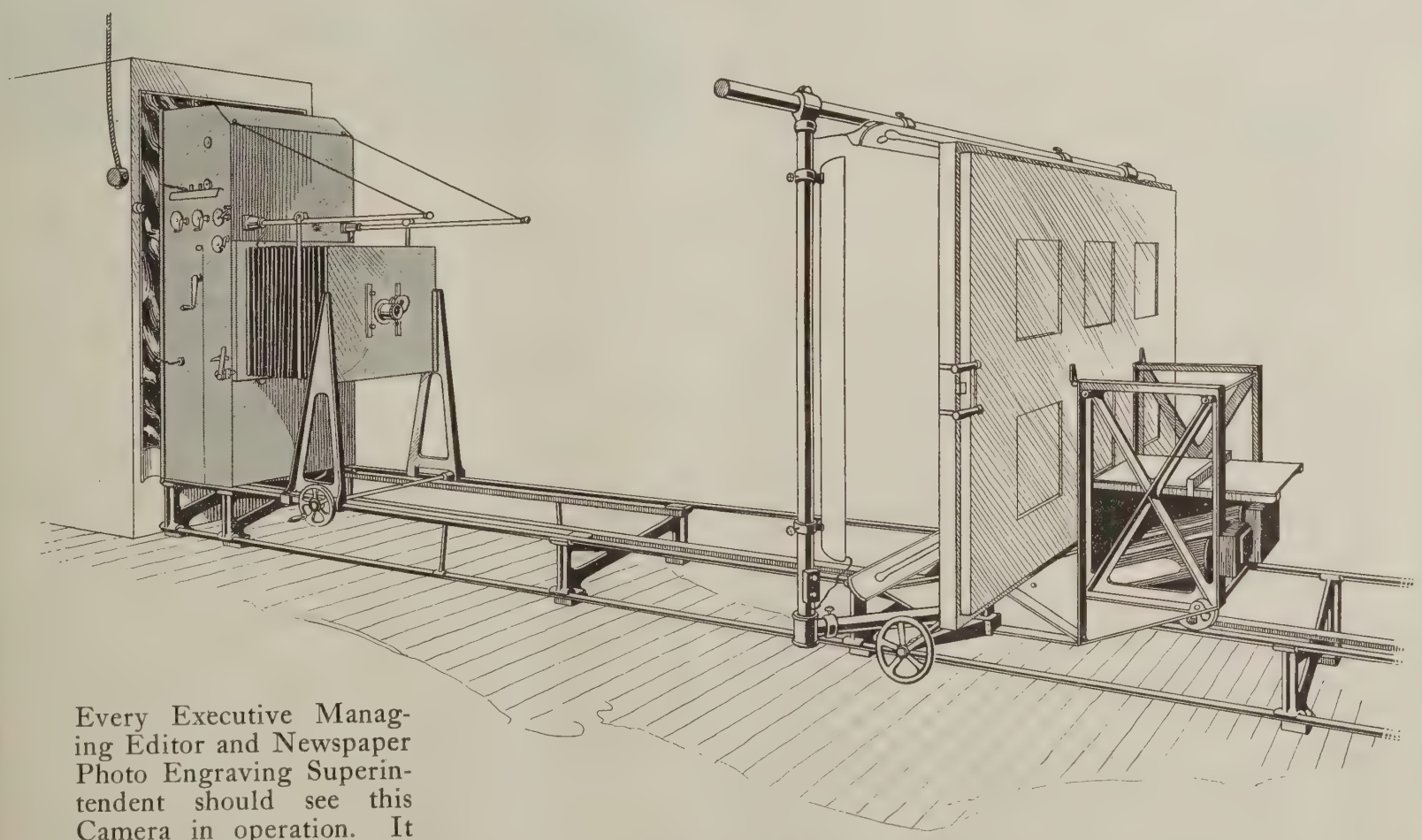
ECONOMICAL and PRACTICAL

Does away with glass washing, coating with albumin, flowing of the plate with collodion, sensitizing in the silver bath, focusing, the use of glass entirely for negative making and rubber and stripping collodion.

Gives Sharp dense negatives.
Greater Production. (10 now to 1 before)
Uniform exposures.

Check up for yourself how much in dollars and cents all the above means to you.

The film used comes in rolls of 3 sizes, 5 inches, 11 inches and 18 inches wide. In exposing you use only as much as required (no waste) after developing it strips from its paper base and on to glass flats.

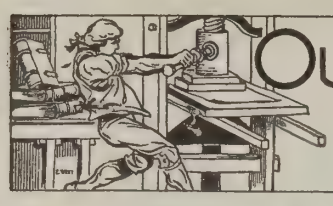


Every Executive Managing Editor and Newspaper Photo Engraving Superintendent should see this Camera in operation. It may be seen any time at the Plant of the Powers Reproduction Corporation, 205 West 39th Street, New York City.

POWERS, Inc.

239 West 39th St. New York City
Phone: Penn 0600

COME IN—YOU DO NOT HAVE TO WRITE FOR A DEMONSTRATION



Our Own World of Letters

By JAMES MELVIN LEE

IN an "Outline of the Law of Libel," by W. Blake Odgers (Macmillan & Co., Ltd., London) will be found an excellent presentation of the subject from the British point of view. Chapters deserving special mention are "Construction and Truth," "Privilege" and "Criminal Law."

The last chapter is possibly the most important of all because it points out the distinction between a crime and a tort, discusses libel on a dead man, gives the statutory protection to newspapers, and discusses blasphemous words, obscene words, and seditious words—to say nothing of comments about the censorship of the press.

* * *

ARTICLES in the *Washington Newspaper,* the official organ of the Washington Press Association, for April include "Democracy and the Press," by Augustus P. Reccord, Pastor, First Unitarian Church, Detroit; "Personal Touch Advertising," by Ralph E. Shannon, business manager, the *Washington* (Ia.) *Evening Journal;* "Holiday Advertising," by O. H. Woody, editor, *Okanogan Independent;* "A Good News Editor," by Frederick J. Lazell, School of Journalism, University of Iowa; and "Newspapers and the Truth," by E. S. Danforth, editor, *Vermillion* (S. D.) *Dakota Republican.* The Washington Newspaper is published by the School of Journalism, University of Washington, Seattle.

* * *

PRENTICE-HALL, INC., 70 Fifth avenue, New York City, announces for early publication "Advertising Procedure," by Otto Kleppner.

* * *

A FEW weeks ago I made a threat to publish something on the treatment of crime in the newspapers. Those who are interested will find my article in *The Independent,* for April 25. Frankly, the quoted matter is possibly the most valuable.

For example, Gene Fowler, managing editor, the *New York American,* presented the following point of view:

> There is only one rule for any initiative, and that is common sense. If you left crime stories out of the newspapers entirely, I do not believe that we would be moving toward elimination of crime in its commission. Indeed, publication of crime, I think, isn't the bugaboo that a holier-than-thou minority would make it. I claim that the newspaper in presenting crime, not as a daily dozen exercise, but as a blunt, cruel, unwholesome fact, infers its preachment of the "wages of sin" on the head of the doer.
>
> Common sense is the sole guide in presentation of news of any sort, and crime is news.

Ralph Pulitzer of the *New York World,* expressed his opinion as follows:

> It seems enough to me that the function of a newspaper is to give its readers an intellectual and emotional background of life as it is being lived around them.
>
> To ignore the release of all the passions, from the most primitive to the most complex, which takes place in the commission of crimes, would be to give the reader a two-dimensional view of life.
>
> It is therefore the function of the editor not to suppress crime news, but to try to relate it to the other happenings of the day in a manner that will as nearly as possible give an undistorted picture of the lights and shadows of that day.

The article is not a reply to "Headlining Happiness," by Willis J. Abbot in the preceding issue of The Independent, though it does discuss the problem of printing crime news from a different angle.

* * *

IN "Vocational Self-Guidance," by Douglas Fryer (J. B. Lippincott Co.) there are three chapters that are of some interest to the readers of EDITOR & PUBLISHER.

The chapter on "Advertising," by Frank Presbrey, for example, contains much that can be read to advantage by all who solicit copy for newspapers. His definition of real advertising is one of the best that I have seen:

> I should say that real advertising is a common sense combination of the skill of the artist, the writer, and the salesman, directed by the man who knows why people buy and through what channels the greatest number of possible consumers or purchasers can be most effectively reached.

Ivy L. Lee, in his chapter on "Publicity," quotes this difference between American and English newspapers:

> The English newspaper prints what is important; the American newspaper prints what is interesting. Our people pick up a newspaper in the morning and read the interesting stories, but to the important discussions of tariff, railroad and other serious economic questions they give little attention.

The chapter on "Journalism," comes from the pen of Edward V. Riis of the *Brooklyn Daily Eagle.* He devotes considerable space to the rewards of journalism and includes many worthwhile anecdotes to illustrate his points. Typical is the story which he tells about his father, Jacob Riis, who was for many years police court reporter for the *New York Tribune*:

> My father, browsing about in the office of the Board of Health in New York many years ago, came across a report indicating that the germs of typhoid were in the city's drinking water. He investigated, taking his camera with him along the Croton watershed. He found where the pollution was, took pictures of the pest-holes which were discharging deadly poisons into the watershed to be mixed with the water drawn from the tap of the householder, and laid the facts and the photographs before the public. The publication of this series of articles led to the condemnation of a strip of land along the water, the elimination of the sources of pollution and the purification of the water supply. It cost $5,000,000 to give New York pure drinking water, but it saved many lives.

Other chapters present the opportunities found in the various vocations. L. F. Boffey, editor, *The Purchasing Agent,* contributes the chapter on "Industrial Purchasing."

The chapters which I have mentioned specifically would have been more complete had the "Suggested Readings" at the close of each chapter included more representative volumes.

* * *

"STAR Stories by *Tribune* Tellers," is not the title, but does describe a collection of some of the best news stories that appeared last year in the columns of the *Chicago Tribune.* Fourteen men and women of the regular staff are represented in the booklet, which bears the official title "Bellringers for 1924."

These stories deal with the funeral of a great American, Woodrow Wilson, a journalistic investigation of prohibition under the Eighteenth Amendment, the last game of the World's Series, an analysis of Chicago's sanitary district, a president returning to his people in the backwoods, a night spent with Chicago bums and panhandlers, etc.

In view of the attention which the Chicago press has attracted in the matter of treatment of crime, the story of the first day of the trial of Leopold and Loeb—written by Robert Lee—affords an opportunity to decide for one's self whether the *Chicago Tribune* put the emphasis in the wrong place.

The booklet concludes with some "Prize Heads of 1924." Every week the Chicago Tribune awards three prizes for the best heads. Possible winners are selected every morning and placed on a board in the editorial room. At the end of the week the managing editor selects the three combining the most originality with the function of the head which is to tell what the story is about.

A foreword tells how much harder it is to write good heads than poetry. In view of this fact it seems only just that the booklet should give the names of those who wrote the prize heads. For those who wrote the stories in the booklet the Tribune prints, not only names, but photographs of the authors. It would also be interesting to know whether the copydesk may not have had a part in giving the stories some of their literary charm.

The old *New York Globe* used to award prizes for the best news stories. Later it had to divide each prize between the man who wrote the story and the man who edited the copy—in justice to all concerned.

* * *

D. APPLETON & CO., announce for immediate publication "The Conscience of the Newspaper," by L. N. Flint, Director of the School of Journalism of the University of Kansas. This book will be reviewed in a later issue along with "The Best News Stories of 1924," selected by Joseph Anthony and Woodman Morrison—a book published by Small, Maynard & Co.

* * *

IN *Oregon Exchanges*—an organ for the newspaper folk of Oregon—for April, will be found digests of many of the papers presented at the recent Oregon Newspaper Conference. Subjects taken up include "Subscription Contests," "Rural Subscribers," "High School Pages," Foreign Advertising," etc. Oregon Exchanges is edited by George S. Turnbull and published by the School of Journalism, University of Oregon, Eugene, Ore.

WRITES HOOSIER BOOK

Louis Ludlow of Washington Corps Publishes Reminiscences

Louis Ludlow, tall, gaunt, good-natured Hoosier, and one of the best known and best liked of Washington correspondents, has just published another volume of reminiscences filled with native humor and shrewd characterization.

The title is, "In the Heart of Hoosierland," the illustrations by Clifford K. Berryman, cartoonist of the *Washington Star.*

Ludlow's previous volume, "From Cornfield to Press Gallery," possessed the same human touch and charitable trait which have endeared him to the Washington corps.

President Coolidge sent an autograph letter to Ludlow by White House messenger, commending the book.

New A. P. News Rule Adopted

Further regulation of the use of Associated Press news is provided for in an amendment to the by-laws passed at the April 17 meeting of the Board of Directors, it was announced this week. The amendment, which is to Section 5, Article 7 of the by-laws, reads: "Only the place specified in the certificate of membership shall appear in the title name or heading of the newspaper, wherein the news of the Associated Press appears."

Help Churches With Advertising

When a church contemplates a new building it consults an architect. In the same manner it ought to consult advertising men when it plans its advertising, but too often the pastor believes he can write advertisements as well as sermons.

Sometimes pastors do not care for suggestions to improve their messages to the public—other times they do. If the pastors in your town can be trained to use better copy, their advertising in your paper will be more resultful. You will be doing them and the church at large a service to offer them suggestions.

Study your church advertising columns. Compare them not with other church advertising columns, but with what the churches of your community might do through your paper if they really get down to business.

Perhaps the advertising club in your city can help stimulate interest among the churches.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

383 Madison Ave., New York, N. Y.

DR. C. F. REISNER, President

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Julius Liebman Finds Room for "Freak" Stories

ACCURACY is what Julius Liebman fights hardest for in directing the staff of the *Milwaukee Sentinel,* of which he is managing editor.

"Accuracy," he said this week, "is probably the one quality needed more than any other in getting out the right kind of newspaper.

"Staff reporters, no matter how long they have been connected with a newspaper, should be constantly checked for correctness in their stories. But reporters shouldn't, on the other hand, be continually the butt of fault finding. On the Sentinel we have found it helpful to give prizes to reporters doing work showing special merit.

"All this is old stuff, but it must be hammered at continually to bring results."

Amusement as well as information, Mr. Liebman believes is needed to round out a successful newspaper. He would have the news stories entertainingly written, but not at the expense of accuracy.

Mr. Liebman recently put into service in his newspaper a novel stunt for attracting the attention of readers. He described it briefly in a recent interview published in EDITOR & PUBLISHER, and enlarged upon it this week.

On his front page every day, he carries a feature story under a special head, which is a condensed summary of all the spot news features contained in the newspaper. It is written in a humorous vein, and at the end bears the notice that complete accounts of the various amusing incidents summarized may be found elsewhere in the paper.

"There are all sorts of strange incidents daily, which carried in detail in the body of the newspaper, make a complete story in itself when summarized," he explained. "Thus the other day, when an automobile swerved from the street and crashed through a plate glass window, wrecking a brand new car, which had never been run a mile. This was worth a story in itself. Attention to it was called when it was included in the condensed summary of other news oddities of the day.

"This feature, I believe, has a marked tendency to make readers go into the inside of a newspaper and look for human interest stuff. There are a great many newspaper readers, who are content with headlines as far as serious information is concerned, and who gain their greatest satisfaction in newspapers through the freak happenings in human lives."

Mr. Liebman is of the opinion that the reporters of most value to their newspapers are those who have spent most of their lives in the cities where the paper is published. He himself grew up on the Milwaukee Sentinel. He started on the Sentinel in 1908, holding respectively positions of copy reader, head of the copy desk, assistant city editor, assistant managing editor and managing editor.

Complete Markets
and the
NEWS THAT MAKES THEM

Together with leads and comment that authoritatively interpret day to day developments in the financial and business worlds.

Full leased wire (averaging 8,000 words, exclusive of tables), or pony service.

Central News of America
Established 1914
42 New Street New York City

Largest organization in the world specializing in financial and market news for daily newspapers.

Accuracy in News
Sanity in Editorials
Honesty in Advertising

These Qualities Have Made

The Jiji Shimpo

Japan's Greatest Newspaper

By standing firm against every influence that would color our news or editorials and against every unscrupulous person who would employ our advertising columns for unworthy purposes, we have won the esteem and respect of readers and advertisers alike.

Our policy of protecting them, and facing squarely our solemn responsibility as a newspaper, is not only a source of satisfaction to them but also to us. The policy has paid handsomely, as fairness and honesty may be expected always to pay. And today The Jiji Shimpo carries

More High Class Advertising Than Any Other Newspaper in Its Territory

That the Jiji's rates should be somewhat higher than those of other newspapers is natural in view of its superior value as an advertising medium. Advertisers who investigate the comparative merits of newspapers in Japan are glad to pay the small additional cost of Jiji advertising. Measured by results, it is the most economical medium in the Japanese Empire.

The JIJI SHIMPO
TOKYO

Represented in America by
THE TRANS-PACIFIC ADVERTISING AND SERVICE BUREAU
342 Madison Avenue
NEW YORK

LETTERS FROM OUR READERS

The Committee's Act

To Editor & Publisher: I do not know whether it is worth while to endeavor to have you correct a statement which has just been drawn to my attention, appearing in your April 4, 1925, issue entitled, "Senator Couzens Adamant—Still Refuses to Allow Tax Hearings to be Reported."

In the first place, let me point out to you that it is absolutely against the law to permit tax hearings to be made public prior to their presentation to Congress. Secondly, in the matter of prohibition hearings, only one incidence occurred where any reporters were required to pay for any transcript, and that was at their own election because they thought there was going to be something sensational in it.

I am enclosing you a copy of a letter written to the Associated Press here, dated April third, which made a complaint because they had to pay a stenographer to stay up late in the night to make a transcript of the testimony for them.

The action of keeping the prohibition hearings behind closed doors is the action of the Committee and it would be more proper to say that it was the Committee's secrecy rather than Senator Couzen's secrecy. The Committee is adamant and not Senator Couzens and the heading of your article, therefore, is entirely improper, because tax hearings may not be reported and it is the Committee that is adamant against open hearings on prohibition rather than the Chairman.

James Couzens,
U. S. Senate.

Our Convention Service

To Editor & Publisher: I think that you have done a better job than ever in connection with the annual specials concerning the Associated Press and the A. N. P. A. Your issue for April 15 appeals to me more strongly than any of its pre-Convention predecessors, excellent though these were. I particularly like the special photographs, many of which have for me particular values because they are of persons with whom I have been associated in years past.

The Editor and Publisher has assuredly become a periodical of which our craft may be proud. It is an essential for all who are active in newspaper work or any newspaper affiliations. To be an informed editor and publisher one must regularly read your Editor & Publisher.

Walter Irving Clarke.
Philadelphia, Pa.

"Save the Tree"

Editor and Publisher:

Just a line to compliment you upon the entirely right and appropriate editorial of April 18 entitled "Save the Tree."

It is exceedingly helpful for you to run such an editorial, and I know that you have done it because the forestry movement is one which you understand the full significance of.

I have clipped the editorial and am passing it along to Managing Director E. P. Allen of the American Forest Week Commiteee in Washington.

R. S. Kellogg.

Printing Crime News Healthful

Memphis, Tenn., April 24.

To Editor & Publisher:—"Don't print crime news. We don't think it is nice."

That's what a lot of churches are saying to a lot of newspapers in a lot of cities right now. And some of the newspapers, in a supine and feeble desire to please everybody, especially the church people who happen to be organized better than the non-church people, are yielding to this silly request.

They tried it in Chicago. Thank Heavens—and thank the good sense, courage and brains of Chicago editors—they were ignored. There they went so far as to threaten to influence advertisers, did these church people in their silly desire to reform the world by repression, by taking away liberties, and restraining American rights.

They are meeting more success in some other towns. But the towns are small towns—towns where editors have the small town idea of trying to please everybody by printing nothing really hurtful about anybody. And don't tell us we are prejudice against small towns. We worked in small towns for years and know the virtues and weaknesses of small town papers. Big town papers, much as they are maligned, have a thousand times more courage and do a thousand times more good than small town papers which overlook wrongs and dishonesty to print stories about the painting of John Brown's barn, because John happens to be active in the First Methodist church, an officer in the First National Bank and one of the town's so-called leading citizens.

The action of some papers in segregating crime news, or in leaving it out of the paper entirely is asinine, silly, and detrimental to the real interests of the newspapers.

The majority of readers, the great majority, want crime news. In leaving out crime news editors are yielding to a noisy minority of the kind leading most of the foolish reforms now on. These editors, in not playing crime news as it should be played, are losing friends among the great and silent ranks of everyday readers who want the news of the world, whether it be crime or church, truthfully and accurately and fearlessly told.

I don't say crime news should be exploited in the way some metropolitan papers do. The smearing of pages and pages of news with sordid and revolting crime details does not please me. But the real facts in such crimes should not be withheld to please anyone.

The psychology in leaving out crime news is wrong. It would be better to print too much than too little.

When we leave out crime news we become namby-pamby recorders of the nice pink tea events of the day. We become cowards, shrinking before the uplifted hands and smug faces of reform fanatics. If the press, as a whole, were to go this way the press would have little excuse for existence. But there is little danger. Most newspaper editors have too much sense.

They say the young should not read crime news. Piffle. In this day and age, little can be kept from the young. Educate the young. Don't try to withhold things from them.

They say printing crime news prompts and suggests other crimes. More piffle. If this is true suppress the histories. Let's don't suggest any more wars.

And how are we to classify crime news? Shall news of political crookedness be suppressed or shoved down into an obscure corner of a page because it is crime news? Shall crimes, crying to high heaven for exposure and for public action, be buried on an inside page to please some smug pew holders?

Shall newspaper editors bow down in the dust before ignorant, narrow minded and prejudiced people who are trying to lead the American people by the nose?

God forbid! If such come to pass we shall quit journalism and hunt a job selling ribbons or cleaning streets.

Let editors say how their news shall be printed. Let them think of the great and silent masses of readers, not the vociferous one who send delegations to the editor's office to ask that he give half his front page to a Billy Sunday revival. If editors quit thinking for themselves, if they jump to try out every silly suggestion of half baked reformers, they had best give up their editorial chairs and hunt other jobs.

Crime news is news. It is news broad in scope. Its scope is the broadest of any class of news.

There are political crimes. There are crimes of violence. There are financial crimes. There are industrial crimes, national crimes, state crimes, a thousand kinds of crimes. They need to be spread before the world and the criminals exposed. God grant that some day we come to recognize war as a crime unless it be war of independence, of liberty.

And some people would suppress, would hide these crimes. The strange part of it is that these people have obtained the notice they have.

Here in Tennessee we have had some fine examples of what rabid reformers will do if teaching of evolution in the schools. They have closed Sunday theatres. They have put burdensome taxes on tobacco and gasoline. They have done a hundred other things, suggested by the churches and the Ku Klux Klan. They are of the type that would smother crime news. They must be checked.

Don't be fooled, don't be lulled to sleep. There are insidious influences at work these days, that would stifle the freedom of the press.

Stay awake or the press will not long be free.

Leland G. Swarts.
News editor, *Memphis* (Tenn.) *Press.*

Bennett in London

To Editor & Publisher:—In Mr. Coleman's interesting history of the "Herald of the Bennetts" I notice an error (perhaps typographical) starting of the London Herald—European Edition. Instead of 1889 that paper was started a number of years previously. I do not remember the year but think it was published for more than 10 years when Mr. Bennett cabled me to go over in 1890 to take charge and reorganize it, as it was losing 5 or 6 hundred pounds a week. This I corrected and returned to New York in a few months in business charge of the N. Y. Herald & Telegram. But before sailing, suggested to Mr. Bennett that he put in charge an American Editor with a business instinct on the London edition. This he agreed to and asked me to send him someone. On returning to New York I wrote him suggesting either Mr. Reick of the Herald, Mr. Flynn, editor of the Telegram, Mr. Blumenfeld, city editor of the Telegram, or Stephen O'Meara, Boston Journal.

Mr. Bennett sent for Mr. Reick but considered he would do better for the Herald in New York. Then he sent for Mr. Flynn, who also returned to New York. Then Mr. Bennett sent for Blumenfeld and he took editorial charge in London until the paper was discontinued some years later. Mr. Blumenfeld, after being connected with the Herald a few years in New York, returned to London and for a number of years has been in editorial control of the Daily Express there, and quite prominent in the London newspaper world.

Very truly yours,

295 Perkins St.
Oakland, Calif.
Albert Fox.

PAINT CAMPAIGN URGED

Department of Commerce Says Advertising Will Boost West Indies Sales

Proper advertising is recommended as a means of developing the American paint and varnish trade in the West Indies, according to J. W. Wizeman, Chemical Division, Department of Commerce, in a pamphlet just issued, entitled, "Paints, Pigments, and Varnishes in the West Indies." The importance of this market for these materials is evidenced by the fact that American shipments during 1923 (the latest statistics available), amounted to over $2,500,000, or one-eighth of the total amount shipped from the United States to all countries.

The almost total absence of paint-manufacturing establishments in the West Indies makes the territory an excellent market for imported materials, the pamphlet shows. Mr. Wizeman points out that the need for protection against natural deterioration is great, because of climatic conditions, such as heat, copious rains, salt air, etc. In addition, there are the ravages of insects and fungus growths to contend with.

New Trade Paper Announced

Merchandising Magazines, Inc., is going to publish a new magazine, *Good Looks Merchandising,* for the toilet goods trade. Its staff will be Frank C. Thomas, president and advertising manager; Harold C. Bodman, vice-president and editorial director; David Magowan; secretary-treasurer; Gaybert B. Little, managing editor and W. M. Philpott, assistant advertising manager.

Ground Broken for Cleveland Plant

Ground has been broken for the new $2,000,000 home of the *Cleveland News and Sunday News-Leader,* at Superior avenue and E. 18th street, Cleveland. The permit for the building was taken out late last week, and as soon as the excavating is finished, work on the structure itself will start.

Editor & Publisher covers the newspaper and advertising field—$4 a year.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

$12 DUTY CHARGED ON BRITISH GIFT FLAG

MAJOR WYNNE WILLIAMS, advertisement manager of the *London Times,* walked down the gangplank of the Cunarder Samaria May 4, bearing under his arm a furled Union Jack, covered by a rubber casing.



Maj. Wynne Williams

Came the regular business of customs inspection. Major Williams had written he had nothing to declare except a silk flag of Great Britain.

"How much is it worth," demanded the inspector.

"I'm sure I don't know," rejoined the Major, a trifle hotly. "It's a relative value, possibly."

"Come with me," ordered the official in the blue cap and gold braid of U. S. custom.

The Major obeyed, but protested.

"It is to be a gift, you know, to the advertising men of Houston, the city which is to be host to the British delegation to the 21st annual convention of the Associated Advertising Clubs of the World, next week."

Protest or not, he paid $12 duty.

A short few minutes before, Major Williams, conversing with an Editor & Publisher representative, who went down the Bay to greet the English visitors, had warmly praised what he called "American hospitality, the most cordial in the world, you know."

GASOLINE PRICES

Are they fixed by the Standard Oil Company?

Or are they fixed by competition and supply and demand?

The facts and figures, by which you may *reach your own conclusion,* are set forth in detail in our report on this difficult and complex question.

Our report mailed April 11 gives a clear picture of "The French Financial Problem," the factors contributing to the downfall of the Herriot ministry, and the situation confronting the new Cabinet.

EDITORIAL RESEARCH REPORTS

1425 G Street Washington, D. C.

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

BROWNSVILLE, TEXAS

the largest city and heart of

THE MAGIC VALLEY

(RIO GRANDE VALLEY)

BROWNSVILLE FACTS

Population	**16,000**
Bank Resources	**$6,500,000**
Value of Products	**$75,000**

Industries include—

50 ton Cotton Oil Mill
4 Cotton Gins
120 ton Ice Plant
3 Hat Factories
Mattress Factory
Shirt Factory

Lumber yards do $1,000,000 per year. Centre for truck cotton and citrus raisers. Owns its own water and light plants.

Brownsville is the Gateway to Mexico and centre of transportation for the famous valley of citrus fruit and vegetables. The Rio Grande Valley citrus is famous and known for the unexcelled flavor.

The grape fruit has one-third greater juice than most and they are so sweet that they can be eaten from the tree without sugar.

This has made Brownsville a thriving city and you are invited to write and to seek business connections.

The Brownsville Board of Development will be glad to forward such information as may be desired. Inquire of S. C. Tucker, Chairman City Board of Development, or Mayor Cole, Brownsville, Texas.

Welcome To Texas



Publishers, advertising agents and executives in all branches of the great fields of journalism and advertising are cordially invited to make the EDITOR & PUBLISHER offices their business headquarters while visiting New York City.

We will consider it a pleasure to serve you.

We have arranged conference rooms where publishers may discuss business with their clients. The ideal location of our new offices (close to the Grand Central Terminal and Pennsylvania Railroad Station) affords great time saving as well as helpful conveniences for visiting publishers who are pressed for time. We sincerely hope that you will take advantage of this opportunity to meet your clients in the heart of the great city.

Elaborate facilities for service, including telephone, telegraph, clerical and secretarial service, have been arranged and will be extended without obligations. Our files, statistical departments and reference services will be made available. A wire or telephone message will assure prompt attention to requests for transportation, hotel accommodations as well as theatre ticket reservations.

We are delighted at the prospect of being able to serve you more efficiently at our new home—Suite 1700 Times Bldg., 42nd St. & Broadway, N. Y. C.

EDITOR & PUBLISHER

now located at

SUITE 1700

Times Building

New York City

Southern frontage facing
Broadway—42nd St.
and Seventh Ave.

For eleven years EDITOR & PUBLISHER has maintained its enviable position as leading trade publication of the publishing and advertising business. With this supremacy there has developed something more than a weekly trade publication—the office of EDITOR & PUBLISHER has become the *Service Center* of these two great fields of endeavor.

To the unrivalled spot news features that characterize the editorial policy of EDITOR & PUBLISHER, there has been added a constantly increasing service combining market research work with widely expanding statistical features dealing with circulations and advertising rates of the recognized leading force in national advertising—the newspapers.

Such a highly developed and constantly expanding *Service Center* necessitated the removal of our headquarters to the recognized center of national and international advertising and publishing affairs. The new offices, to which you are cordially invited, afford increased space for the further development of our several departments, and we do not hesitate to promise increased *Service* in every detail.

We shall look forward to welcoming our readers and clients from all corners of the publishing and advertising fields, whenever they are visiting New York City. From our new headquarters we shall continue to extend every service within our power to all such friends no matter where they may be located.

EDITOR & PUBLISHER

The Newspaper Advocate

Telephones:

(Five [5] Trunk Lines)

BRYANT

3052—3053—3054
3055—3056

SALES PROMOTERS IN THE SOUTH

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham News (E)	78,337	.18	.18
*Birmingham News (S)	89,196	.18	.18
**Mobile News-Item (E)	11,722	.05	.05
*Mobile Register (M)	20,192	.08	.07
*Mobile Register (S)	32,440	.025	.036
FLORIDA			
*Daytona Daily News (ES)	4,036	.035	.035
*Florida Times-Union, Jacksonville (M&S)	41,293	.10(S.12)	.10(S.12)
*Miami Herald (M)	31,499	.07	.07
*Miami Herald (S)	36,498	.08	.08
*Orlando Sentinel (M&S)	5,749	.035	.035
††St. Petersburg Independent (E)	10,087	.04	.04
*Tampa Times (E)	18,021	.05	.05
*Tampa Tribune (M&S)	29,481	.08(.09S)	.07(.08S)
GEORGIA			
*Augusta Herald (E)	15,753	.05	.05
*Augusta Herald (S)	15,190	.05	.05
††Macon Telegraph (M)	25,137	.07	.07
††Macon Telegraph (S)	25,137	.07	.07
**Savannah Morning News (M), 21,372. (S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY			
*Lexington Leader (E)	19,498	.06	.06
*Lexington Leader (S)	19,376	.05	.05
*Paducah Sun (E)	9,275	.04	.04
NORTH CAROLINA			
††Asheville Citizen (M)	13,891	.055	.055
††Asheville Citizen (S)	13,891	.055	.055
††Greensboro Daily News (M)	25,543	.08	.07
††Greensboro Daily News (S)	32,547	.07	.07
††Raleigh News and Observer (M)	23,982	.07	.07
††Raleigh News and Observer (S)	34,169	.07	.07
*Winston-Salem Sentinel (E)	16,031	.06	.06
SOUTH CAROLINA			
*Columbia Record (E)	15,297	.05	.05
*Columbia Record (S)	14,865	.05	.05
**Columbia State (M)	24,246	.07	.07
**Columbia State (S)	24,442	.07	.07
**Greenville News (M)	20,190	.065	.06
*Spartanburg Journal (E)	4,086	.05	.05
*Spartanburg Herald (M) 6,901 (S)	9,606		
TENNESSEE			
*Chattanooga Times (M)	27,545	.08	.08
*Chattanooga Times (S)	27,606	.08	.08
*Nashville Banner (E)	55,560	.11	.11
*Nashville Banner (S)	55,471	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,128	.05	.05
**Danville Register (Sunday)	7,184		
*Newport News Times-Herald (E)	7,827	.05	.05
*Newport News Daily Press (S&M)	5,706		
*Roanoke Times & World News (M&E)	26,188	.07	.07
*Roanoke Times (S)	17,815	.06	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

* A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.
** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924

Newspaper advertising is always and anywhere the cheapest, surest and most effective of all advertising mediums.

In the South, however, conditions make it possible for newspaper advertising to reach its highest grade of efficiency. The rates are particularly attractive, and the circulations of this list of papers are such that almost the entire buying public can be reached or influenced.

Moreover, the territory itself offers unexcelled opportunities to the National Advertiser, in that it is always and continuously making strides forward, thereby creating new demands and needs. A progressive territory is always progressive in everything. New merchandise appeals to it in the same proportion as the opening of a new highway.

The South Is Progressive

The South is agricultural territory which means a large revenue and equally large needs in the way of machinery and devices.

However, the great purchasing power of the South is not limited to its agricultural resources. The enormous production of its mines, forests, manufacturing enterprises, live stock industry, fishing and oystering, swell this power to a staggering total.

The possibilities and opportunities are increasing every day.

The South bids a cordial welcome to advertisers who believe in the stability of a market which, once secured, sticks to advertisers who seek opportunity and to advertisers who believe in cultivating good will and sales in the home.

The South Is Prosperous

RADIO SECTIONS HAVE PROVED THEIR VALUE

Editor of Washington Herald's Radio Tabloid Disagrees with Mr. Felix's Criticism of Their Worth to Advertisers

By Robert L. Bellem

(*Editor, Washington Herald Broadcast*)

It is my experience, borne out by my *Washington Herald* radio work, that any that any argument against the merits of the newspaper tabloid section as a media for radio advertising is pure assumption, predicated on misinformation.

The avidity with which radio fans from the start fell upon these newspaper tabloid sections as fast as they appeared on the streets,—the eagerness with which they still look forward to those radio publication days, utterly refutes such a premise in Washington.

As well discountenance the placing of exclusive women's apparel copy in *Harper's Bazaar;* as well decry inserting "Rooms for Rent" ads in the classified columns on the argument that a more wide appeal can be made R. O. P! Along the same lines, why sell footwear in a shoe store? Why not rent a table in the middle of Main Street—because more people pass that way? The very argument used by Mr. Felix in a recent issue of Editor & Publisher against the radio tabloids—that car-cleaners had picked up 61 of them from the floor of a commuter's train on one Saturday afternoon—reverts to the tabloid's favor. Were those sections unread, they would have remained in the newspaper untouched, taken home and there consigned to the trash barrel after the remainder of the newspaper had been perused. That they had been carefully separated from the other sections of the newspapers proves that they had been read *first of all*—then discarded. I wonder whether Mr. Felix, in compiling his data, ascertained how many of the sections retrieved by the car cleaners had been clipped or torn—that is, how many articles and advertisements had been taken from them, to be saved for future reference and Monday marketing?

The newspaper radio tabloid of today is no longer entirely technical—at least, *The Herald Broadcast* (a part of every Saturday's Washington Herald) is not. Technical articles of general interest are interspersed with the very human-interest program stories that Mr. Felix so admires. In other words, the trend is toward giving the reader a little of everything—just as the main news sections of the newspapers pander to every conceivable taste.

Automobile sections, real estate sections, poultry - farm - garden supplements — all these have proven by the test of years the logical places for their respective class of advertisement. Why discriminate against the radio section just because it happens to be the present style to print it in tabloid (and hence more readable and accessible) form?

U. S. ISSUES REPORT ON PAPER MILL WAGES

Department of Labor Compiles Statistics on Industry Gathered from 199 Establishments in 16 States

The Department of Labor, through the Bureau of Labor Statistics, has issued an exhaustive report on wages and hours of labor in the paper and pulp industry in 1923. Data were obtained from 199 establishments located in 16 States, and include 35,799 male and 3,262 female, wage earners. Of these, 13,011 were employed in pulp mills, and 26,050 in paper mills. The figures relating to pulp mill employes were limited to mills making pulp by the ground wood, sulphite,. or sulphate, processes.

The data for paper include mills making book paper, newsprint, wrapping paper and writing paper. The average earnings per hour in the pulp mills ranged from 27.3 cents in Louisiana to 49.1 cents in Michigan and Ohio.

The average hourly earnings in the paper mills ranged from 42.6 cents in the writing paper mills in Wisconsin to 65.9 cents in the book paper mills in New York. The average full time hours per week in the pulp mills ranged from 50.3 in New England to 67.3 in Louisiana; and in the paper mills they ranged from 48.1 in the newsprint mills in New England to 59.5 in the wrapping paper mills in Pennsylvania, Maryland, and Virginia. Addition to tables showing in detail, for each branch of the industry the average hours per week, earnings per hour, and earnings per pay period of employes by occupation, sex, length of pay period, and region, the report contains a brief history of the industry. A description of operations and equipment, a glossary of occupations, and general information relating to changes in wage rates, overtime pay, bonuses etc.

SEATTLE DAILY CUTS PRICE

Union Record Goes from 3 to 2 Cents on Street, $9 to $5 by Mail

The *Seattle Union Record,* which at the first of the year was purchased from the labor unions which then controlled it, by a company headed by E. B. Ault editor and manager, and Saul Hass, managing editor, this week announced a reduction in subscription price.

The new rate reduces the street price from three cents to two to 10 cents a week delivered from 75 cents a month, and from a mail price of $9 a year to $5.

"Increased circulation, lower manufacturing costs, and better advertising patronage permit the Record to announce the reduced subscription price," the paper said in a published statement.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
Pollard-Alling automatic mailing machine cheap, fine mechanical condition. C-971, Editor & Publisher.

For Sale.
25 all steel galley cabinets, each containing 152 steel galleys 8¾ x 13 inches, in four tiers, 38 galleys in each tier, all in good condition. Wire or write for price on No. 679. Baker Sales Company, 200 Fifth Avenue, New York City.

For Sale.
Several Linotype Magazines usable on Models 5, 8, 14, 19, 25 or 26 Linotypes. Owner has just installed an entire new Linotype equipment of models which will not take these magazines. Wire or write for price on No. 678. Baker Sales Co., 200 Fifth Ave., New York City.

Printers' Outfitters.
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Wanted.
Eight page flatbed Duplex, first class condition, priced right. Also used Miehle newspaper press. Times, Hendersonville, N. C.

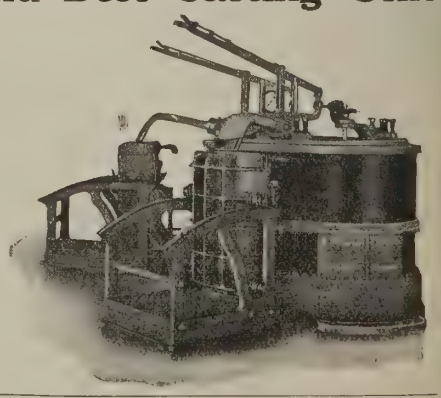
Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Wisconsin State Journal
Madison, Wis.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE
MAIN OFFICE Conway Bldg. 111 W. Washington St. CHICAGO
EASTERN OFFICE Marbridge Bldg. Broadway at 34th St. NEW YORK

Don't "Pig" Metal It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

N.Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

The Quickest and Best Casting Unit
Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

If it's a Hoe, It's the Best
R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.
Who builds constructively. Experience of eighteen years on Philadelphia and New York Dailies soliciting furnished room ads to National Accounts. Classified Manager for one of the largest dailies—a splendid general advertising experience on Trade Paper, Magazine and Agency work. 40 years old, married. Available at reasonable salary. C-972, Editor & Publisher.

Business Manager
with advertising and circulation experience, wants to connect with small town daily. Will consider buying small amount of stock. Address C-960, care Editor & Publisher.

Desk Expert.
Copy desk expert or rewrite man available for summer as vacation supply. C-953, Editor & Publisher.

Editor
of daily and Sunday morning paper in east seeks connection with afternoon publication. College and university education, married, 6 years in present position; 34 years old. C-959, Editor & Publisher.

Editor in Chief
of one of the oldest and best known dailies in New England desires position of like responsibility on live daily paper in Middle West. Noted editorial writer and experienced in every position on the staff from cub reporter upward; capable of assuming full control of any daily. Address Executive, Box C-970, Editor & Publisher.

Editor-Manager—Best References.
Man of forty, sound; metropolitan, Washington (D. C.), and international experience; the "pep" to make some paper undisputed leader in its field, a power in the land and a dependable money-maker. Wants job as editor, managing editor or editor and manager of a newspaper in some worth-while American community where news sense, editorial punch and sound American ideas would be appreciated. Morning paper preferred, but evening paper could also be made to respond to vigorous treatment he has in mind. Owners, managers and advertising experts commend my business sense and nose for revenue as well as news. Snappy, sound editorials. Address Box C-973, Editor & Publisher.

Lady Society Editor Wants
position with growing newspaper or magazine. Several years' experience. Best references. Reasonable salary. Will go anywhere but prefer Southern California. Write Society Editor, 1400 Santee St., Los Angeles, Cal.

Mechanical Superintendent.
Press Superintendent wants position on daily newspaper. Practical experience in all mechanical departments. In charge of plant or dept. for the last twenty years. Can give A-1 references. Box C-957, Editor & Publisher.

Reporter.
Young woman, university graduate, trained in journalism. Ambitious and willing to work. Best references in regard to ability and character. Am available at once. C-948, Editor & Publisher.

Opportunity Awaits

You in the Classified Section of

EDITOR & PUBLISHER

Read it every week and use it to advertise your wants.

HELP WANTED

Wanted.
Syndicate salesman to look into profitable daily or weekly feature as side line; immediate and continuing commissions. Care C-975, Editor & Publisher.

Classified Promotion Manager
wanted by metropolitan daily. Must have executive ability and initiative to work out campaigns, without being told how to do it. Box C-974, Editor & Publisher.

News Editor
for fast growing Florida newspaper wanted at once, splendid opportunity for first class news writer. Wire or write, Roderick Arkell, Sebring, Florida. State salary and experience.

Solicitor and Copy Writer.
For newspaper in city of 50,000. Adjacent to New York City. Salary. Give full particulars and salary desired to start. Address C-967, Editor & Publisher.

Wanted.
at once—experienced Tubular plate pressman and stereotyper for new machine. State salary expected. Post-Bulletin, Rochester, Minnesota.

Wanted.
Somewhere among the readers of this paper there is a trained solicitor of city circulation who will listen to the following proposition. We have a morning newspaper, circulating 7,000 daily and 9,000 Sunday in a town of 25,000 where there is a very conservative population almost entirely native American. We estimate there are 1,500 families who are well able to afford a morning paper, but who will have to be sold in a high class, dignified manner. Roughnecks would not be able to gain admittance to the people about whom we are speaking. To such a man we will pay a small drawing account weekly, which will meet his expenses in our town, together with a very liberal commission. We can offer him an attractive selling proposition and will be glad to go into details with the right man. For further information address Box C-968, care Editor & Publisher.

OPENS NEW HOME

Cleveland Times Has House-Warming —Prints 56-page Edition

Fifteen thousand persons, it is estimated, inspected the new home of the *Cleveland Times* at Payne avenue and 22nd street, when it was formally opened to the public on April 17 and 18.

Coincident to the house-warming the Times published a 56-page edition.

Although it removed to its new home March 21, last, being compelled to desert its old home early because the building will be razed to make room for the new $80,000,000 Union station, the Times postponed formal opening of the structure until finishing touches had been put on it and the new equipment installed.

Launching of the new home saw the Times with a second Duplex Tubular press installed, two more Ludlows in use, four additional linotypes, making a battery of 14 now in use; another el-rod machine, additional stereotyping equipment and almost 100 per cent more equipment in the composing room. The paper is now equipped mechanically to care for all its needs for the next two years, and can issue, when necessary, a 40-page edition without an extra run of the presses.

George Moran, chairman, the *Cleveland News* and the *Sunday News Leader,* sent the Times a handsome floral piece on the opening day, while all of Cleveland's large banks, most of the big stores and scores of individuals and smaller firms also sent floral offerings, so that the foyer leading from the street to the business office was literally banked with blossoms when the doors were opened.

Commemorating the opening, the Times issued a house warming edition consisting of a 16-page news section and two 20-page special sections, 56 pages in all. It was packed about 80 per cent advertising and 20 per cent news matter, for the special section. It carried 60,000 agate lines of paid advertising, while 5,000 additional agate lines were in the news section. This was the first edition of that size ever issued in Cleveland, except by a Sunday paper.

BUSINESS OPPORTUNITIES

Successful Publisher Will Invest
from $75,000 to $150,000 cash for controlling interest in an afternoon paper in any progressive city in the north. Advertiser can show unequalled record for newspaper building. All replies will be held in strict confidence. Address C-976, Editor & Publisher.

Daily Newspaper for Sale.
Creston (Iowa) Daily Advertiser; population 8,034. Only daily in ideal field; north 60 miles; east 115 miles; south 60 miles; west 100 miles. Price $125,000. No alibis; just want to sell at a price that means a profit.

Exceptional Opportunity
to invest in Pacific Coast Daily. Want to sell half interest to high class newspaperman. Must have $20,000 cash. Address C-969, Editor & Publisher.

ADVERTISING BUILT DODGE GOOD WILL

Systematic Capitalizing of Public Confidence Company's Policy Since Beginning—Goodwill Valued at $100,000,000

Appraisal of Dodge Brothersgood will value at more than $100,000,000 is one of the greatest tributes paid to advertising in the history of modern business, according to an account printed in the *Wall Street Journal* recently from its Detroit bureau. The caption of the company's announcmeent of the sale headed "World-Wide Good Will" was reproduced from one of a series of advertisements published just nine years ago. It was upon that series of good will advertisements that the Dodge Brothers' business was founded.

John F. Dodge at first loathed advertising. He held all sales managers in light esteem. In the first meeting with the man he had chosen to chart his merchandising and advertising course, he remarked in characteristic fashion—"Horace and I go out in the factory and sweat blood to save a tenth of a cent, and you fellows turn right around and throw away 10%."

The man who was to write the Dodge advertising seized upon this incident, in his own mind, as his theme forever after. "Here," he said to himself, "are two honest manufacturers. The thing to do is to capitalize them and through them the car." At the time of this meeting the car was not even built. It was not, when it appeared, the almost flawless mechanism it afterward became, but meanwhile the preparation of the public mind was under way.

Part of the program was a series of advertisements appearing at intervals glorifying the value of public good will. They were almost essays worded in a simple, human way that painted a picture of blunt honesty and integrity. They were aimed even more at the prospective dealer organization than at the public, but the public accepted them without question.

Probably never before had the familiar industrial phrase "good will" been so systematically capitalized. The changes were rung on it not merely in advertising, but in sales discussions, letters and public speeches, and swiftly a high conception of Dodge Brothers began to crystallize. The first of the series of advertisements was called "A Year's Growth in Good Will" and was followed by "Good Will Constantly spreading," "A Solid Wall of Good Will," and "One-Half Million Builders of Good Will." Other copy was interspersed which carried such headings as "A Good Name—The Master Salesman," "The Force of Friendly Thoughts," "A Circle That Never Stops Growing," and similar suggestive thoughts deeply implanted in public consciousness.

John Dodge was one of the first to grasp the significance of the process, although he admitted it was all new to him. After a while, with the unconscious ego of a strong man, he said of the man who was doing the job: "Say, that fellow just can't help saying things the way we want them said." The process of dramatizing honesty went on, making a scenario out of probity, good faith and good will, and the intangible nothing became a tremendous something.

Two weeks before he died, John Dodge made rather solemn acknowledgment of the whole thing, and asked the author of this advertising to help him select a successor to the sales manager who had superintended the entire process—and had then resigned—and incidentally the man who impressed upon the advertising man, the short sententious style which has ever since characterized Dodge advertising, and likewise originated the present outdoor advertising idea.

Meanwhile, a brilliant competitor of John Dodge, one of the most interesting figures in the industry today, has summarized the matter about as picturesquely as John Dodge himself would have done.

"John," he said, "is a great manufacturer—with one exception, to my way of thinking, the greatest in all the world. But"—pointing to a Dodge advertisement—"Fifty per cent. of all that he is and possesses today he owes to the peculiar and individual way in which he was made known as a great manufacturer."

Two days before he died, John Dodge and the man who had made him known sat side by side at a New York luncheon and planned for the future. Then came the tragic end and, because, meanwhile, another figure in the industry, Walter P. Chrysler, had called him in to help rehabilitate the Maxwell, the Good Will Man passed out of the Dodge picture.

SALES—APPRAISALS

Newspaper Properties

You have a newspaper property which you wish to sell profitably?

Your newspaper property is not making enough money?

You wish to make a sound investment in a newspaper property?

You wish to know the scientific value of any newspaper property?

WE HAVE BEEN SUCCESSFULLY ENGINEERING NEWSPAPER SALES AND APPRAISALS AND PURCHASES AND CONSOLIDATIONS FOR THE PAST THIRTY YEARS.

Palmer, DeWitt & Palmer
350 MADISON AVENUE, NEW YORK
Telephone: Murray Hill 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

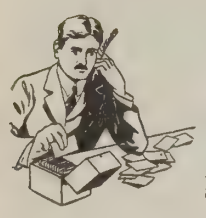
CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40 to $50, we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money, or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



WHAT are the commercial faults, causing economic losses, in your city? Do all the people regard Monday as "wash-day" thereby creating an unnatural and expensive business "peak" for the first day of the week? Newspaper advertising, sold to laundries, would correct it. Is Saturday the "shopping day" to the exclusion of all other days? Locate and correct such false and uneconomic conditions by advertising!

IN its classified columns the *Los Angeles* (Cal.) *Evening Herald* has increased the pulling power of some of the business personals appealing to women readers by arranging them under the heading "Woman's Realm." Typical ads that come under this classification are beauty culture schools, beauty operators, hat shops, and other specialty shops, such as brassiere and corset shops, children's day nurseries, etc. Such a column can add materially to any paper's classified revenue and increase the returns to advertisers.—Harold J. Ashe, Long Beach, Cal.

The business district of Des Moines is peculiarly situated. The Des Moines river divides the city into east and west side. The last few years the west side has become the retail district. To stimulate advertising and business for the east side, the *Evening Tribune* every two weeks runs an East Des Moines double truck, with news and advertising of the east side. The news matter averages about 15 per cent.—E. R. Appel, Des Moines, Ia.

Why not get your local automobile dealers to advertise used cars in display form instead of using the classified columns? This will bring a larger space for your paper. A Newark Sunday paper using display used car advertisements gets two pages of this business every issue.—Joseph N. Medresch.

Draw more attention to your advertising and incidentally please your advertisers by running a small box headed something like:—"Hidden Treasure in Today's Ads." The classified page can be included in this scheme. Underneath the heading will be printed a few words referring to several special bargains advertised elsewhere in the paper, and written after this style. "A $50 a week job is advertised on the clasified page and a Ford Roadster is offered for $35. On page ten men's $3 shirts are advertised for $1.95 while on page eleven ladies' Spring hats have been reduced from $7.50 to $5," etc.—Harold Nuttall, *Bellaire* (O.) *Leader.*

On the anniversary of some local contractor's start in business in your city try for a special page for him carrying his own copy and the copy of concerns whose products he uses or with whom he does business.—F. H. Williams.

The Junior College at Miami, Okla., is a young institution and is not publishing a year-book this year. The Miami News-Record will publish, about ten days before commencement, a "year-book edition" and is expecting to land advertising about graduating presents, congratulations to the class, and the like. This ought to be a good idea for small city high schools and colleges that do not publish annuals.—John B. Owen, *Miami* (Okla.) *News-Record.*

Divide a full page into equal spaces (4" single or larger), sell the spaces to regular advertisers, using for copy, the cut of a telephone, the phone number, and business slogan of the advertiser, blank lines on which to write the advertiser's name and address. Offer three prizes of 5, 3, and 2 dollars to readers sending in the neatest and most correct answers. Run the page once and again a week later giving correct answers and names of prize winners. This page can be run as a Display Clasified or regular Display page.—J. J. B., *Binghamton, N. Y.*

Additional space can be sold in a not too flourishing advertising field by adopting the following plan: Obtain a list of the photoplays coming to the principal movie houses for the next three weeks or more. Find out what books these photoplays are written from, and then take your list to the book stores, and get them to advertise what books in the list they are selling. The list of photoplays can be used as the basis of a news story on your moving picture pages.—Henry R. Helsby, *Olean* (N. Y.) *Times.*

How about a half-page of ads for phonograph records, from your music houses, tied up with the week's radio programs as published by your radio editor? Radio fans hear and enjoy a number over the radio and if properly stimulated by timely advertising would be glad to get it in record form.—F. J. McEniry.

Publish a complete list of your advertisers in directory form once each month under the caption: "Progressive Merchants and Business Men of (name of city)."—B. A. T.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

FOLLOWING the close of the World War, many patriotic societies were formed. These, in addition to the regular branches of service, such as Army, Navy, Marine Corps, National Guards, Red Cross, etc., make it possible for a newspaper to feature "Patriotic News" under a special heading and attract thousands of readers. The plan was launched in Springfield, Mo., several weeks ago and is now counted one of the biggest features. The various organizations gladly report all news happenings for the week.—W. H. Brunkhorst, *Springfield* (Mo.) *Republican.*

Tennis will soon be in full swing in every city. It is a game for young and old. Who is the oldest champion? The youngest champion? The best female player? Where are the best courts to play in your city? Do clubs and schools give opportunity for diversion along this line? Such an article should appeal to the sporting nature of a large number of readers.—H. Wilbur Polson, Geneseo, Ill.

Most cities have a retail credit bureau that operates quietly but efficiently in determining whether you will be granted credit by Blank's furniture store or the corner grocery. The bureau does not shun publicity, but neither does it hunt it. If your city has such a bureau, the secretary can give you much interesting news material.—B. A. Teeters, Springfield, O.

With the coming of spring another long debated evil again faces us; namely, preserving our wild flowers that are threatened with extermination by careless and thoughtless people who must not only pick all they desire but destroy all they do not want. Laws are being enacted, others under debate to protect the various types of wild flowers. Discriptions of the flowers threatened, pictures, history, etc., with cartoons of the offenders would make a fine feature.—C. E. Pellissier, Boston, Mass.

EDITOR & PUBLISHER's new address is Times Building, 42nd street and Broadway, New York.

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

SPOT A BIG NATIONAL SUCCESS When You See It Coming

ELLA CINDERS

Comedy Strip With An All-Star Comic Cast

Starts June 1

Metropolitan Newspaper Service
Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City.

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

A Dependable Means of Increasing Classified Lineage
Write for Particulars
Associated Editors, Inc.
440 S. Dearborn St., Chicago

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

Are You Superstitious?
Of course not!
Well then, watch
"Superstitious Sue"
by
A. B. Chapin
and
See how foolish other folks are
A One Column Cartoon
with
A Bright Idea
Write for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

We are at your service!

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attlebero Sun .....(E)	5,628	.0275	.0175
**Boston Globe .....(M&E)	284,601	.50	.50
**Boston Globe .....(S)	331,221	.55	.55
††Boston Transcript .....(E)	38,201	.20	.20
*Boston Post .....(M)	371,124	.60	.60
*Boston Post .....(S)	351,527	.55	.55
**Fall River Herald .....(E)	15,972	.05	.05
**Fitchburg Sentinel .....(E)	11,702	.055	.045
*Haverhill Gazette .....(E)	15,400	.065	.05
††Lynn Item .....(E)	16,640	.06	.045
Lowell Courier-Citizen and Evening Leader .....(M&E)	21,270	.06	.06
*New Bedford Standard Mercury (M&E)	33,883	.10	.10
*New Bedford Sunday Standard (S)	26,944	.10	.10
**North Adams Transcript...(E)	9,691	.04	.035
**Salem News .....(E)	21,325	.08	.07
**Taunton Gazette .....(E)	8,895	.045	.03
**Worcester Telegram-Gazette (M&E)	91,177	.26	.23
**Worcester Sunday Telegram (S)	51,784	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,264	.05	.05
††Bangor Daily Commercial..(E)	23,162	.06	.05
**Portland Express .....(E)	29,548	.10	.07
**Portland Telegram .....(S) (Sunday Edition Express)	28,977	.10	.07

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot...(E)	5,258	.0375	.025
†Keene Sentinel .....(E)	3,609	.03	.034
**Manchester Union Leader (M&E)	29,692	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News.....(E)	6,273	.0336	.0296
††Pawtucket Times .....(E)	26,921	.07	.07
††Providence Bulletin .....(E)	66,674	.17	(B).23
††Providence Journal .....(M)	35,668	.10	(B).22
††Providence Journal .....(S)	63,549	.15	.15
**Providence News .....(E)	27,006	.07	.07
††Providence Tribune .....(E)	23,211	.10	.09
**Westerly Sun .....(E&S)	4,657	.025	.025
**Woonsocket Call .....(E)	14,075	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,121	.03	.015
††Bennington Banner .....(E)	3,104	.0125	.0125
**Burlington Free Press.....(M)	13,157	.05	.05
**Rutland Herald .....(M)	10,878	.04	.04
**St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	45,795	.15	.15
*Bridgeport Post .....(S)	20,017	.10	.10
**Hartford Courant .....(M)	32,459	.03	.03
**Hartford Courant .....(S)	52,769	.11	.11
††Hartford Times .....(E)	49,566	.12	.12
**Meriden Record .....(M)	7,506	.045	.03
**Middletown Press .....(E)	8,239	.0325	.025
††New Haven Register....(E&S)	43,196	.12	.11
**New London Day.....(E)	11,761	.06	.045
††Norwich Bulletin .....(M)	12,592	.07	.05
**Norwalk Hour .....(E)	6,073	.04	.04
†South Norwalk Sentinel....(E)	4,415	.025	.025
*Stamford Advocate .....(E)	9,774	.05	.04
**Waterbury Republican American (M&E)	23,467	.08	.08
**Waterbury Republican ....(S)	15,073	.08	.08

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.
*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
(B) Combination rate Daily Journal and Eve. Bulletin.

THE GREAT DAILY CIRCULATION OF NEW ENGLAND NEWSPAPERS

exceeding two millions in a population of seven and a half million, indicates the avidity of the people for news and their ability to assimilate and digest advertising.

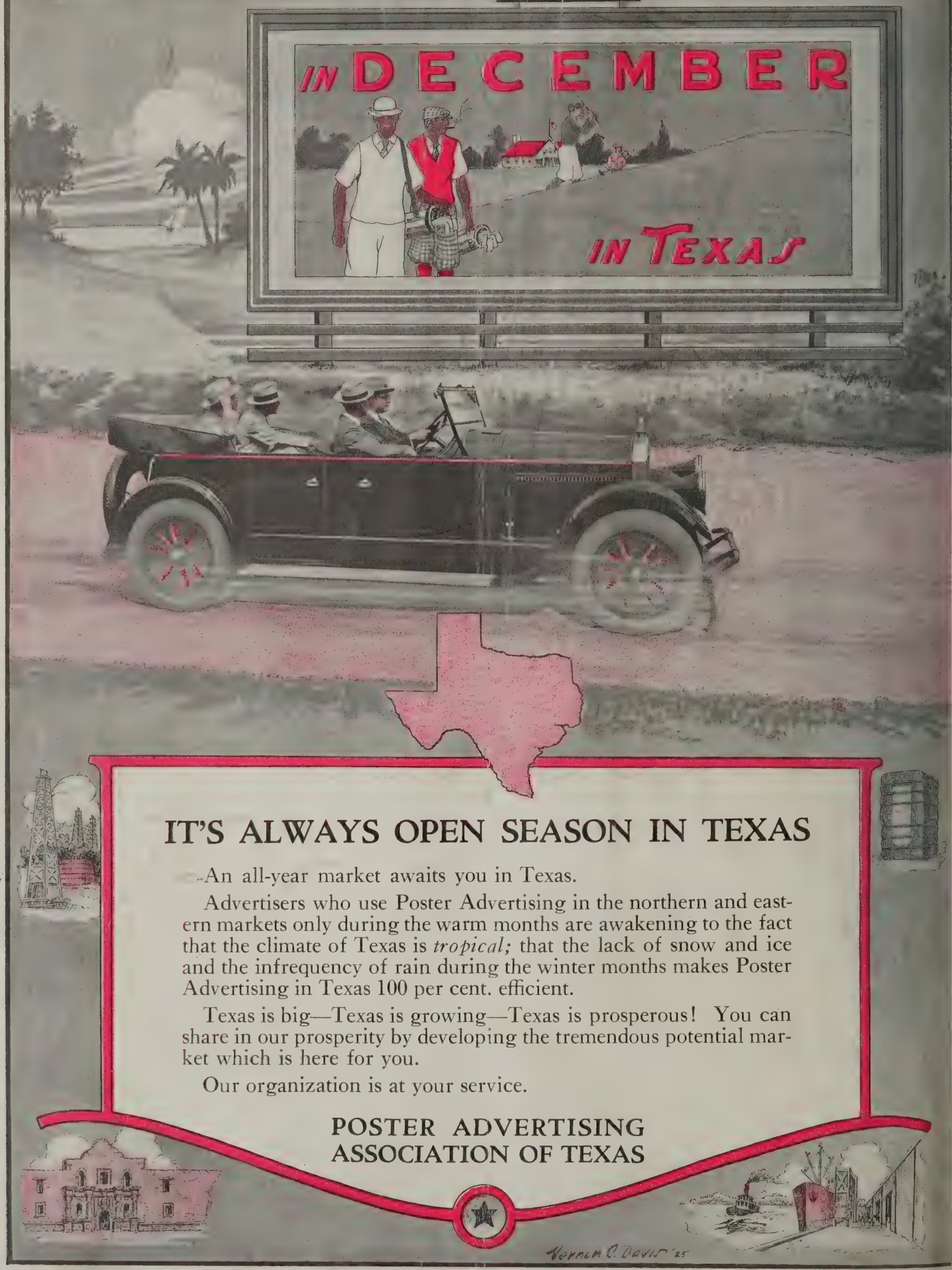
Advertising in New England will reach over seven and a half per cent of America's population and more than half of these people live in thirty-nine cities of over 30,000 population.

In New England advertising is read as much as news, as will be indicated by the number of actual sales credited by local advertiser to individual pieces of copy.

The National Advertiser who will use the daily newspapers wisely—which means intensively, either in group or by locality—surely puts in motion the greatest stimulus for sales.

Use New England Daily Newspapers

POSTER ADVERTISING



IT'S ALWAYS OPEN SEASON IN TEXAS

An all-year market awaits you in Texas.

Advertisers who use Poster Advertising in the northern and eastern markets only during the warm months are awakening to the fact that the climate of Texas is *tropical;* that the lack of snow and ice and the infrequency of rain during the winter months makes Poster Advertising in Texas 100 per cent. efficient.

Texas is big—Texas is growing—Texas is prosperous! You can share in our prosperity by developing the tremendous potential market which is here for you.

Our organization is at your service.

POSTER ADVERTISING ASSOCIATION OF TEXAS

JOURNALISM LIBRARY

THIS ISSUE:—COMPLETE REPORT OF A. A. C. W. HOUSTON CONVENTION

EDITOR & PUBLISHER

1884 *The Newspaper Advocate* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 51 NEW YORK, MAY 16, 1925 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

The Economics of Distribution and Consumption in Chicago

Based on its large and prosperous population, two factors make Chicago one of the richest and most economically served markets in the world for the national advertiser.

The first of these factors is, of course, the vast number of retail outlets serving a population of more than 3,300,000, in an area less than 40 miles from center to circumference. Thirty-eight of the forty-eight states of the Union have a smaller population than Chicago alone. Low distribution costs, transportation and warehousing charges—all the elements of successful merchandising—are available here on an economical basis unexcelled anywhere in the world.

The second factor is the economy and effectiveness of advertising coverage. One medium—The Chicago Daily News—reaches and influences the buying decisions of the great majority of financially competent households in Chicago and its immediate suburbs. In this territory is concentrated 94 per cent of The Daily News approximately 400,000 circulation—1,200,000 daily readers.

Local advertisers, familiar with this fact, capitalize it by placing the preponderance of their advertising in The Daily News—and national advertisers who have or seek distribution here can wisely follow the lead and advice of local experts.

The thoroughness, economy and effectiveness of its advertising coverage place The Daily News, year by year, far in the lead of all other Chicago daily papers in the volume of display advertising printed.

The Chicago Daily News

First in Chicago

In the final analysis
RESULTS COUNT

POSTAL TELEGRAPH - COMMERCIAL CABLES

RECEIVED AT

TELEGRAM

DELIVERY NO.

This is a fast Telegram unless otherwise indicated by signal after the number of words:—"Blue" (Day Letter) "N.L." (Night Letter) or "Nite" (Night Telegram) Form 16

STANDARD TIME INDICATED ON THIS MESSAGE.

CHB311 33

GREATFALLS MONT 2 DLY 1925 APRIL2 PM 12 38

W ABBEY 1201

NEA SERVICE CLEVELAND OHIO DLY 1925 APR 2 PM 12 39

COLORED COMIC SECTION DECIDED STIMULUS TO CIRCULATION SINCE STARTING SOME SIX WEEKS AGO WE HAVE INCREASED CITY DELIVERY CIRCULATION QNE THIRD AND SATURDAY EVENING STREET SALES HAVE GONE UP TWENTY FIVE PERCENT

THE LEADER.

NEA four-page, ready-print color comic sections are sure-fire circulation builders.

Ahern's "Our Boarding House," Blosser's "Freckles and His Friends," Williams' "Out Our Way" and Swan's "$alesman $am" form the funniest color comic section in America. NEA Comics in page size and strip form are used by over 800 papers with 8,279,249 circulation.

Samples and rates on request

NEA SERVICE, Inc.,

1200 West Third Street, Cleveland, Ohio

THE WORLD'S GREATEST NEWSPAPER FEATURE SERVICE

"Something Like The Baltimore Sun"

¶ An Ad-club speaker was trying to give his audience an idea of a newspaper in another city. He wanted to visualize a newspaper of what he called the "prestige" type.

¶ "Something like the Baltimore Sun," he said.

¶ There's a sermon in that.

¶ Editorially, the Sunpapers have been often named among the great papers of the world.

¶ Compilations of advertising lineage always find the Sunpapers way up in the list of the big ones, too.

¶ The editorial reason is back of the advertising reason.

Average Net Paid Circulation for April, 1925

Daily (M.&E.) . . 247,009
Sunday 183,328

JOHN B. WOODWARD
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

PHILADELPHIA
a City of Homes

The American home has ever been the ideal of its statesmen and other forward-looking men.

The right home life has done more toward producing good Americans than any other agency.

People who live in their own homes, who are proud of their homes, are naturally the best prospects for any advertiser.

Perhaps in no other American city is this so strongly evident as in Philadelphia—the City of Homes.

Philadelphia fathers and mothers are ever on the alert for things to improve their homes and to add attraction and charm.

In all America there is no other city where there are so many separate dwellings, and likewise there is no other city that presents such attractive possibilities to the advertiser.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

518,357 copies a day

Average daily net circulation for the year ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
814 Park-Lexington Bldg.,
46th Street & Park Avenue.

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.,
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.,
681 Market St.

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.,
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, MAY 16, 1925 | No. 51

Rousing A. A. C. W. Convention Calls For World Peace and Understanding

C. King Woodbridge Unanimously Elected President—Philadelphia Next Convention City—International Atmosphere of London Intensified—4000 Attend and Texas Hospitality Is Overflowing

(*By Telegraph to* EDITOR & PUBLISHER)

By ARTHUR T. ROBB, Jr.

HOUSTON, Texas, May 13.—World peace and universal understanding have been the keynotes of the 21st convention of the Associated Advertising Clubs of the World which adjourned today to meet next year at Philadelphia.

President Lou Holland retires after three of the greatest years in the association's history, with his ideals a permanent part of its philosophy. The international air which marked the London program has, if anything, been intensified at Houston, with a strong Pan-American representation at the convention and a Pan-American trade conference in simultaneous session.

C. King Woodbridge, New York national advertiser, was unanimously elected to the presidency, his strongest opponent, Homer J. Buckley, of Chicago, declining consideration by the joint assembly. Mr. Buckley was elected chairman of the joint assembly. Jesse H. Neal, of New York, was unanimously re-elected secretary-treasurer.

Philadelphia as the convention city of 1926 was the unanimous choice of the board of club presidents, which in a five-hour session Tuesday night considered the claims of Philadelphia and St. Petersburg, Florida.

St. Petersburg made a vigorous fight under the leadership of W. C. "Pap" Freeman, who headed a large delegation and a very healthy band of Scotsmen. Philadelphia won for two reasons—one, the fact that it celebrates the 150th anniversary of American Independence; second, the fact that the last two conventions have been held at London and Houston, distant from American Advertising centers. Attendance here is estimated at 4,000, but association leaders see the need for another large convention before applying its forces to the stabilization of Florida business desired by the St. Petersburg people.

Montreal and Detroit are also interested in obtaining the 1927 meeting.

By-laws of the association were changed to remove from the convention the veto of the convention city chosen by the club presidents, and vest this power in the executive committee. The club presidents elected W. S. Patton, president of the Houston Advertising Association, chairman of their board, and Sam Blair, Peoria, secretary. Mr. Patton thus becomes a member of the executive committee.

Incorporation of the National Vigilance work was reported by Herbert S. Houston Thursday. Fifteen directors will govern the Corporation, five nominated by the Better Business Bureaus, five by sustaining members and five by the Executive Committee, A. A. C. W.

Changes in the constitution were adopted as proposed by Rowe Stewart, Philadelphia, as follows:

Re-arrangement of districts, creating district Fourteen, British Empire, except Canada: District Fifteen, Canada: District Sixteen, Australia, New Zealand: District Seventeen, Europe except Great Britain: District Eighteen, the orient.

Creating the office of Honorary International Vice-President for recognition of distinguished service by others than Americans.

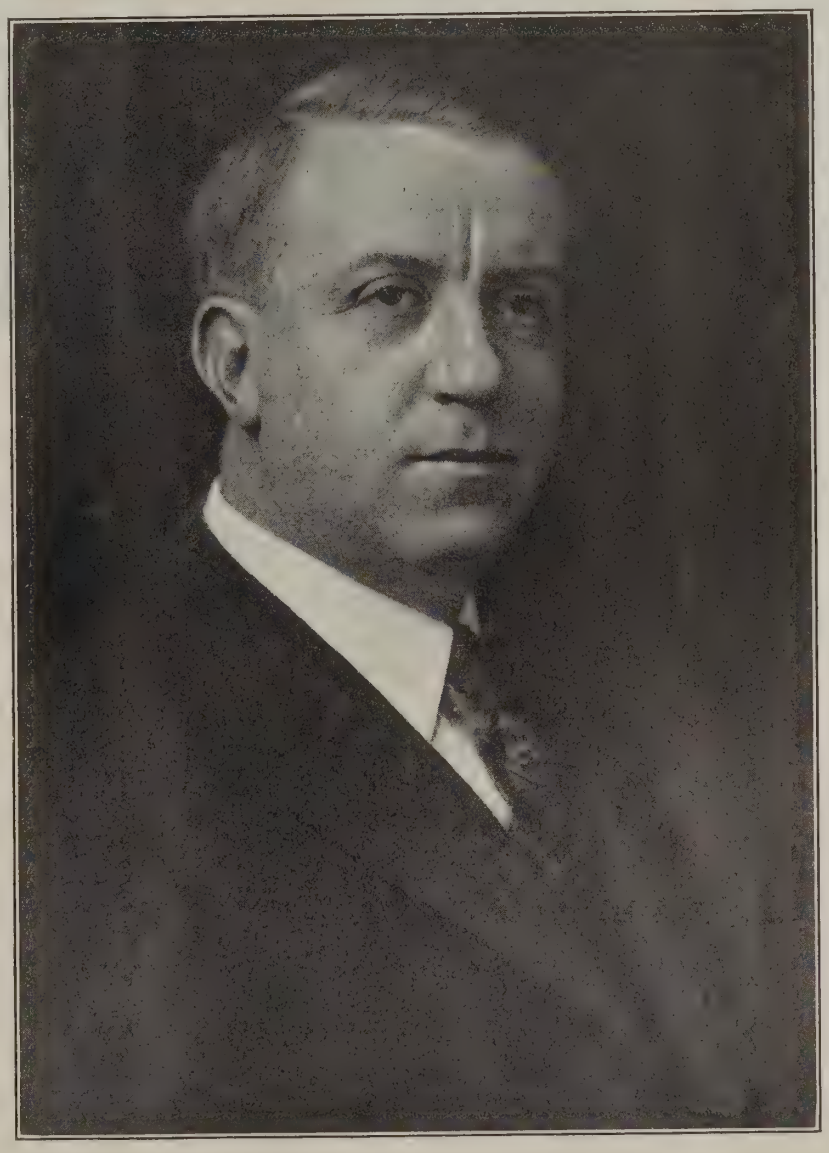
Clarifying powers of joint assembly as resolutions committee.

Waiving initiation fee and regular dues for new clubs remote from America and for college advertising fraternities.

Making the publication of *Associated Advertising* optional with Executive Committee, rather than mandatory by the constitution.

Frank Leroy Blanchard, teacher of advertising for twenty years was publicly recognized by President Holland after Paul Cherington reported for the Executive Committee.

NEW LEADER OF WORLD AD-CLUBS



C. KING WOODBRIDGE

Homer J. Buckley, chairman of the joint assembly presented these resolutions, which were adopted:

Commending President Coolidge's governmental economy program.

Favoring an international conference to promote world peace.

Approving census of distribution by Department of Commerce.

Commending the proposed Texas Centennial Celebration.

Thanking Latin-American governments for their participation in the convention.

Approving movement for return to "reign of law based on righteousness."

Urging clubs to appoint a special member to co-operate with Near East Relief and Golden Rule Sunday.

Thanking Governor Ferguson; Houston for its "princely Hospitality;" Houston newspapers; President and government of Mexico; the City of Galveston; Association officers and committees and convention speakers.

George W. Hopkins, voicing joint assembly's inability to draft an adequate resolution of appreciation of President Holland's services, asked all members to write a letter expressing their views, with a view of binding them and presenting them to President Holland with a suitable memorial.

Nomination of Philadelphia was made by W. S. Patton, chairman of the Board of Presidents.

E. J. Cattell, Philadelphia city statistician responded by presenting the Houston Advertising Association with a replica of the Liberty Bell.

R. H. Cornell was elected an honorary life member of the Houston Advertising Association in recognition of his services to the convention.

Election of President Woodbridge and Secretary-Treasurer Neal concluded the session.

The convention adjourned for a barbecue and rodeo at Hermann Park.

President Holland and Mayor Holcombe opened the general sessions Monday with addresses of welcome to delegates from foreign countries. Responses were made by Sir William Veno, of Manchester, England; Arturo Elias, Mexico City; Samuel Tolon, representing Cuba, Norman S. H. Catts, who made the journey from Sydney, Australia, to tell Americans what a great market his country affords them; Henry George, of Geneva, Switzerland; Luis F. Racinos, San Salvador and J. C. Muniz, Brazilian Consul General at New York. The responses were followed by Secretary Hoover's address (printed on page 5 of this issue) and an address by L. W. Baldwin, president of the Missouri Pacific Railroad, who described his road's solution of the problem of public relations.

"The Missouri Pacific system lines" he said, "decided that the proper and fair way to get information before the general public was to purchase advertising space in newspapers and periodicals. Having done it we did not attempt to influence public opinion with beautifully painted illustrations or highly colored word pictures. We simply approached the various subjects—especially those about which there appeared to be the greatest misunderstanding—and we undertook to tell it in our plain words, without any embellishments whatever, the plain truth about those various matters. Having told our story, or I should say having written it, to be inserted in the display space we had purchased, we felt that the public was entitled to know the source of the statement. Therefore, each statement was signed and the truth of each was vouched for.

"We have discovered something else interesting. Having adopted this method of telling our story to the public

WELCOMING A. A. C. W. DELEGATES TO TEXAS



EDITOR & PUBLISHER, *Photograph by Airplane Mail.*

Governor "Ma" Ferguson welcomed the convention to Texas Saturday night under flags of many nations. Left to right on the auditorium stage: Marcellus E. Foster, Mrs. Lou Holland, President Lou Holland, Governor Miriam A. Ferguson, Ex-Governor "Jim" Ferguson, Mrs. George S. Nalle, Col. George S. Nalle, Governor's son-in-law and member of her staff, Mayor O. F. Holcombe, W. P. Hobby, W. S. Patton, Robert H. Cornell.

through the press, and in other ways that were available to us, we found the press anxious to get the real news of the railroads."

"Organized advertising in Australia has concluded that the most effective method of improving the standard of advertising there is to first improve the status of the advertising practitioner," declared Mr. Catts.

Mr. Catts stated that the first organization of the advertising movement in Australia led to a certain amount of over expansion, the results of which, however, have not been harmful but had led the membership of the movement to take stock of their problems and their progress and to reorganize their future program in a systematic manner.

"The Advertising Association of Australia and New Zealand has already established a form of conditional qualification of advertising men, but the N. S. W. Institute, the only incorporated body of advertising men in Australia, has made clear its determination to carry this issue even further.

"Membership is now the privilege only of those who qualify by and through an approved course of academic and practical education and in addition satisfy a board of examiners, as to their executive ability, training and experience."

One of the striking features of the first business session, was the presentation to President Holland, of an Olivewood gavel made in the carpenter shop in Nazareth by an orphan boy—a ward of America—by Miss L. M. Mackibbin.

The City Auditorium, where the general sessions were held, was also the scene of the Sunday night entertainment. The St. Petersburg Highlanders Band opened the festivities, which ended with a concert by the Mexican Garrison Musicians. Between the clamor of the Floridans and the selections of the Mexican soldiers, which at times resembled symphony orchestral rather than military band music, were interesting addresses by the Rt. Rev. Clinton S. Quin, Episcopal Bishop of Texas, and Senator Morris Sheppard.

Bishop Quin spoke on the "Moral Influence for World Peace," and again sounded the kevnote of the convention, whose major objective through all its sessions is to be world peace

Senator Sheppard's subject was "The Glories of Texas and the Relations of Texas to World Peace."

"I have convictions that it is the duty of the United States to take its place in the affairs of the world," said Bishop Quin. "I cannot enthuse over certain proposals that are held by certain United States Senators in regard to world peace.

"I am simple minded enough to believe that world peace is possible. I also believe that when we get enough people of the same mind we will have world peace. Certainly there are none to deny but that world peace is desirable."

His remarks that if the destiny of the world were placed in the hands of young men in a generation we would have peace. He declared diplomacy was now in the hands of older men, the men who did not have to do the fighting, which was why peace had been so long delayed.

But Bishop Quin declared there was hopes for world peace in sight and an object on which the world had so set its heart would ultimately be accomplished. He thought a method would be devised for the arbitration of all economic disputes.

As yet we have not passed the stage, he said, where we weigh war in the cost of human life and the loss of blood. When that time comes when we will quit talking reparations in terms of boundary lines and dollars and cents, he said. And when we come to weighing reparations and losses in terms of life and blood, the only reparations that will suit will be a cessation of all war.

Senator Sheppard in his address painted a glowing picture of the size and resources of Texas and its wonderful possibilities. He thrilled the audience with an eloquent account of its traditions and history and declared Texas drew its citizenship from North and South, from —nearly every state of the Union and many foreign lands.

He closed with a fervent appeal for world peace and told of how a statute of Christ had been erected on the boundary line between Peru and Argentina.

"On the pedestal the inscription reads 'Sooner shall these mountains crumble to dust than Chileans and Argentinians break the peace which at the feet of Christ, the Redeemer, they have sworn to maintain.'

"God hasten the breaking of the day when on the boundary of every nation on the Globe a similar figure shall lift its warning figure to teach eternal love, unchanging brotherhood and everlasting peace."

Reuben H. Donnelley, Chicago, former association president, presided over Tuesday's general sessions, whose speakers included Senator Herman Bingham, of Connecticut, Martin J. Insull, of Chicago; Edith McClure-Patterson, Dayton, Ohio; Mrs. Anita Simpson, Chicago; and George Waverly Briggs, Dallas.

Three outstanding gains which accrued to Great Britain following the 20th annual convention of the Associated Advertising Clubs of the World in London last year, were described by Major Wynne Williams, advertisement manager of the London Times, before the general session May 11.

"Our country's gain from the convention was immense," he said. "I refer only to advertising gains. The wonderful work the convention did in cementing Anglo-American friendship does not now come within my scope.

"It has achieved so much that even now, one year afterwards, it is impossible for anybody to give anything like completely the advantages we have gained.

"It has finally established on the finest possible lines the advertising club movement in Great Britain.

"It has turned 'Truth in Advertising' from slogan into a crusade. Care has always been shown along these lines, particularly by our publishers, but now a Vigilance Committee has been organized. It is called the National Vigilance Committee of District 14, and it will act on the accepted principle that an important structure needs a solid and sound foundation. It is now carefully preparing the ground for the important work that lies ahead of it. Horace Imber is chairman. Already the assistance and coordination of many trading bodies has been obtained, and also a whole time investigator has been appointed.

"Thirdly, the London convention is undoubtedly the greatest advertisement advertising has ever had in Great Britain. It has been estimated that about half a million dollars worth of newspaper and magazine space in Great Britain alone was given to advertising during the month of the convention? It has, undoubtedly, caused many thousands of people to consider seriously advertisng who had never given a thought to the subject before."

We like to think of America as being in the forefront of the world's progress," Hiram Bingham, United States Senator from Connecticut, declared in an address on "Aviation for World Progress" before the general sessions May 12.

"In the many arts and sciences this is true. Certainly in the art of advertising we have made giant strides and have the right to be proud of our achievements. We fully appreciate the importance of the very best kind of advertising conducted on the highest plane.

"Unfortunately, in commercial aviation, we have nothing to boast about. We can take pride in the fact that American genius, American invention and American courage, made flying possible and have enabled our heroic young aviators to

(Continued on page 22)

ADVERTISING REDUCES BOTH COSTS AND PRICES

—Secretary Hoover to A. A. C. W.

In Houston Address Secretary of Commerce Says Old Idea of Advertising as Economic Waste Has Been Exploded—Discusses Distribution and Praises Truth Policy

ADVERTISING has "truly become one of the vital forces in our entire industrial and commercial system," Herbert Hoover, Secretary of Commerce, declared in his address of welcome opening the general business sessions of the 21st annual convention of the Associated Advertising Clubs of the World in Houston, May 11.

Secretary Hoover in comprehensive form summed up the social advantages of advertising, discussed its aid in the elimination of waste in distribution, and paid high tribute to the A. A. C. W., declaring that the slogan "Truth in Advertising" was the finest proof that this business is evolving toward highly ethical standards."

"Advertising was not always looked upon as a vital part of our economic system," he said.

"There was a time when advertising had about the same economic and moral status as the barker outside the circus tent. But it has found itself a most serious purpose. The older economists taught the essential influences of 'wish,' 'want' and 'desire' as motive forces in economic progress. You have taken over the job of creating desire.

"You still have another job—creating good will in order to make desire stand hitched. In economics the torments of desire in turn create demand, and from demand we create production, and thence around the cycle we land with increased standards of living.

"No matter how fine an addition to human comfort or pleasure a given article or service may be, unless there is a diffusion of knowledge and information with respect to it, it will not itself become quickly accepted and incorporated into our standards of living. Our standards of living are much higher today than they would have been were it not for the part played by advertising.

"These standards of living are sort of built up in layers. The lower layers are the plainest food, clothing and shelter. Primeval nature herself stirs up enough emotions through hunger, cold and storms to keep 'desire' vividly active in this end of the scale of living. But the moment we have got beyond this stimulus the advertiser has full swing in stimulating 'desire' for better food, better clothing, better shelter, entertainment and so on over the whole range of ten thousand and one things that go to make up superimposed layers of rising living standards. These upper layers have been added to, widened, and become more general because of advertising.

"The greatest single addition to our living standards in a generation has been the automobile. It has increased our national efficiency, stretched our national vision, improved our national health, and it has added some percent of sheer joy, some dangers, and much excitement to life. I cannot believe for a moment that we should have had such a diffusion and such a general application of this great invention had it not been for the force of advertising. It would no doubt have crept slowly into use over a few centuries if we were without this powerful agency, as did the first revolutionary discovery in transportation—the wheel cart.

"The news and use of that great invention traveled only as fast as some neighbor saw it with his own eyes. If you gentlemen had had the job of putting it over you might have speeded up the advance of civilization a few centuries.

"One profound economic effect of advertising is ofttimes overlooked—its influence upon production. The general knowledge and rapid distribution of an article, which can only be accomplished through advertising, creates large production and thus lower costs and prices. Modern advertising is the hand-maiden of mass production. Moreover, your convincing announcements of a multitude of improvements on everything spreads a restless pillow for every competitor and drives him to further and faster exertions to keep apace.



HON. HERBERT HOOVER

"There is still another phase of advertising that has always interested me, and that is the impulse advertising has given to the distribution of news, information, good cheer and educational material to our people. Obviously, were it not for the vast extension of national advertising, we should never have had the fine development of our periodical magaznies; and were it not for the growth of local newspaper advertising, our publishers would not be able to produce the great journals which are of such incalculable value.

"Some say that without advertising the subscriber would carry the burden: that is, he would pay the largely increased price necessary to support a publication which did not contain advertising. But all this is disproved by a simple test; publications which attempt to circulate without advertising seldom go far and generally fail.

"The notion that advertising in its broad sense is an economic waste has been long since abandoned. I have already mentioned its social use in advancing standards of living and its economic influence upon mass production and thus its contribution to lowered costs. More directly it is an economical form of distribution.

"The steady increase in volume of advertising in our news and periodical press is only one proof that it is such an economical form of distribution, for if it did not secure greater results at less expense it would decrease, not increase. The consumer, searching for article or service, turns to the advertising columns of our press to learn just where to go after it, and so avoids the waste motion and loss of time and strength involved in blind search for fulfillment of his desire. All these things eliminate waste motion and time.

"But there are some economic wastes which can be eliminated by the advertising managers. One of these you are already attacking through your development of research activities. An advertising agency is a selling agency. The indispensable attribute of salesmanship is an understanding of the market. Competent salesmanship requires that its efforts be expended in territory and by methods which shall reach the maximum number of buyers at the minimum cost. It follows logically that sound market analysis must be an integral part of advertising salesmanship. All this requires hard, intensive, not superficial analysis. Research in these matters is like that in any other branch of economics. It takes time to develop experience and method. You have already gone a long way in this direction.

"There is another economic waste through advertising which has given your organization great concern and is of the most profound concern to the public. I do not refer to the field of fraudulent representiation, for that is simply porch climbing. What I do refer to is the advertising of articles which do not really contribute either to usefulness, comfort, or even luxury.

"To attain a permanence in public confidence, to maintain a position as part of the economic machinery of the country, the advertising executive and the medium need to see to it that the desire they create is satisfied by the article they present. To establish the good will of the public toward producer of goods and service is not alone a necessity to success, in advertising, it is also a necessity to the advertising executive and the advertising medium if advertising is to maintain its influence.

"Great advancement has been made, so great in fact that while advertising at one time may have been looked upon as a nuisance and an intrusion for the beguiling of the credulous only, it has now come to take a place as commercial news and as an economical method of salesmanship. Its first step in progress was when the medium, recognizing its responsibility to the readers, exercised censorship over extravagant, distasteful, and misleading copy. This gave more credibility to truthful advertisements themselves. The next great step was your organized action of advertising managers, advertisers and advertising mediums through moral suasion Vigilance Committees and Better Business Bureaus.

"It is not too much to say that from all the many inventions and the multitudes of ideas that are poured forth daily in the preparation of advertising there is emerging a science and a profession.

"But the milestone which will mark the passage from a trade to a profession is the establishment of group ethics. It is upon this subject that I wish to lay some emphasis. The group characteristic of law and medicine and engineering is not alone the training of skill required, it is the elevated code of relations with fellow men, the incorporation of responsibility to the community into the daily task, the insistence upon a high sense of service given, that marks their distinction. The use of the slogan, truth in advertising, and the vigilance agencies which you have set up to protect the consumer are themselves the finest proof that this business is evolving toward highly ethical standards.

"Advertising unfortunately still has to contend with some residue of unethical practices and with accumulated prejudices which arise from the methods of many years ago. But in the organizations which you have set up, the principles which you have advocated, the practical steps which you have undertaken, we are seeing a new day in the ethics of advertising itself. And just so far as those ethical principles are embodied in practice, just that far will the public grow in confidence in advertising and just that far have you progressed into a profession."

WHITE HOUSE GREETING

(*By Telegraph to* EDITOR & PUBLISHER

HOUSTON, Tex., May 12—**During the concluding sessions of the World Advertising Convention, President Holland read a telegram from President Coolidge, conveying well wishes as follows:**

"In addressing the Associated Advertising Clubs Convention, I hope you will be good enough to express my deep regret at my inability to be present and to convey my cordial greetings and my very best wishes that the convention will be completely successful and will accomplish its every worthy aspiration.

"CALVIN COOLIDGE"

LOU HOLLAND HONORED AT CONVENTION DINNER



Prominent members of every delegation to the 21st annual convention of the A. A. C. W. gathered at a dinner given in the Houston Club, May 10, in honor of the retiring President, Lou Holland.

HOUSTON OPENS NEW CITY AUDITORIUM WITH WELCOME TO A. A. C. W.

Governor Ferguson, Mayor Holcombe, and Business Leaders Greet Delegates Who Throng Hall—Holland Again Sounds World-Peace Keynote

HOUSTON, Tex., May 10—Governor Ferguson of Texas, Mayor Holcombe of Houston, H. H. Haines, manager of the city's Chamber of Commerce and President Patton of the Advertising Club formally welcomed the Associated Advertising Clubs of the World at the City Auditorium Saturday night.

Lou Holland, President of the Associated Advertising Clubs, responded and in brief words rang the keynote of what he prophesied was to be the greatest convention in the history of the association.

"You will remember that a year ago 19 nations of the world signed at London resolutions for world peace." Mr. Holland said. "Let us hope and pray that something comes forth from this convention that will help to secure for the world international peace."

Houston and Texas welcomed the delegates beneath the softly colored lights of the magnificent newly finished Auditorium that was gaily bedecked with the mingled flags of all nations.

It welcomed the delegates with song and music of two orchestras and an ensemble of harps, and representatives of scores of advertising clubs of this country and a dozen foreign lands were personally presented to the assembled thousands by Robert H. Cornell, and filed by and personally received greetings from the mayor and governor and others on the platform.

Now and then came women delegates and the band always let out a blare of music to add to their welcome.

At the close of the speeches and music and formal words of welcome, the hosts and their guests joined in a dance that lasted until the hours of early morning.

It was a colorful scene, with the bright colors of the women's gowns, with red and orange predominating.

The grand march was led by Governor Ferguson and Lou Holland. Just behind came former Governor James E. Ferguson with Mrs. Oscar Holcombe.

The audience sent up a cheer of greeting at the sight of Governor Ferguson and the other notables on the platform. Mayor Holcombe presided. In a very brief speech he welcomed the delegates to Houston.

"Houston is proud on this great occasion." he said. "She is proud to have with her tonight such a representative body of men, representing all sections of the world. But not only in idle words do we expect to express to you our welcome. We expect to show it to you in deeds and our policy shall be to so entertain you that you will want to come back to us again."

The mayor then introduced Mrs. Ferguson as the first woman governor of the United States. Mrs. Ferguson extolled in a brief address the glories of Texas and spoke of the honor Texas felt that these men and women from all nations were to visit the historic field of San Jacinto.

Mr. Haines then in a brief address welcomed the advertising men on behalf of the business interests of Houston.

William S. Patton told the delegates Houston had long looked forward to this occasion and now that the convention was here he wanted all the delegates to see not only Houston, but to join in the circle tours and see the great commercial possibilities of Texas.

President Holland in his response to these addresses of welcome, praised the spirit of Houston at Atlantic City two years ago when the Houston delegation seconded the nomination of London and said he was glad the convention had now met in this Southern city.

He predicted this convention would be the most notable in the history of the association.

"These splendid words of welcome and what we have already seen here makes us feel welcome to Texas," said Holland. "Texas is a pioneer state. But recently she has pioneered in a new field—by electing a woman as governor. I think it means a new era in the politics of the country and I for one hope it does.

"I want to speak a word of praise for the energy and initiative with which you do things down here. Two weeks ago I came here and saw them putting stucco on these walls. I saw workmen scraping the floors. And I said then that this auditorium would never be completed in time for the convention. But I didn't know you so well. I was wrong for tonight we are assembled in the finest auditorium in which the associated advertising clubs have ever met."

And when he closed Robert Cornell read a cablegram from the head of the advertising club of Osaka, Japan, expressing the wishes that the convention might do something to secure world peace. Reading of this telegram brought applause.

Before the speeches many delegates had filed by on the platform and been presented to the audience and the Governor and Mayor. Among these were:

Sir William Veno, of Manchester, England.

Major Wynne William, president of the Thirty Club, of London.

J. Parks, of the Publicity Club, of London.

George W. Hopkins, representing the Advertising Club of New York.

Jesse H. Neal, president of the Associated Advertising Clubs of New York.

Carl F. G. Meyer, of St. Louis, members of executive staff of the A. A. C. W.

Arthur Stanley Porter, of London.

Senor Arturo M. Elias, personal representative of President Calles and a half brother of the president.

J. D. Fernandez, Mexican consul in Houston and other Mexican representatives.

Victor Verlando, representative of Peru.

Henry George, of the advertising clubs of Geneva, Switzerland.

Senor Samuel Tolon, of Cuba.

Mrs. Bernice Blackwood, of Chicago, president of the Federation of Women's Advertising Clubs.

Charles Younggreen, of Milwaukee, Wis.

Irwin B. Myers, of Waterbury, Conn.

Carl Gatley, of Wichita, Kan.

Miss Adams, of Oklahoma City.

Harry M. Miller, of Columbus, Ohio.

Charles Aubrey Easton, of New Jersey, who delivered the keynote address Sunday afternoon.

J. E. Morehead, of Denver, Colo.

Col. Robert H. Timmins, of Wichita, Kan.

Carl Lehman, of Orlando, Fla.

J. W. Hoffman, of Portland, Ore.

Maj. Pat O'Keefe, of Boston.

Walter Byrne, representing the Bureau of Advertising, A. N. P. A.

Frederick Schlossel, of Corsicana.

Donald G. Bell, of Lincoln, Neb.

Herbert Hamilton, of New York.

Grover Marshall, of Pasadena, Cal.

Frank J. Geiger, of Chicago.

A. B. Wise, president of the Lou Holland Chapter at the University of Kansas.

Graham Stewart, of Des Moines, Iowa.

E. Z. Smith, of Spokane, Wash.

J. A. Kress, of Canton, Ohio.

Horace Wade, Los Angeles, Cal.

James T. Cole, of Hollywood, representing motion picture advertisers.

Austin L. Black, of San Francisco.

Ralph Hinman, of Hutchinson, Kan.

T. H. Sewell, of Toledo, Ohio.

Grace A. Gardner, of Providence, R. I.

Miss Esther Scully, of Milwaukee.

Mrs. Montgomery, of Brownsville.

C. E. Diamond, of Columbus, Ga.

Ed Gibbs, of Dayton, Ohio, advertising manager of the National Cash Register Company, past president A. A. C. W.

Rowe Stewart, of Philadelphia, past president A. A. C. W.

Herbert S. Houston, namesake of the city, and past president A. A. C. W.

Mrs. Edith Axel, of Houston, president of the local women's advertising club.

All those introduced now hold official positions with advertising associations or had been delegated as spokesmen by their clubs.

C. P. Knill Retires

C. P. Knill has retired from the firm of Knill-Burke, Inc., publishers' representative, New York, and the firm name has been changed to E. M. Burke, Inc., according to an announcement made this week. There were no other changes in personnel.

LOCAL AD EXPANSION A. N. A. E. THEME

ewspaper Executives Seek Means to Develop Home Business at Houston Meet—Carroll Re-elected President—Ethics Pledge Renewed

(*By Telegraph to* EDITOR & PUBLISHER)

OUSTON, Tex., May 14.—Develop- ment of new lines of local business, pplementing department store adver- ng now considered near maximum s the main thought of the well attended eting of the Association, of Newspaper vertising executives, which ended to- y. All officers were re-elected as llows:

President, Frank T. Carroll, *Indian- olis News;* Vice-President, W. E. nahue, *Chicago Tribune;* Directors: L. Shuman, *Fort Worth Star-Tele- am;* Harvey R. Young, *Columbus Dis- tch;* J. W. Simpson, *Philadelphia Bul- in;* C. P. Falne, *Peoria Journal-Tran- ript;* W. J. Hofmann, *Portland Ore- nian;* R. A. Turnaquist, *Milwaukee urnal;* A. L. Poorman, *Providence urnal;* W. E. Donahue and Frank T. rroll; Secretary-Treasurer, Don idge, *Indianapolis News.*

Adherence to the code of ethics adopted Columbus last year was again pledged a formal resolution, presented by W. Bowman, *Southbend Tribune,* resolu- ns Committee Chairman, who also oposed the Association's thanks to ouston, the State of Texas, Governor rguson, Mayor Holcombe, Houston wspapers, clubs and civic organizations, . E. Foster and R. H. Cornell.

He also proposed thanks to George rbach for last year's London program.

C. P. Stone, reported for the Auditing ommittee that the Association has ,300 balance.

C. K. Woodbridge, new A. A. C. W. esident, asked the newspaper men to ink of advertising in terms of its benefit the public.

A. L. Shuman followed with the sug- stion that a trophy be awarded at hiladelphia next year for the most con- ructive paper read at the convention.

Although many suggestions were made the final session regarding definition local and national advertising, no con- usions were drawn from the conflicting pinions. The question remains ir- ducible to general solution.

Marcellus E. Foster, the two-in-one ditor and publisher of *The Houston hronicle* welcomed the newspaper ex- cutives to town at an unofficial session n Monday morning. He told the story hat Texan, never tire of, the rise of he state under six flags from the breech louted regimé of the Tejas Indians to he present empire of wealth and activi- y.

The newspaper men then adjourned to ear Secretary Hoover in the auditorium cross the street.

Another unofficial session was held uesday when the newspaper executives oined the classified advertising manag- rs at the latter's meeting. President rvin, of the latter, turned the meeting ver to President Carroll, who asked arl P. Slane, publisher *Peoria Journal- ranscript* to define the relations be- ween classified advertising and other di- isions of the department.

"Classified and display advertising taffs should be so much a part of one nother that they can hardly be known part," said Mr. Slane. "Classified ad- rtising should be a stepping stone to display for the advertiser and it can be sed as a valuable auxiliary to national chedules, both in obtaining salesmen and s a 'teaser' copy to stimulate local in- erest.

"Classified also affords an opportunity or the small local advertiser to supple- ent his display space, to keep everlast- ngly at it, within the limits of his ap- propriation, to the exclusion of novel- ies, blotters, and other forms of pub- licity which are often wholly waste of money. Classified should be the channel for the 'pin money' expenditures from the advertising appropriation.

"We are accustomed to regard our lo- cal room as the builder of good will, but I believe that the advertising staff is just as great a factor in that regard as the news force."

Carl Owings, *Calgary Albertan,* gave his opinion that the best display solici- tors were recruited from the classified



Frank T. Carroll

staff, and proved it by telling his audi- ence that when he returns to Calgary he moves from the classified manager's desk to that of the advertising manager.

President Irvin briefly delineated the fundamentals of classified advertising. "Display advertising seeks the reader while classified advertising is sought by the reader. Display advertising fights for position. Every classified advertisement in a properly made-up page has position inherently. Readers invariably hold the newspaper responsible for statements and errors in the classified columns, but they hold the advertiser accountable for state- ments in the display advertising. An- other noteworthy aspect of classified ad- vertising is that a flimsy shoddy news- paper seldom gets far as a classified medium."

Answering President Carroll's question as to the ideal makeup of a classified page, Harvey Gwaltney, of the *Milwau- kee Journal* said:

"If I had four columns of classified advertising I should not accept any dis- play copy for those columns; if I had many pages of classified, I would admit almost any display. A few display ad- vertisements in a small classified section creates no interest among readers before whom you must place a wide selection in your want ads. On the other hand a great many display advertisements can be in- cluded in a large classified section with- out detracting from the reader interest. The ideal make-up is solid agate, but I am willing to sacrifice a pure ideal for sound methods of gaining new revenue.

"I should restrict the use of type larg- er than 10 point to advertisments larger than one inch. If a six line advertiser uses 18 point display type on a 20 point slug he is left with only two lines for his sales message and I am sure that he could use the other four lines with 30 words to greater advantage than the two words he can set in display facts. I would not break column rules. I would not permit the use of borders. I would discourage iregular set ups. All are unnecessary and harmful in classified columns."

C. L. Perkins, *Chicago Herald-Ex- aminer,* declared that circulation had no bearing on classified rates, although it was of great importance with reference to display rates. The thing that counts in classified advertising, he said, is the number of people who have learned to look for and read classified advertising in a given newspaper. Display rates on a newspaper which had prestige as a clas- sified medium might well be lower than those charged for want ads.

P. M. Hughes, *Minneapolis Tribune,* described his methods of obtaining classi- fied contracts from jobbers, painters, landscape gardeners, plumbers, etc., lo- cated out of the business section. Three men are kept at this solicitation, he said, and a special girl in the office checked the advertising and telephoned the ad- vertisers several times a week often ob- taining extra space on certain days. The cost of the original business was 8 per cent of the revenue, he said, the extra space obtained by telephone solicitation not being credited to this division. Re- sults were satisfactory for the advertis- ers as a result, he declared, and the con- tracts were usually renewed for a longer period after the first month, the adver- tiser being allowed a rebate of half cent a line on space already used. The busi- ness is not expensive to handle, he said, advertisers often letting the same copy run for several days. Suggestions as to changes of copy were frequently made by the office

C. C. Armstrong, *Cleveland Press,* de- clared that newspapers in large centres cannot profitably serve small merchants in outlying suburbs reached by only a small proportion of the newspaper's great circulation on which its advertising rate is based. The Press, however, has built up a considerable volume of advertising from professional and trades people, lo- cated out of the business section but nevertheless drawing trade from all parts of the city, Mr. Armstrong said. Among those he cited a "Radio Ex- change" which he believes will run a column daily when interest revives in radio next fall.

Official sessions of the Newspaper Ex- ecutives started Tuesday afternoon, with Mr. Foster again playing a star role. At his suggestion the convention was ad- dressed by George Cohen, president of Foley Brothers' Dry Goods Company, Houston, who declared that women read- ers of newspapers consider department store advertisements the most important item of news in the paper, yet the de- partment store pays for the privilege of inserting this news copy.

Department stores, which are alert to progress, not only are firm believers in the power of advertising, but they are eager to use more advertising, so long as it demonstrates its benefits both to customer and store. He suggested: "Only by a competent analysis and study of department store ills can more and better advertising become a factor in pro- ducing a cure, only then will the news- paper truly serve and become a torch- bearer both to the department store and the public. Department stores make or lose money according to the law of av- erages and any help that you can render, in effecting a reduction of the number of sick cats (backward departments) is helpful service.

"I recently made a trip of five days through the South, stopping at Dallas, Memphis, Atlanta and New Orleans, vis- iting department store friends, who feel free to compare their confidential figures with me. In one of these cities there is a store, let us call it John Blank's, which in a certain department designated as Department No. 1, does a business of less than $100,000 a year, and the same department in my store does a business in excess of $200,000. At the same time, in the Blank store, under the same man who runs No. 1, there is De- partment No. 2 which did last year a business of $165,000, whereas this same department in my store did a business of less than $70,000.

"Now don't expect me to tell you that lack of advertising had anything to do with the condition in either my friend Blank's store or in my own; but a great many things had to do with this which I was able to sense, and when I returned home I planned to relocate my depart- ment. I planned, with my merchandise man, to enlarge upon the scope of its merchandise, I planned to put in a dif- ferent style of fixture, then, and then only, did I plan with my sales manager to increase this department's advertising space in order to tell the public what we were doing.

"And my friend Blank is not going to change his fixtures; he is not going to relocate his department; but he is going to put in an assistant to the merchan- dise man of that "sick" department, in order to give it certain attention which I told him I found it profitable to give mine. He is planning to sell these goods on a different basis of profit; he con- templates making some change in his vo- cational training work for the employes of that department. Then, and then only he will use the space of the news- paper more largely for that department, because he also wants his public to know of all the improvements he is making.

"Another much-debated point. Some time ago there was a discussion in the local advertising club, brought about by the statement of a printer, that the ul- timate consumer paid for advertising. A newspaper advertiser, I think it was a department store, attempted to prove that the advertising was not paid for by the consumer because by the use of adver- tising, volume was increased, overhead was decreased and there was an attend- ant lower cost of doing business. An elderly gentleman was present; a man who has been in the retail business in this state for over fifty years. He claims to be the first man in Texas to use display advertising for a department store. He happens to be my father. He said that the people who pay for adver- tising are the merchants who have ad- vertised and who have stopped."

Mr. Foster again took the floor at the Chair's invitation and described the Chronicle's fight against public utilities which were indifferent to the public wel- fare. He won, but "Take no credit for it, for beating public utilities with a good newspaper is like taking candy from a baby," he said.

After the defeat, the street-car cor- poration head visited the Chronicle's edi- tor, admitted his fault, promised to amend his ways, asked the Chronicle's support and received it upon fulfillment of con- ditions for better service to the people laid down by Foster.

The company's reformation has been genuine and permanent, Mr. Foster stated, and instead of antagonizing the public, the street car and other utility companies make every effort through newspaper advertising and through cour- teous treatment of the public by employes to preserve the good feeling that now exists.

Direct testimony was then given by W. E. Wood, president of the Houston Street Railway Company and S. R. Ber- tron, president of the Houston Light and Power Company, as to the accuracy of Foster's statements and as to the meth- ods they now pursue of winning and hold- ing public esteem. Both are liberal users of newspaper space.

The average local dealer needs adver- tising ideas, was the substance of the ad- dress made by Thomas K. Kelly, of the T. K. Kelly Sales System, before the

Association of Newspaper Advertising Executives May 12.

"These average dealers," he said, "are the men whom newspaper advertising can bring from a comparatively small business man to the top rungs of his line, and to whom the newspapers must look for the future developments of a greater market for newspaper advertising.

"Visualize their position and their problems and develop your service to meet them, and I am sure your reward will be quick in coming, a reward that will consist of a new permanent advertisers constantly using more and more space."

"Before the advertising agency existed the newspaper was a great institution," James O'Shaughnessy, secretary of the A. A. A. A. said in opening his address, on "The Relation Between Advertising Agencies and Newspapers."

"As great as newspapers are, the advertising agency is related by the tie of nativity. We were born in the old homestead, and we never moved away.

"Since we began newspapers have grown in number, in circulations, in financial operations and in advertising lineage. Today there are more than 2,000 daily newspapers, which might be called survivors, as the fittest.

"These newspapers have a total circulation well upward of 31,000,000 copies daily, as shown by audited figures. Enough copies of newspapers are printed every day to supply one to every home in the 48 states, with enough left over to supply every home in all the rest of North America, and with 2,000,000 copies to spare.

"The newspaper habit is ingrained in American life. The American newspaper is a complete response to the reading habits or requirements of the family."

Turning to consideration of the 15 per cent commission paid to agencies by newspapers, Mr. O'Shaughnessy described it as "This old family relation, with its traditional arrangement."

"We find the prospective thing, and cultivate it into reality. We bring it all to you. You hand us back 15 per cent. We return to the prospect, which we have developed into an account, and we spend about 12 per cent of the 15 per cent keeping it looking like an account in your columns. Then we find more prospects and repeat the process.

"Sometimes we have been asked why we continue to maintain this old family relation with its traditional arrangement.

"The answer is as simple as the arrangement itself. It is the only answer that we can find. It may be plainly stated in the following words:

"It is the best arrangement because it is logical in business; sound and just. The practice of years proves it is the best for everybody concerned.

"The future for advertising is as fair as we could ask. Your circulations are honest and are known to be honest. Your rates are sound. The results of advertising prove it."

How far may and can newspaper publishers go in obtaining facts relative to the distribution and marketing of commodities in their respective areas was discussed May 13 by Dr. Daniel Starch, director of the Department of Research of the American Association of Advertising Agencies.

Dr. Starch described methods being employed by his department in a survey at present being conducted on magazine circulation, and said a similar survey would probably be later conducted to establish facts regarding the buying power of newspaper readers.

Remarking that people were often afraid of research because they were afraid of truth, he closed his address with the quotation "there is nothing so powerful as the truth and nothing so strange."

"An analysis of the buying power of the readers of a given newspaper," he said, "could probably be made by first, taking the delivery routes of a given newspaper and determining the occupations and buying power of the various readers; secondly, by making a survey of news stands of the people who buy their newspapers at the stands; third, by making a house-to-house canvass by means of personal interviews through a questionnaire; and fourth, by means of a mailed questionnaire.

"I take it that the immediate problem before you as newspaper executives is: How can you build up facts that shall be useful in the marketing of goods in your respective communities?", he declared.

"In other words, speaking more broadly, how can you eliminate waste and lost motion and make your efforts more effective in the distribution of goods.

"I am confident that careful study, analysis and research will help us in eliminating these wastes and in making our efforts more fruitful."

For a more complete and correct picture of the market in a given area than is now possible, he said, reliable answers to the following questions were necessary:

1. Who has the purchasing power within the area covered by a given newspaper to buy a given product?

2. How many of this buying power are there within this given area and how many of them may buy or need this product now or in the future?

3. Where geographically within this area do they live?

4. To what extent does a given newspaper reach the people within its area; that is how many people of each degree of buying power does a given paper reach and what standing does a given newspaper have in the minds of the persons in each class of buying power?

There is an increasing demand for "space" on radio broadcasting programs, George M. Burbach, *St. Louis Post Dispatch,* told the newspaper men. Amazing revenues have already been obtained on contracts, he said, the aggressive American Telephone & Telegraph Company having produced between five hundred thousand and a million dollars. Mr. Burbach said a newspaper station with a fairly good range might obtain as much as $200 an hour from local or national advertisers. The Post Dispatch, operating KSD, is pioneering in this field and Mr. Burbach offered to give other newspapers which wish it, the benefit of his experience.

W. E. Donahue, local advertising manager, *Chicago Tribune,* laid all cards face up in telling how the Tribune has built $400,000 of candy advertising.

Established candy firms scorned advertising idea in 1921, he said. Prohibition had increased demand for sweets and Fanny May Store started, under conduct of a former Washington correspondent named Archibald. Archibald, induced to visit Tribune by careful planning, asked Donahue whether chain store business could succeed advertising seventy cent candy. Donahue admitted having no precedent but replied affirmatively.

"Send a salesman to call on Chicago people daily. Your business runs every day. Expense and income are daily matters. Tribune advertising should work daily."

Donahue suggested first year appropriation, $50,000, copy five days a week, 155 lines two column space. The Tribune would determine the course of the first ten weeks advertising and prepare all copy.

Starting the campaign in April, business was checked June 25 and found satisfactory.

Donahue proposed summer campaign to reduce drop from winter business from 40 to 33 per cent. August reports showed summer business to have passed previous December on expenditure of $12,000.

Fanny May Stores now number 27 in Chicago. Other firms have done likewise and Tribune local candy advertising passed $400,000 in 1924.

Final session addresses were made by R. A. Turnquist, *Milwaukee Journal;* Carmical, Chicago, and W. G. Woodward, Gravure Service.

Newspaper advertising departments for many years have been troubled by a technical distinction between local advertising which is charged at "local rate," and "general" advertising, which calls for another rate, except in cases of publications which charge a uniform flat rate, or "one price" for space. Varying interpretations have aroused controversy, but sometime ago the Milwaukee Journal outlined a code of standards, calculated to answer the problem in its own field, declared Mr. Turnquist.

Considering all purposes for which display advertising might be scheduled in the Journal, the paper classifies as "local" only that copy ordered by "firms doing a retail to consumer business exclusively through their own retail outlet in Milwaukee." This interpretation is based on a consideration of "two classes of display advertising," Mr. Turnquist explained, "that which intends to stimulate local sales for an individual merchant, and that advertising which is published to create and perpetuate general selling of an article of service in our territory of circulation, through a diversity of retail selling outlets or selling agencies."

TEXAS "ROUND-UP"

ALL of the seventeen railroads that meet the sea at Houston have their hands and their tracks full of delegates in trainload lots. More than half of the delegations arrived Saturday afternoon, among them President Holland on the "President's Special" from Kansas City, the St. Petersburg delegation in a palm-garnished entourage, and the New York-New England—Old England-Philadelphia representatives, who disembarked Saturday evening from a 13-car special.

—★—

HOUSTON'S welcome is hearty. Greeters wearing identification cards as big as pie-plates boarded the incoming trains 100 miles away and relieved the visitors of all the worries of arrival.

—★—

ALL of the main streets are swept and garnished. Flags of all nations wave in the brisk breezes for block after block. White suits, gaily-banded straw hats, red badges, blue badges, white badges swing up and down Main and Texas, around the Rice Hotel where several of the big delegations are quartered. Soldiers of the Regular army, white-clad Texas cavalrymen, members of the Mexican delegation's military escort in the red and blue of the Southern Republic, and groups of two or three of St. Petersburg's famous Scottish band in plaids, tartans, and sporrans make the Sunday morning effect kaleidoscopic.

—★—

AND by far the most brilliant of a glittering array of decorations is the building of the *Houston Chronicle.* Publisher Marcellus E. Foster has had the Main and Travis sides of the building scrubbed so the green and white enameled brick stands out among the city's skyscrapers like a Taj Mahal. By night two great batteries of flood-lights play on the shining walls and on the flags of the nation and Texas whipping in the breeze far above the street.

—★—

THE *Post-Dispatch* contents itself with the painted announcement that the skeleton of steel rising from a great pit two or three blocks down Texas avenue is the beginning of its new 22-story building. The press flashes its electric sign a square or two away in welcome.

—★—

"MEFO" as Houstonians speak of M. E. Foster, aforementioned publisher of the Chronicle, met Governor Miriam A. Ferguson as she stepped from her special car Saturday. He also escorted her to a seat in his loge after her address of welcome to the delegates at the Saturday night reception in the magnificent City Auditorium.

—★—

HER Excellency, the Governor of Texas, doesn't want her public office to ruin the efficiency of her hands for the embroidery and other light extra-official manual duties. Some hundred or so club officials were on line for the official reception by the Governor, Mary Holcombe, President Patton of the Houston Advertising Club, and President Lou E. Holland, and all were informed by former Governor Ferguson who stood beside his distinguished wife, that she preferred not to shake hands. Every one of the dozen ladies on line, however, received a gentle handclasp and a cordial word of greeting from the Chief Executive.

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FIVE thousand Mexicans of Houston turned out to welcome the Mexican National Band, sent to the convention by President Calles. It is the centre of the Pan-American delegation, which is composed principally of consular officers stationed in Southern cities. The band, whose official title is the First Garrison Band of Mexico City, is 72 pieces strong. No bandmaster struts ahead flashing a baton in the sun to delight the kids. None is needed for a Mexican band, they tell you in Houston, and one can believe it after listening to an hour's music—which the Chronicle's reporter reverently spells with a Capital M. Capt. Genaro Nunez with saber bared marches in the considerable dignity of his 26 years at the head of the company.

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AND speaking of music we skipped away from convention fellowship to the Chronicle office to write this and a few other pieces in the quiet of a newspaper shop. (Time out) A jazz band wearing yellow brassards of Dallas on their red-frogged blue coats, invaded their peaceful precincts with a troop of horns, trombones, bassdrums and saxophones. All work suspended for five minutes.

—★—

ST. LOUIS greeted the New York and associated delegations in royal fashion Friday afternoon. During the three-hour wait of the train at Union Station, the delegations were escorted around the city in automobiles, finishing at the Hotel Coronado, where a light supper was served. Addresses were made by Sir William Veno, C. K. Woodbridge Rowe-Stewart, Herbert S. Houston and others, responding to introductions by President Place of the St. Louis Ad Club.

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NEWS of the minute was served the New Yorkers as they progressed through Ohio and Indiana by the Scripps-Howard Newspapers of Columbus, Cincinnati and Indianapolis. Copies, respectively, of the *Citizen, Post,* and *Times,* were distributed throughout the train as short stops were made. A four-page sheet of news briefs were also distributed at various stops by the United Press.

—★—

NO three ringed circus was ever like this. Twenty-six conventions all at once. Newspapers have the biggest or best attended meetings. Some 150 executives present.

—★—

ONE or two departmental sessions are apparently in the fourth dimension, nobody can find them. Houstonians don't deny that it is hot, 85 in the shade at noon but they always allude to the cool nights. Midnight breezes at the Rice Hotel recall 1923 at Atlantic City. Circle tours to New Orleans, Mexico and San Antonio, start Thursday night. The North Texas tour was cancelled. Houston's newspaper folks, men and women, haven't slept since May 9. They did a fine job with the convention.

PLAN TO STUDY POSTAL RATE PROBLEM AND RECOMMEND LEGISLATION

National Advertising Commission Re-elects W. Frank McClure as Chairman—George M. Burbach and C. M. Hatfield Officers

(By Telegraph to EDITOR & PUBLISHER)

HOUSTON, TEX., May 13.—The National Advertising Commission again elected W. Frank McClure, Chicago, chairman, which means also that he will be a member of the executive committee. Other officers of the national commission elected were: George M. Burbach, *St. Louis Post Dispatch,* vice-chairman, and Charles F. Hatfield, St. Louis, secretary.



W. FRANK MCCLURE

Sustaining members elected: Edwin T. Meredith, of Des Moines, and when a new president is elected, Lou E. Holland, will become a member of the executive committee, as the retiring president, succeeding Charles Henry Mackintosh, Chicago.

E. Allen Frost, Chicago, was appointed chairman of a committee of the National Advertising Commission, to confer with the executive committee of the association concerning the feasibility of the appointment of a body representing the various interests in advertising, to study the postal rate problem and make recommendations to Congress. Other members of the committee were: Harry Tipper, New York; Theodore R. Grelach, Joliet; Geo. Burbach, St. Louis, and Homer J. Buckley, Chicago.

This action was taken following an address by Mr. Buckley, who has been one of the leaders in the fight which the Direct Mail Association has made against the present postal rate law. He referred to the fact that the national commission had some time ago asked the executive committee to authorize the president to appoint a commission on postal rules, but that the committee "had chosen to discard the suggestion, from which action I dissent, and I want to go on record here as favoring a joint meeting of all interests in advertising." He said that unless the national commission took a firm stand on this matter, he was afraid it would disintegrate, and called the action of the Associated Advertising Clubs a "slap in the face" of the action taken by the executive committee.



GEORGE U. BURBACH

Mr. Tipper said he, too, had a feeling of resentment, but not against President Holland and the executive committee of the Associated Advertising Clubs, but against the fact that the national commission had proposed such a move in the first place without having the members of the commission first take the matter up with their respective bodies, to ascertain whether such a move was desired. He doubted that all of those who voted for the original plan were authorized to speak for their respective bodies, and he said it was his personal opinion that the commission authorized by the last Congress, representing Congress, was in a better position to make such an investigation.

Jesse H. Neal, of New York, agreed with Mr. Tipper that no action should be taken by members of the national commission until they had consulted the bodies that appointed them, for if they did, they might be repudiated by their organizations.

Judge Frost poured oil on the waters by suggesting that W. Frank McClure, chairman of the national commission, appoint a committee, of which he was appointed chairman.

"Let's Eliminate Waste in Direct Mail Advertising," was the subject of an address by Homer J. Buckley, president, Buckley Dement & Co., Chicago, Ill., before the Associated Clubs, May 12.

"Of all the places in advertising where the mass selling appeal should be limited, it is in direct mail advertising," he said.

"I don't mean by this that the mass selling appeal should not be used at all in direct mail selling, but I do want to emphasize that its use should be restricted.

"In nine cases out of ten, mass selling appeals have no place in a campaign of direct mail advertising, and if I were to analyze the failures reported I would invariably attribute the reason to this 'bogey' which I have chosen to call mass appeal of copy preparation and circularizing.

"It's the lazy man's way—and more often the inexperienced practitioner's method—of conducting a direct mail campaign.

"The specific requirements in the preparation of successful direct mail advertising are training and experience, combined with thorough understanding of

"1: The products—its merchandising angles and competition.

"2: The lists to be covered and the most effective method of classifying them according to buying habits, etc.

"3: The ability to produce the type of copy appeal of direct and specific interest rebated to each group at the point of purchase.

"4: The mechanics of direct mail pieces and their specific application to each class.

"5: The follow-up—when, where and how employed.

CLASSIFIED MANAGERS ELECT C. W. NAX PRESIDENT AT HOUSTON MEET

St. Louis Globe-Democrat Man Succeeds J. L. Irvin of Des Moines Register—Charles C. Hardin Named First Vice President

(By Telegraph to EDITOR & PUBLISHER)

HOUSTON, Tex., May 13.—Chas W. Nax, classified advertising manager of the *St. Louis Globe Democrat* was elected president of the Association of Newspapers Classified Advertising Managers at its sixth annual convention held in Houston May 10 to 14, in conjunction with the A. A. C. W. annual meet.

The other officers elected were Charles C. Hardin, of the *Columbus Dispatch,* first vice-president; J. H. Butler, *Houston Chronicle,* second vice-president; C. C. Armstrong, *Cleveland Press,* treasurer; and H. A. Dryden, *Peoria Journal-Transcript,* secretary.

O. W. Wespe, of the *Louisville Courier-Journal,* Carl Nissen of the *Los Angeles Herald* and H. J. Moehlman, of the *Baltimore Sun,* were elected directors taking the places of R. E. Seiler of the *Los Angeles Examiner,* P. M. Hough, of the *Minneapolis Tribune,* and H. C. McDonald of the *Cleveland Plain Dealer,* whose two terms of office expired.

The directors whose terms of office continue for another year are Fred Tate of the *Toronto Star,* H. G. Barringer of the *Indianapolis News* and C. L. Perkins of the *Chicago Herald and Examiner.*

J. L. Irvin of the *Des Moines Register and Tribune-News,* retiring president, automatically becomes a member of the board of directors.

Compared with previous conventions this one proves more than the others the value of the work being done by the Association for the cause of classified advertising. Greater enthusiasm in the work, a better appreciation of the underlying principles of classified advertising and a fuller realization of its value to newspapers and their readers by the publishers and classified managers were apparent at every session.

While this was not the largest convention in point of numbers, every section of the country was represented, while four delegates registered from Canada.

President Irvin, called the first session to order promptly at 10 a. m., Monday morning, and after the delegates had registered, convention committees been appointed and reports of officers read the long program was started.

In his opening address President Irvin pointed out the accomplishments of the Association during its life. Chief among them was the educational work in furthering the cause of Truth in Advertising.

Harry Gevoltney of the *Milwaukee Journal* and head of the program committee, presided over the discussions. The first session brought out a subject that had never been brought before any other meetings of the association—how to analyze a classified section to determine its selling features. It was proven conclusively that many classifications which were established could be used to sell business in other classifications. The best methods of using facts regarding quantity and quality of circulation were also thoroughly discussed at this meeting.

The afternoon session Monday was devoted to ways and means of selling potential advertisers in the many lines of business which have never used classified advertising. This will undoubtedly prove one of the most profitable meetings as it opened up many new fields of space buyers and methods of selling them.

This being a "selling" convention the time devoted to contracts was used in methods of getting the name on the dotted line.

Tuesday morning a joint session was held with the A. N. A. E. as reported elsewhere in this issue of EDITOR & PUBLISHER. The afternoon session was a discussion on ways and means to prevent the dishonest advertisers from using the classified columns of newspapers. Many cases of readers being refrauded were presented and the importance of creating reader confidence was emphasized. It was the sense of the organization that still greater effort should be made to make the agencies placing classified to be more careful of the character of the business forwarded and to make the newspapers stricter in their rules of censorship.

Wednesday was the election of officers and two-minute talks by each delegate on the most useful discovery or accomplishment of the past year.

At noon Tuesday, the delegates were divided into three groups. Those from evening, morning and combination papers. At these luncheons the problems peculiar to these groups were discussed.

Tuesday afternoon, separate meetings were held by delegates from large newspapers and from small publications.

Thursday was devoted to ways of saving money in departmental administration, typographical arrangement and sales plans.

C. L. Perkins, was appointed editor of *The Classified Journal.* The organization monthly publication, and plans were made for its enlargement.

At a meeting of the directors held Thursday, it was decided to hold the next convention in Philadelphia at the time of the A. A. C. W. meeting. The association also voted to seek membership in the National Commission of that organization.

LABERT ST. CLAIR TELLS OF SOME FOLKS WHO SHOULD BE IN JAIL

Remarks on better advertising copy and practices by Labert St. Clair, director of advertising, American Electric Railway Association, before Associated Advertising Clubs of the World Convention, Houston, Tex., May 12.

BETTER copy will be written in the United States only when we have stricter laws controlling the writing of it and judges who will enforce these laws impartially.

The following acts should be made illegal and penalties imposed as indicated:

For trying to convince anyone that advertising is anything except common sense salesmanship on paper—life.

For writing on a subject which we do not fully understand and have been too lazy to investigate fully—twenty years.

For "yessing" the boss and putting out a piece of copy which we know is poor—nineteen years and eleven months.

For writing a piece of public utility copy which even Oswald, the square-head who washes plates at the roadhouse, cannot understand—eighteen years.

For using the words "mass psychology," or "reaction" either publicly or privately—life minus one day.

For running the pictures of any of the bosses' children or infant near-relatives on any piece of printed matter—fourteen years.

For trying to create symphathy for any company, incorporating a whine in any piece of copy or trying to sell service by any means except on its merits—the dungeon.

For contributing one cent to any special edition or "puff" proposition—twelve years.

For issuing copy for the news columns which will not pass on its merits as news matter—eleven years.

For trying to convince anyone that his mimeographed letter with the name filled in is a personal communication—ten years at hard labor. Preferably that of reading the letter again and again.

For writing flowing sentences, sprinkled with semi-colons, but concealing from the reader what we are talking about—the rock pile.

For writing about and picturing our plant machinery to the entire exclusion of our human machinery—the pillory.

For writing flat, verbless, tomato-can-label headlines—the straight jacket.

While all of us are in jail, we might ably spend our time trying to boil down the Book of Proverbs and Grey's Elegy. Upon emerging, we will have a much better appreciation of the value of space.

Daily Adds Radio Station

The *Madison* (Wis.) *Capital Times* recently opened a private radio station call number WIBA, broadcasting on a 236 meter length. The station was officially dedicated May 8 with talks by Governor J. J. Blaine of Wisconsin, Mayor Kittleson of Madison, Philip La Follette, district attorney of Dane County, and F. G. Oetking, representing the Madison Association of Commerce. Programs are broadcast three times a week and consist of orchestra music and individual selections.

Anaheim Plain Dealer Sold

The *Anaheim* (Cal.) *Orange County Plain Dealer,* one of the oldest dailies in Orange county, established 27 years ago, was purchased this week by John S. Baker and his son, Lotus H. Loudon, the latter the publisher of the *Anaheim Bulletin,* afternoon paper. The cash consideration was set at $35,000. The Bulletin will retain its entire personnel, but none of the Plain Dealer employees.

DINNER IN HONOR OF LOU E. HOLLAND

Governor "Ma" Ferguson Also Addresses Convention Women at University Club—International Representatives Speak

(*By Telegraph to* Editor & Publisher)

Houston, Tex., May 12.—Advertising men representing nine nations joined in a dinner last night to president Lou E. Holland and other officers of The Associated Advertising Clubs, preliminary to convention activities, while the men were celebrating at the Houston Club, the ladies were entertained at a similar function at the University Club, where Gov. "Ma" Ferguson and Judge Hortense Ward of Houston, were guests of honor.



Lou Holland

Speakers who repsonded to Toastmaster Bob Cornell's numerous invitations were: For Great Britain: Sir William Veno, who compared Houston with his Manchester home, as inland ports, called Manchester Houston's best customer and advised the local citizenry that their famed port would soon be inadequate for the business it would have to handle; for Peru: Dr. Victor Andores Belaunde, a member of the Rice Institute Faculty, an authority on South American affairs; for Brazil: Consul General J. A. Muniz; for Mexico: Arturo M. Elias, special representative of President Calles; for Cuba: Samuel Tolon, of the Cuban Department of Commerce; for Australia: Norman S. H. Catts, Sydney Advertising Agent; for Switzerland: Henry George, Geneva Advertising Agent; for San Salvador: Luis Felipe, newspaper editor.

John H. Payne, business manager of *The Houston Press,* George B. Forrestall, George S. Cohen, M. E. Foster and R. L. Dudley, of the Houston Executive Committee also made short talks.

Mr. Payne made a plea for "Universal Understanding," recounting the adoption and signing of the Peace Resolution in London, last year, by the A. A. C. W. and arguing that the work be carried on at this convention.

Rowe Stewart, *Philadelphia Record,* spoke for Philadelphia and W. L. "Pop" Freeman, for St. Petersburg, Fla., bidding for the 1926 convention.

Dr. Charles Aubrey Eaton, Congressman from New Jersey, offered the invocation. Mayor Oscar Holcombe, presiding, introduced R. H. Cornell as toastmaster. H. M. Garwood made the address of welcome. Toasts were drunk for President Coolidge and King George. Judge Chester H. Bryan, Herbert S. Houston, of New York, a past president of the association, and former Governor James E. Ferguson also spoke.

President Holland was given an engraved and mounted copy of the Peace Resolution signed at London, by the Houston Advertising Association and a fine desk set by the Scranton Advertising Club.

J. W. Neal, chairman of the Houston Finance Committee, was given honorary membership in the Houston Advertising Association.

At the University Club Gov. "Ma" Ferguson spoke to the ladies, in part, as follows:

"Ladies of the Advertising Clubs of the World: The oportunity to address another group of the women who are carving new marks in the paths where only men have walked gives me sincere pleasure. I bid you welcome to Texas.

"I know something of the struggles you have had and something of the obstacles you have overcome—struggles and obstacles the more difficult of conquering since you are women. I know from my own experience, for it is no easy thing to be a woman governor, walking where men have walked alone, and sitting where men alone have sat.

"So it is as a co-worker, a fellow-pioneer, I come before you, to greet you, to congratulate you on your achievements, and to plan with you, if I may be permitted, greater things for the future.

"I believe that women may do great things for the business world. It is an old thing to talk of woman's intuition and her keen grasp on the little things of life. Yet wherever you find a successful woman, you find a woman who has taken her womanly ways along with her into her business world; a woman who has solved her problems with her heart as well as her head; a woman who has not allowed maudlin sentiment to over-balance her belief in kindliness and justice and fair play.

"This does not mean that I condone with the mannish woman. If a woman is going to be mannish, let her stay away from me. God made us women and gave us rare opportunities as women; let the men profit by their own peculiar little mannerisms. There is no excuse for the woman in business unless she is going to stay a woman there. If she is going to ape men, let her stay at home and let the men keep right on as they have been going. We made our plea to get into the business world that we might better it. If we are going to do just as the men have done, we certainly cannot do better than they have done.

"I heartily commend the woman who has the fighting heart in her, who will leave the peaceful quiet ways of her grandmothers to battle against unknown odds, and who has the courage to keep on fighting until she succeeds. I congratulate her, I honor her, and I am proud of her. I am glad I live today, rather than fifty years ago, that I may see the things we women have started. Let us build wisely and well, that the next generations may go on to finer deeds and firmer buildings."

MRS. BLACKWOOD IS RE-ELECTED PRESIDENT

Chicago Woman Again Leads Federation of Women's Ad Clubs—Praised by Holland

(*By Telegraph to* Editor & Publisher)

Houston, Tex., May 13.—The greatest title a woman in the business world can have is that of advertising woman, Lou Holland, retiring president of the A. A. C. of W. told members of the Eighth Federation of Women's Advertising Clubs at the annual election in Houston.

Following are the officers named by the women for the coming year:

Mrs. Bernice Blackwood, of Chicago, re-elected president; Miss Minna Hall Simmons, president of Woman's Advertising Club of New York, elected vice-president; Miss Ethel B. Scully, of Milwaukee, retained as women's representative on executive board of A. A. C. of W., and Jessie Ziesler, retained as secretary.

This session of women delegates was presided over by Mrs. Edith Axell, president of the Women's Advertising Club of Houston. Speakers included Senor A. M. Elias, special representative of Mexico, and Senator Hiram Bingham, of Connecticut, who talked about President Coolidge.

"The average women's advertising club takes itself more seriously and does its work better than the average advertising club of men," Carl Hunt, general manager of the A. A. C. W. declared in an address before the federation.

"No one who has observed the development of the advertising business would question the place of women in it, nor the place of the women's advertising clubs," he said.

"It is a common thing nowadays for a woman, after being employed in advertising for some years to strike out for herself, in her own little business, where she can get all she earns. These women usually make good, because they take their work seriously and work hard.

"The advertising woman does have a place in the business, and a position of growing importance it is, too."

Dinner to Kent Cooper

Kent Cooper, new general manager of the Associated Press, will be the guest of honor at a testimonial dinner to be given him June 4, at the Lotos Club, New York, by 20 of his intimate friends. In charge of arrangements are Melville E. Stone, Associated Press secretary, Robert H. Davis, editor of *Munsey's Magazine,* and Norris A. Huse, business manager of the *Mount Vernon Augus* and the *New Rochelle Standard Star.*

PROTECTION TOPIC OF FINANCIAL GROUP

"THE business of protecting the gigantic national investment in financial advertising has, in the past several years, been reduced largely to a science," Kenneth Barnard, director of the Detroit Better Business Bureau, declared, addressing the financial advertisers in session May 13.

"The greatest weapon of the Better Business Bureau in preventing fraud is the use of advertising. The same magic something that sells your goods has proved beyond any shadow of doubt to be an effective instrument to prevent fraud.

"It has been truthfully said that 'A fool and his money are soon parted.' The job of the Better Business Bureau is not to keep fools from being robbed by the unscrupulous, but to take fools out of their present category and make them into careful, discerning, thrifty investors.

"If the small investor can see the golden opportunities ahead in the careful purchase of legitimate securities from houses of proven standing and honesty, there will be ushered in through advertising, and through financial advertising, if you please, a new era of American prosperity."

Making investment advertising effective was the major theme of the address made May 13 before the financial advertisers by Henry M. Tenney, advertising manager of the First National Company, St. Louis, Mo.

"To achieve effectiveness three important problems confront us," he said. They are as follows:

"Building public confidence, through conservative, dignified methods; educational campaigns, cultivating the broad field of inexperienced investors; and adoption of more scientific ways of following up inquiries."

Pictures Radioed 5,000 Miles

Pictures, transmitted more than 5,000 miles in 20 minutes were received in New York, May 7, from Honolulu using wireless and wire, a process perfected by the Radio Corporation of America.

The pictures so received, photographs of the war games and army and navy leaders in the sham combats, were reproduced in New York newspapers.

The picture-transmitter is a portable apparatus developed by Captain R. H. Ranger, the inventor of the process which performed yesterday's feat.

SKY FIRE AND PAGEAN AT TEXAS SHRINE

Ten Thousand Dine and Witness Go geous Spectacle on Sam Houston's Texas Independence Acre—"The Truth" in Sparks

(*By Telegraph to* Editor & Publisher)

Houston, Tex., May 12.—Five thou and delegates to the Advertising Co vention and almost as many of the hosts were served a shore dinner las night on tables which covered the acr of ground where Sam Houston's Texa Troops ate their last meal before the attack on Santa Anna's troops, whic won independence for Texas in 1836.

More than one thousand "courtes automobiles" transported the advertisin men the 22 miles to the historic Sa Jacinto Battlefield, a State Park an shrine sacred to Texans. And, continu ing to speak in thousands, as they do i Texas, more than one thousand scho children participated in an histori pageant depicting the history of Texa under the six flags which her sons hav saluted and fought at various periods.

Delegates were shown, on the way t the battlefield, the Houston Ship Chann and Turning Basin, to which Houstonian attribute much of the prosperity an growth which is evidenced on every side Cotton compresses, oil refineries an many other factories are operating alon the Channel, their plumes of light o smoke providing new optical sensation for delegates from the murky northern cities of forge and mill.

Moving in a lengthy line, at 25 mile an hour, through patrols of Texa Cavalry, the parade of cars reached th battlefield parking spaces and debarke the advertising men in time for spee boat races in the channel. Dinner wa served as the last exhaust of the racin engines died. Served by 250 High Schoo students, the seafood and fried chicke ice cream and coffee, mints and the in evitable contribution of oranges—Florida' succulent propaganda for the next con vention—all served their purposes an adjourned for the pageant.

The history of the state was portraye in six scenes—the war dances of th Tejas Indians, the French discoverer whose dances were curtailed by the in hospitable redskins, the soldiers and mis sion friars of old Spain, the struggle be tween Mexico and Texas which brough the Lone Star Flag into being; the en trance of Texas into the American Union the emergence of the Stars and Bars dur ing the Civil War and the rise supreme over all of the Stars and Stripes at the peak of the six massed colors.

Fireworks flashed forth on the opposite bank of the channel into likenesses of Lou Holland and of The Truth emblem of the Clubs and St. Petersburg, Florida saw its bid for the 1926 meeting gleam in points of flame. The Houston Canoe Club depicted the Pageant of Nations, illuminated by Searchlights from boats in the channel and overhead rockets, flares, bombs and Roman candles.

It was a great event, said "Mefo" in *Houston Chronicle's* column "Our City," today, giving full credit to John H. Payne, business manager of *The Press,* who was in complete charge of the Barbecue and Pageant. Payne was back at his desk on the Press today, knowing what the President of the United States feels like after greeting White House visitors for several hours.

ADVERTISING TEACHERS MEET

Hold Informal Gathering at Houston A. A. C. W. Convention

Houston, Tex., May 12.—Eleven teachers of advertising held an informal meeting in connection with the advertising convention this afternoon with William C. Wales, of Dallas, acting as chairman.

Lansing Paper Reduces Price

The *Lansing* (Mich.) *Capital News,* has reduced its price from three to two cents.

PHILADELPHIA NORTH AMERICAN SOLD

Cyrus H. K. Curtis Buys Oldest U. S. Daily—Price Said to Be $1,700,000—Will Merge It With Public Ledger Monday and Launch New Morning Tabloid

By ARTHUR JOYCE

(*By Telegraph to* EDITOR & PUBLISHER)

DAVID E. SMILEY, executive editor of the Curtis newspapers, issued the following statement to *Editor & Publisher* on May 14:

"The Public Ledger Company completed the purchase of the *North American* today. The two newspapers will be merged and published daily and Sunday under the title Philadelphia *Public Ledger & North American,* beginning Monday, May 18.

"On the same day, the Public Ledger Company will begin publication of a tabloid newspaper to be called the *Sun.* It will be issued every weekday morning and, besides containing Associated Press dispatches, will include many features produced by the great news gathering organization by the Public Ledger.

"The Sun will be profusely illustrated with news pictures and will have a broad popular appeal for all classes of readers."

PHILADELPHIA, May 14. — The *North American* has been sold and will cease publication with its issue of Sunday, May 17.

The purchaser is Cyrus H. K. Curtis, owner of the *Public Ledger, Evening Public Ledger, New York Evening Post, Saturday Evening Post, Ladies' Home Journal* and *Country Gentleman.*

It is understood he paid $1,700,000 for the "good-will and fixtures." This includes the Associated Press membership, but does not include the building of the North American at Broad and Sansom streets. The North American was sold by the Estate of T. B. Wanamaker, which owned the North American Company stock. The sale was engineered through John C. Bell, former attorney general of Pennsylvania, who is attorney for Mrs. Archibald Thomson, who was Mrs. Thomas B. Wanamaker, sole owner of the North American. Mr. Wanamaker died some years ago.

Associated with Mr. Bell in the sale transaction, it is understood, was E. A. Van Valkenburg, for years editor of the North American, until his retirement about five months ago.

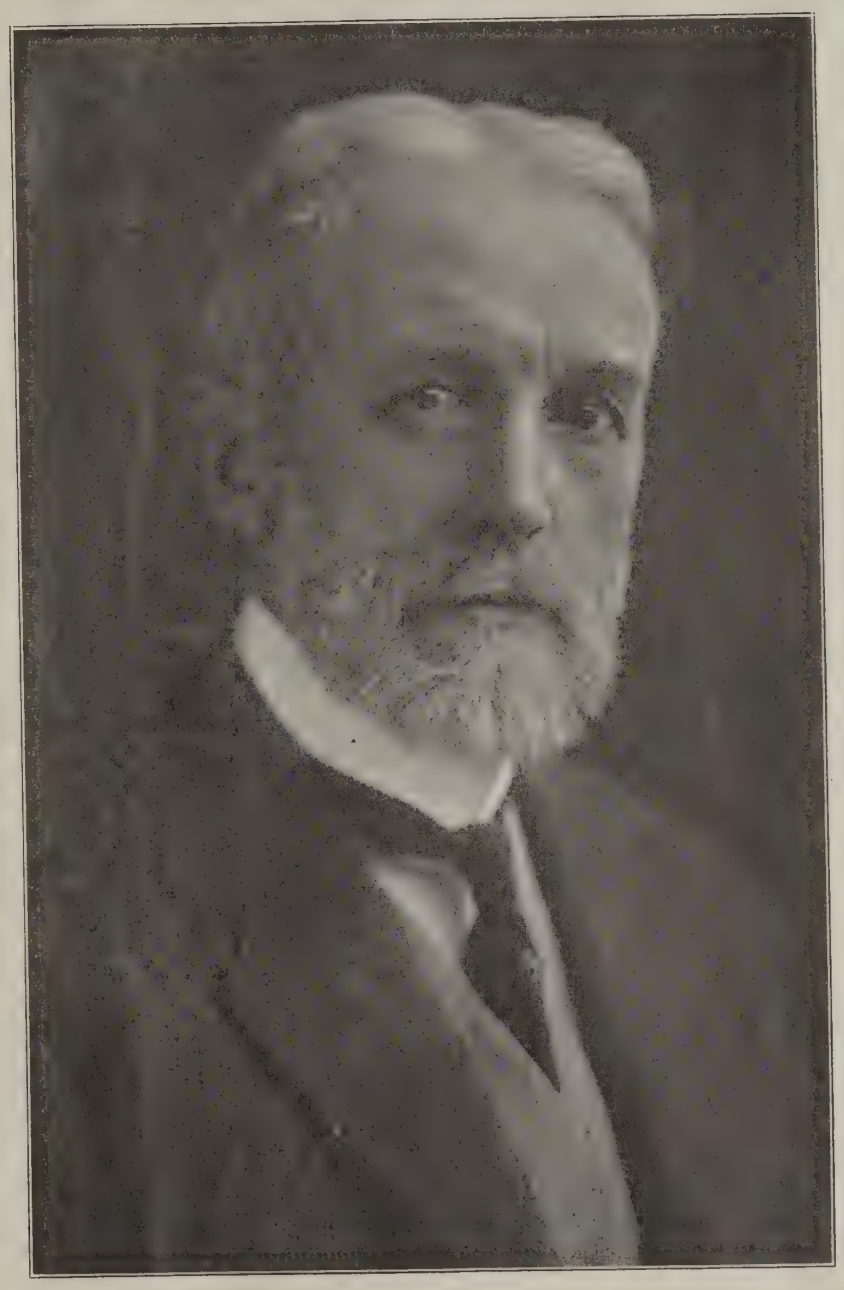
None of the North American Company executives—not even its own attorney—knew of the pending sale until they were notified less than twenty-four hours in advance that the deal had gone through.

Everything had been going along serenely, the circulation was showing a healthy increase since the retirement of Mr. Van Valkenburg. The present management of the North American had succeeded in paying off approximately $150,000 of a debt of $250,000 that had stared it in the face five months ago.

The sale was put through at the insistence of Mrs. Thomson, who, it is understood, explained that she wanted the money for realty investments she and her sons have in mind. She owns a one-third interest in the North American, the sons own one-third and Rodman Wanamaker and his sister own the other third.

It is understood that Mrs. Thomson approached the Rodman Wanamaker interests with the proposition to buy out her interest and the interest of her sons in the publication, but that the Rodman Wanamakers declined the offer. Then Mrs. Thomson insisted upon an immediate sale.

The publication went to the Curtis interests because it was Mr. Curtis who on several previous occasions had made offers for the North American. With the franchise thus obtained, Mr. Curtis now owns, in addition to the Public Ledger and Evening Public Ledger, A. P. memberships, the old memberships previously held by the *Philadelphia Times,* the *Philadelphia Press* — two former morning newspapers—and the *Evening Telegraph,* owned for years by the Wanamaker interests.



CYRUS H. K. CURTIS

No official announcement has come from the Curtis interests, other than the bare statement that publication of the North American will cease next Sunday. There was a conference here today at which the final details were arranged and officially and legally the North American passed into the hands of Mr. Curtis.

Every person employed in every department of the North American has been told that after Saturday of this week they will be out of jobs. There has been a rush of editorial workers to other newspapers, but the field is limited in Philadelphia, the only other morning newspapers now being the *Philadelphia Record,* the ***Inquirer*** and ***Public Ledger.*** In the afternoon field is the *Evening Bulletin, Evening Public Ledger,* and the newly organized *Daily News,* a tabloid.

Officers of the North American Company, which operates the newspaper, are: Hugh B. Sutherland, vice-president, who also is chief editorial writer and who has been such for many years; James P. Considine, secretary; Jenks B. Robinson, treasurer. Frederick F. Forbes is directing editor. The managing editor is Miss Janet Stewart, one of few women in America holding a managing editor's job. The city editor is Charles N. Christman.

As the oldest daily newspaper on this continent, the North American possesses whatever merit there may be in a long and illustrious descent. But the singular prominence it has attained as a journal of recognized worth and influence has been due to new ideas and not at all to venerable connections. Its friends and enemies —it has made a great many of both—differ radically upon the justice and wisdom of its attitude upon certain vital questions, but they agree in conceding to it sincerity, courage and integrity in advocating those policies which it has adopted as its own.

There is, however, a sentimental interest in genealogy, and the North American is by no means insensible of the honor of being linked to the great past. A connection which carries it back to Benjamin Franklin, earliest and most noted of Pennsylvania journalists, and a direct descent from the first daily newspaper of the country, which was founded to fight and destined to suffer with the "insurgents" of the war of independence—these things make more interesting the vigor with which the North American battles today for the causes which it believes to be right.

Franklin left a strong impress upon American journalism, and friends of the North American like to trace his spirit in its forthright vigor of attack upon public abuses and its advocacy of constructive measures looking to better living and higher ideals. The great statesman, philosopher and newspaper man made his first publishing venture with the *Universal Instructor in All the Arts and Sciences and Pennsylvania Gazette* started n 1728 by Samuel Keimer. A few months proved Keimer's unfitness, but the paper developed rapidly after Franklin took it over. His first act, of course, was to cut down the preposterous title and as the Pennsylvania Gazette the journal had a prosperous career until 1821, when it became the Saturday Evening Post, forerunner of the noted magazine of today.

Franklin was editor of the Gazette until 1765. One of the earliest and most capable editors of the Post was Morton McMichael, who in 1847 took charge of the North American, and thus carried into this journal the traditions and principles of Franklin's historic success. But there are two other lines of descent which carry the North American back to the beginning of American journalism. The *Pennsylvania Packet* or *General Advertiser,* founded in 1771 by John Dunlap, and the *Gazette of the United States,* established in 1789, are both direct ancestors of the present paper. The Packet moved its plant to Lancaster in 1777-8, while Philadelphia was occupied by the British, but returned with the restoration of peace, having maintained a gallant advocacy throughout the cause of Independence. On September 21, 1784, it appeared as a daily newspaper, the first in America, and was conducted successfully until it was merged in 1839 with the North American.

The *Gazette of the United States,* dating from 1789 became a daily in 1793, and had an uninterrupted career until the North American absorbed it in 1847. Meanwhile the Gazette in 1818 had consolidated with the *True American,* which was the lineal descendant of William Bradford's *Pennsylvania Journal,* established in 1742. So that the present North American represents by direct descent newspapers founded in 1742, 1771, and 1789, and in its line a daily newspaper has been published without interruption from the pioneer daily issued in 1784.

Under the long management of Morton McMichael and his son and successor, the North American had an honorable career as a respectable, conservative journal, devoted chiefly to the advancement of commercial and manufacturing interests. While still highly regarded, it had lost, however, a good deal of its prestige when, early in 1899, it was purchased by Thomas B. Wanamaker, son of John Wanamaker, former Postmaster General, and placed under the management of E. A. Van Valkenburg, now editor and president. During the twelve years the North American's growth has been one of the phenomens of the newspaper world, and it is today, perhaps, the nearest approach to a "national daily newspaper" which the country has. It was May 15, 1899, that the paper set forth its principles, adherence to which has cost it many bitter fights, but has brought it material success as well as the highest reputation for public service. The "salutatory" thus describes the papers spirit and aims:

"The North American will exemplify

the capacity and potency of truth telling journalism. It will have no covert or personal purposes or interests. It will be subservient to no man's ambition, to no creeds bias, to no class prejudice, to no party's domination.

"In politics, while maintaining its traditional Republicanism, it will nevertheless support honest candidates against dishonest ones, pure causes against corrupt ones, and the people against the bosses, regardless of party name or party effect. Above all it will stand for the rights of the many against the power and aggression of the priviliged few. Democratic civilization in the largest sense and the promotion of equality and social equity will be its mission and its hope."

There may not be anything very startling in this enunciation of principles, but the interesting fact is that for twelve years the North American has lived up to its creed, despite the stress of business competition, and the reprisals of powerful interests which the policy has offended.

There is no doubt that today at the present time the paper has more enemies than any other journal in the country, but on the other hand it has more staunch friends and supporters, and none of its critics ever challenges openly its integrity. Its course has involved unending warfare, for it is notorious that the fighting of abuses and the inauguration of constructive refroms create enmities among interests of great power.

The management declares that an advertising revenue of $100,000 a year is diverted from the paper by adherence to principle—some of it because of offense given to various "interests," some because the North American's editorial policy governs its business department and dictates the exclusion from the advertising columns of vast quantities of crooked and merely doubtful announcements which find ready admission to other publications.

The experiment inaugurated twelve years ago, amid prophecies of disaster, has become an assured demonstration. The North American is more highly regarded now perhaps than ever before. In hundreds of newspaper offices throughout the country it is studied as a model in the attractive presentation of news, and particularly for its forceful editorials.

In fact, the North American is held by the progressive thought of the country, notably among the leaders in Congress, to be the chief journalistic exponent of such great questions as conservation, honest tariff revision, effective control of corporations, equal opportunities for all in every activity in life, scientific sanitation, pure food, improved methods in education, municipal government, taxation, road building, the guarding of public health and other problems; and above all the welfare of the child, the future citizen.

In politics, as has been made clear, the North American is for progressive Republicanism; in economics it is for the principle of conservation, not only of natural resources, but of human life and energy. In general it is for human rights above property rights, and for every movement which tends to lighten burdens and brighten lives.

E. A. Van Valkenburg states the North American's policy as follows: "In the most general terms, the policy of the North American has been to stand for liberty, for equal opportunity, for charity and for uplifting.

"An instant criticism of this statement will be, that the program, far from being unique, is deadly commonplace. All newspapers uphold these principles. There is none so wicked as deliberately to fight against liberty or equal opportunity, none so base as to despise charity and the uplifting of men. But the North American is different because it has stood for these things in practise, as well as in theory. Its success, which has attracted and puzzled experienced newspaper men the country over, has come not merely through having a policy, but through having a policy and living up to it, living up to it in the face of organized opposition, desperate assaults, the estrangement of friends and heavy handicaps in business."

E. A. Van Valkenburg resigned as publisher and editor of the North American concluding an editorship of a full quarter of a century in the second week of November, 1924. He resigned also as President of the North American Publishing Co., thus severing all active relationship with the publication. It was reported at that time that Mr. Curtis had considered buying the North American and merging it with the *Philadelphia Public Ledger*. The paper then was administrated by Fred F. Forbes who had been managing editor, H. B. Sutherland remaining as associate editor and James P. Considine who had been secretary, remaining as general manager. Associated with them was J. B. Robinson, who continued as treasurer of the company.

It was stated that Mr. Van Valkenburg was compelled to seek a prolonged period of rest which had long been advised by his physician and friends.

Van Valkenburg was a giant figure for many years in Philadelphia journalism and politics. For nearly a quarter of a century he made the North American a fighting paper, vigorous, virile, uncompromising and extremely able. He led scores of campaigns in the city and State and it has been said of him that no American editor had reaped so rich a crop of enemies.

Writing for EDITOR & PUBLISHER at the time of Mr. Van Valkenburg's resignation, an EDITOR & PUBLISHER correspondent said:

"It is certain there has never been a more hated personage in the history of Pennsylvania journalism or Pennsylvania politics, but everyone of these persons who hated Van Valkenburg and has consistently hated the North American and all it stood for were those who politically and otherwise feared the limelight of exposure."

In 1899 Van Valkenburg persuaded John Wanamaker to buy the Philadelphia North American, which then consisted of a little more than a respectable name, plus a circulation of about 2,500. Later, the late Thomas B. Wanamaker took over his father's interest in the publication. From a loss approximating $350,000 a year from a circulation of approximately 200,000 and sound profit—that was Van Valkenburg's achievement in the first ten years of his editorship.

In addition to being a remarkably well informed and effective editor, Van Valkenburg was a powerful business man. After he had secured a considerable circulation he told Mr. Wanamaker that the North American's advertising policy was outrageous in that it made one price to the "big fellow" and another to the "small fellow". He said that he wanted to "equalize these conditions" and Mr. Wanamaker asked him "what it would cost to stick to the card." Van Valkenburg said that he could not tell. All he knew was that $400,000 worth of advertising contracts were about to expire and if the rates were held level some of the short-enders would drop out. Mr. Wanamaker agreed and the rates were made level and some of the short-enders did drop out. The slaughter of advertising contracts upon the bloody angle of principle became first a battle and then a massacre. But it soon righted itself under the insistent pronouncement of "square deal" policy of Van Valkenburg.

Although he has been a newspaper publisher only a dozen years, Mr. Curtis has already purchased five dailies and established one of his own, spending millions of dollars in newspaper property, in Philadelphia and New York.

He went to Philadelphia when he was 26 years old. There he confined himself to publishing various magazines until Jan. 1, 1913, when he purchased the Philadelphia Public Ledger from Adolph S. Ochs of the New York Times for $2,000,000. In this purchase he was joined by John Dribble, of Philadelphia, later buying Mr. Dribble's share. It has been said he bought the Public Ledger to fulfill a boyish dream, for he has admitted that that newspaper under the ownership of George W. Childs and others had so stirred his ambitions that he wanted to become the owner of a journal of that type.

A year later, because he wanted to use his plant to the full capacity, he established the Evening Public Ledger. This daily first appeared on September 14, 1914.

On June 28, 1918, Mr. Curtis purchased the Philadelphia Telegraph and scrapped it. He had wanted it mainly for its Associated Press membership. He purchased the *Philadelphia Times* and obtained its A. P. service.

Rodman Wanamaker sold him the Philadelphia Press in September, 1920, and he consolidated it with the Public Ledger. The Press had been established in 1857 and it had become one of the leading newspapers of the city. In the year Mr. Curtis bought it, there was a shortage of news print. The Press had a very desirable paper contract. For this paper contract and for a 30,000 daily circulation and 100,000 Sunday, Mr. Curtis paid $1,000,000. He claims to have retained all this circulation for the Ledger.

On January 1, 1924 he entered the New York field with his purchase of the *New York Evening Post*.

"BEST KILLING" GETS PAGE 24 IN CAMDEN

Judge Publishes Crimeless Newspaper for a Day—Local Public Opinion 2 to 1 Against It

Local opinion was two to one against a crimeless newspaper, according to H. T. Saylor, managing editor, when the experiment was tried for a day last week on the *Camden* (N. J.) *Courier*.

Former Judge John B. Kates, who conducted the experiment, was at the managing editor's desk. The chief of police of Gloucester, N. J., two miles away, fought a hand to hand engagement with a fugitive bandit, and shot his man dead. Judge Kates ordered three paragraphs on the story, and told the make-up man to put it on page twenty-four.

Describing the experiment in a statement written for EDITOR & PUBLISHER, Mr. Saylor said:

"The people like the crimeless newspaper.

"The people don't like the crimeless newspaper.

"You read the letters to the editor and you take your choice. There was a terrific public reaction from all parts of the country to the crimeless Courier of last Tuesday. Letters poured in from Saskatoon and Fort Worth from San Diego to Penobscot. About 60 per cent of them favored the idea of a crimeless Courier but when Courier reporters stopped the average run of people in the street the reaction was a little better than two to one in favor of playing up crime Judge John B. Kates, editor for a day, stuck the best murder of the month on page 24 and he 'played up' constructive news of national politics, local civic movements, and symposiums by leading citizens. When his day's work was done he expressed himself completely satisfied.

"'Just the kind of a paper I want to see,' he said.

"He refused to run a snappy serial story. Among other things that action brought more complaint from subscribers than any other one change he effected.

"Judge Kates was intensely practical. He attempted no radical change in make-up or style. He was assisted by two friends as associate editors, Patrick H. Harding, widely known South Jersey lawyer, and Joseph Costello, secretary of the Delaware River Bridge Commission. Both of them are former newspaper men. Both of them in the old days were unusually clever crime reporters. They didn't smpathize with the Judge but they carried out his orders. Only one thing is certain as a result of the experiment, it brought the Courier a million dollars worth of national advertising."

Pennsylvania Daily Spans 100 Years

The *Pottsville* (Pa.) *Journal* recently celebrated its 100th anniversary. H. I. Silliman, editor and publisher, received messages of congratulation from President Calvin Coolidge, Gov. Gifford Pinchot and many other prominent men.

WISCONSIN GAG BILL VETOED BY GOVERNOR

"Espionage" Act Preventing Paper from Printing Derogatory Statements Regarding Banks Called a Menace

By vetoing on May 6 the Wisconsin "espionage" bill, passed by both houses of the legislature, that would have made it a crime to circulate verbally or through the printed word any statements derogatory to co-operatives or banking institutions, Gov. J. J. Blaine has removed a possible club over the free press of Wisconsin.

Gov. Blaine did not mince words in his veto message to denounce the sponsors of the bill and the suppression of free speech and free press that they attempted. His message in part said:

"I know of no demand or necessity for this kind of espionage law. The next logical step will be to include within the terms of the law any corporation doing business in this state, and in fact, there is no limit to which the system of espionage can not or may not go.

"This law is as drastic as were the war espionage acts. They were at least pretended to protect the government in time of war, while this act establishes an espionage system in time of peace. There were those of us who believed that the wartime espionage act was actually harmful to the best interests of the government and to the soldiers fighting on the battle fields. History has demonstrated since the close of the war that had citizens been entitled to express their honest opinions, this nation might have been saved the saturnalia of graft that was permitted to be carried on because the lips of patriotic citizens were sealed.

"And yet there are those who now propose to extend this same system of espionage in peace times, that will drive fear into the hearts of honest citizens and hold over their heads the threatening and menacing penal statute, at times when their voices should not be stilled.

"Those of us who still retain confidence in the fundamental principles of American government cannot give our approval to any system of espionage, no matter what the pretenses may be of those who have the boundless zeal to create new laws and new crimes."

McCORMICK'S WILL FILED

Widow Gets All of $2,000,000 Estate of Illinois Senator

CHICAGO, May 12.—An inventory of the estate of Medill McCormick, late United States Senator from Illinois, was filed in the Probate court yesterday by Attorney Alfred Austrian of Mayer, Meier, Austrian and Platt, counsel for the estate. Mr. McCormick was a brother of Col. R. R. McCormick, co-publisher of the Tribune.

The inventory reflects the senator's faith in his country and its resources, probate officials said. They pointed out that three-fourths of the $2,000,000 estate in State and federal farm loan bonds, State of Illinois service compensation bonds and municipal school, road and improvement bonds. Under Senator McCormick's will the entire income from the estate is to be paid his widow, Mrs. Ruth Hanna McCormick. At her death, unless she makes other disposition in her will, her three children will share the estate.

Two Berlin Correspondents Return

Charles S. Smith and Carl D. Groat, representing the Associated Press and the United Press respectively in Berlin, returned to this country this week. Mr. Smith plans to remain here six weeks, when he will return to Germany. While here he plans to visit his mother at Portland, Ore. Mr. Groat is to take charge of the cable department of the U. P., with headquarters in the New York office.

Increases Capital

The *Middleport* (N. Y.) *Niagara Herald* has increased its capital from $25,000 to $50,000.

24 newspapers *one* high standard

The progressive's opinion today is the conservative's opinion tomorrow. Every established and accepted idea was once "radical."

Even the custom of the daily bath was once forbidden by law and frowned upon by physicians.

Scripps-Howard Newspapers dare to stand for ideas they believe to be right and for the general good.

They believe, with Dante, that if they give light, the people will find their own way.

That this liberal, tolerant, fearless, virile editorial policy wins an unusual loyalty from readers is shown by growing circulations in the face of reader-bribery with valuable premiums and other enticements by competitors who make no distinction between the Synthetic and the Genuine.

THE SCRIPPS-HOWARD NEWSPAPERS

Represented in the National Advertising Field by
ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

NEW DAILY ANNOUNCED FOR McKEESPORT, PA.

Evening Journal, Incorporated for $250,000 Will Publish from New Plant About July 1—J. R. Alexander Editor and Manager

The *McKeesport* (Pa.) *Journal*, a new afternoon newspaper will start publication about July 1, with James R. Alexander for 20 years publisher of the *Zanesville* (O.) *Signal* as editor and general manager.

The publishing company is incor-



Helen W. John

porated for $250,000, all paid, and has as its president Dr. F. T. Thoburn Nason, according to a statement given EDITOR & PUBLISHER. Mr. Nason is president of the City Bank of McKeesport, of the Columbiana Foundry and of the McKeesport Tin Plate Company. J. T. McClane, hardware dealer is vice-president; G. P. Gamble, secretary; and J. W. Stevenson, treasurer.

The exact date of publication cannot be given until the new Journal building now being erected in the heart of the city is completed. The plant will be equipped with new machinery including a 24-page Duplex tubular press, and a battery of seven Intertypes.

The Journal will be independent politically, according to the announcement. It will have International News.

Mr. Alexander, editor of the Journal, sold the Zanesville (O.) Signal six years ago. He was prominent in the civic and political life of Ohio, having been postmaster of Zanesville, president of the Chamber of Commerce, and president of the Good Roads Association. Last fall he was Democratic candidate for Congress in the 15th Ohio district.

The Journal will be distinctive in having a woman as managing editor. Miss Helen W. John started her newspaper career on the Zanesville Signal. She was successively proofreader, society editor, reporter, and city editor. For a few years she was with the *Trenton* (N. J.) *Times*.

L. D. Sinclair, advertising manager comes from the *Bakersfield* (Cal.) *Echo*.

W. K. Hoyt, business manager and head of the classified department was recently with the Trenton Times in similar capacities. The circulation manager, William Giesman, is well known in Cincinnati, Columbus, Akron, Indianapolis and other cities.

Circulation is being signed by straight solicitation without the use of premiums or schemes and will exceed 15,000 at the start it was stated.

The S. C. Beckwith Special Agency, New York, will represent the Journal in the national advertising field.

CLARK NOW CITY EDITOR

Succeeds "Will" Wayne on Baltimore News—Southwick Joins Staff

Harry Clark has been named the city editor of the *Baltimore News*, the Hearst evening paper in Baltimore. He succeeds "Will" Wayne, who came from Syracuse with Robert McCabe, the managing editor of the paper, when Mr. Hearst bought the *Baltimore News* and the *Baltimore American* two years ago. He has served in various editorial capacities on the news and was made city editor a year ago.

Al L. Southwick, who has been with the *Boston American* for a number of years, comes to Baltimore as the news editor succeeding Mr. Clark.

MEMBERS OF JOINT ASSEMBLY APPOINTED AT HOUSTON

(*By Telegraph to* EDITOR & PUBLISHER)

HOUSTON, TEX., May 12. Members of the Joint Assembly of the Associated Advertising Clubs, which held its first meeting, Tuesday, were: First District: Frederick W. Bliss, Providence, R. I. (One other member yet to be appointed.)

Second District: Rowe Stewart, Philadelphia; H. C. Squires, Scranton, Pa.; F. Ernest Wallace, Elizabeth, N. J. and Herbert S. Houston, New York.

Third District: Norman Parrott, Baltimore, Md.

Fourth District: C. C. Carr, St. Petersburg, Fla.

Fifth District: T. H. Sewell, Toledo; John O. Munn, Toledo.

Sixth District: Chas. C. Younggreen, Milwaukee, Wis.; S. O. Blair, Peoria, Ill.

Seventh District: Frank L. Galle, Wichita, Kans.; R. F. Place, St. Louis, Mo.

Eighth District: Raleigh Ross, St. Paul Minn.

Ninth District: To be appointed.

Tenth District: A. L. Shuman, Fort Worth, Tex.; Lowry Martin, Corsicana, Texas.

Eleventh District: John F. Greenwalt, Denver, Colo.

Twelfth District: Bert Butterworth, Los Angeles; Austin J. Black, San Francisco; Al. C. Joy, Fresno, Calif.

Fourteenth District: To be appointed.

Fifteenth District: Chas. W. Stokes, Montreal, Can.

Sixteenth District: Norman S. H. Catts, Sydney, Australia.

Seventeenth District: To be appointed.

Advertising Specialty Association: Theodore R. Gerlach, Joliet, Ill.

Agricultural Publishers Association: To be appointed.

American Association of Advertising Agencies: Fred. M. Randall, Detroit, Mich.

American Photo-Engravers Association: E. C. Miller, Chicago, Ill.

Associated Business Papers, Inc.: Malcolm Muir, New York.

Associated Retail Advertisers: Geo. M. Forristall, Houston, Texas.

Association of National Advertisers: W. H. Ingersoll, New York.

Association of Newspaper Executives: George M. Burbach, St. Louis.

Church Advertising Department: W. N. Bayless, Cleveland ,Ohio.

Community Advertising Department: Chas. Hatfield, St. Louis, Mo.

Direct Mail Advertising Association: Homer Buckley, Chicago.

Directory and Reference Media Department: Thomas H. MacRae.

Financial Advertisers Association: Fred. Ellsworth, New Orleans.

Graphic Arts Association: To be appointed.

Insurance Advertising Conference: To be appointed.

National Association of Employing Lithographers: To be appointed.

National Association of Theatre Program Publishers: E. E. Brugh, Chicago, Ill.

National Industrial Advertising Association: Bennett Chapple, Middletown, Ohio.

National Publishers Association: Harry Tipper, New York.

Painted Outdoor Advertising Association: Tom Nokes, Johnstown, Pa.

Poster Advertising Association: E. Allen Frost, Chicago, Ill.

Public Utilities Advertising Association: Frank L. Blanchard, New York.

Religious Press Department: To be appointed.

Screen Advertisers Association: To be appointed.

Window Display Advertising Association: To be appointed.

VOLUME OF CHURCH ADVERTISING INCREASING

(*By Telegraph to* EDITOR & PUBLISHER)

HOUSTON, Tex., May 14.—Church advertising in all its phases was thoroughly considered at the Church Advertising Departmental of the A. A. C. W. convention.

A questionnaire, sent to 200 newspapers in an effort to find out how the church could co-operate with the press, formed the basis of an interesting address made May 12, by the Rev. John T. Brabner Smith, Chicago, in charge of the secular press publicity of the World Service Commission of the Methodist Episcopal Church. Two-thirds of the newspapers solicited replied, Mr. Smith said.

He had arrived at the conclusion, he declared, that churches will always get a square deal from the newspapers.

Among eighteen questions asked were: "Is crime news increasing?"; "What in your judgement, is the effect upon criminal activity of the 'playing up' of crime news?" and "Can the Church be of any service to the newspapers in a campaign against crime?"

Fifty-two newspapers answered the question regarding the increase of crime news. Twenty-seven said there was more crime news; seventeen said there was less.

"The majority of answers seemed to be to the effect that crime itself was increasing, but that the newspapers were minimizing the printing of it," Mr. Smith said.

"In the printing of crime and crime news, the Bible is certainly a good text book for editors and publishers," he commented.

"One way to get rid of crime news is for the Church to convert the criminals.

"At the present time, there is the greatest opportunity for a closer and more cordial co-operation between the Church and the newspapers."

He said every church should have a fund for regular, systematic and sensible advertising in the newspaper.

Volume of church advertising is increasing literally by leaps and bounds, according to William N. Bayless, of the Tiffany-Bayles Company, Cleveland, O.

"Time was when church advertising was looked at askance by conservative church boards," he said. "It smacked too much of other jazzy innovations that were being introduced right and left. But slowly church advertising has forced its way upwards until now it is indeed a conservative church that does not see in advertising a major means of broadening its influence.

"The volume of church advertising has, therefore, increased amazingly in the last few years.

"The most efficient medium for church advertising is the newspaper. I think the time is going to come, and it is not far off, when the individual churches will cease to spend their money in small individual announcements, but will pool their interests and make common caise in large full page advertisements in the daily press."

"To arrest the attention and secure the interest of the unchurched millions on religious matters is undoubtedly one of the biggest questions of the day," said Graham Stewart, of the *People's Popular Monthly*, Des Moines, Ia.

"How to Win the Co-operation of the Newspapers" was the subject chosen by Frank LeRoy Blanchard, director of public relations of Henry L. Doherty & Co., New York.

COMMUNITY AD GROUP CHANGES NAME

Reorganized Department Still Headed by C. F. Hatfield—Growth of Field Told in Speeches—Resolutions Adopted

(*By Telegraph to* EDITOR & PUBLISHER)

HOUSTON, Tex., May 14.—During its final session Thursday morning, the community advertising department voted to change its name to "the American Community Advertising Association of the Associated Advertising Clubs of the World."

Future plans of this organization contemplate intensive direction of its work through subdivision into geographical districts, chairman of which will give special attention to the problems of communities near at hand.

Resolutions were adopted recommending to the attention of Chambers of Commerce the plan of rating cities on a basis of health protection and disease prevention devised by the American Public Health Association.

Further resolutions urged the systematic advertising by the United States of its great natural resources on the ground that these are too little known even by American travelers.

Charles F. Hatfield, re-elected president of the Community Advertising Department, opening the session of that group, May 13, called for passage of resolution asking for an appropriation out of A. A. C. W. general funds for the purpose of getting community advertising statistics.

"Community advertising," he said, "national, state, and municipal, is in its infancy, and the possibilities are so tremenduous that they cannot be measured and the attractive part of it is that it is creative, bringing new business of benefit to all media of advertising.

"Community advertising is reaching the the world since the London convention. I have no doubt that the program last year emphasized the importance of this phase of advertising.

"During my administration with the Community Advertising Department, covering a period of nine years, eight of which I have been president, I have seen this phase of advertising grow in the United States from an expenditure of less than $100,000 to more than $4,000,000, and this does not include the millions spent by the government, the railroads, public utilities, banks, insurance, retail stores, health resorts and other specialized groups.

"Although community advertising is still very young, accomplishments in it already have been recorded in more than 100 American and Canadian communities, and yet the surface has been merely scratched."

Taxation as a source of revenue for community advertising was discussed by Jefferson Thomas, of Jacksonville, Fla.

"To sell Missouri to Missourians and then to the rest of the world," was described as the first definite aim of the Missouri Association, by George A. Pickens, general secretary.

UTILITY GROUP ELECTS

(*By Telegraph to* EDITOR & PUBLISHER)

HOUSTON, Tex., May 14.—At their final sessions of the International Advertising Convention at Houston, officers were elected as follows by members of the Public Utilities Advertising Association:

President, W. H. House, Chicago; vice-president, Leonard Ormerod, Philadelphia; secretary, Dempster Murphy, Chicago; treasurer, C. W. Person, New York.

Directors—B. J. Mullaney, Chicago; Frank L. Blanchard, Henry A. Doherty Company, New York; W. P. Strandborg, Portland Ore.; Labert St. Clair, New York; George F. Oxley, New York; C. W. Person, New York; Joe Carmichael, Des Moines; E. J. Cooney, Lowell, Mass.; W. H. Hodge, Chicago.

Buffalo the Wonder City of America

"Buffalo—the Center of the Consuming Market"

—JOHN A. PIQUET

The following are extracts from an article, one of a series, by JOHN A. PIQUET entitled "Garden Spots of Industry," in INDUSTRIAL MANAGEMENT, March, 1925:

"Buffalo is perhaps the best example of the typical manufacturing site of history—the city on the water and trade-route, as most of the great cities have been. The Buffalo area, from the city to Niagara Falls and roundabout, stands at the cross-roads of a continent. Here the interior meets the beginning of the exterior. Here railroad and water merge. To the north the country's greatest waterpower; to the south, coal fields and natural gas. Here is the center of the consuming market. Buffalo is the natural metropolis of a region from Virginia to Labrador and from the Rockies to the Atlantic. Buffalo adds industries as New York loses them. Buffalo will keep on growing steadily because it offers a location that cuts cost in transportation, power, and selling. It will grow more as industries study scientific location in greater numbers."

"Nature gave Buffalo its unparalleled location, but man improved on it. This city . . . . is one of steady growth, and no mushroom booms or incidents of immigration supply or financial power are responsible for what it or they have accomplished. The Buffalo area has excellent chances of becoming the first manufacturing district in America as time goes on, for it possesses all the factors of industrial supremacy, while New York and Chicago do not."

Buffalo's wonderful industrial development means a great deal to the advertiser. It means more buyers of advertised goods—a great responsive market. While Buffalo has its attractions for industry it is equally attractive to the advertiser—because 80 per cent. of the buyers here are reached with one advertising cost through one newspaper—The News.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A.B.C. Mar. 31, 1925
129,777

EDWARD H. BUTLER, *Editor and Publisher*
KELLY-SMITH COMPANY, National Representatives

Present Average
132,864

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

ADVERTISING AGENTS AT HOUSTON HEAR INSTRUCTIVE ADDRESSES

Among Speakers in Three Days Were John Benson, O'Shaughnessy and Kenner on Wide Range of Subjects

(*By Telegraph to* EDITOR & PUBLISHER)

HOUSTON, Tex., May 14.—H. S. Gardner presided over the several sessions of the American Association of Advertising Agencies and several excellent addresses were heard.

Speaking on Tuesday, John Benson, of Benson, Gamble and Crowell Advertising Agency, said:

"There are too many dealers and too many jobbers. Relatively few of them are efficient. There is not enough business to go around. On a small volume, retail overhead eats up the profit. The gross is very high; the net very small.

"The chain store has made a real beginning in the right direction. The movement will grow. It and the mail order house will force the less efficient tradesmen out of business. Local stores will become, more and more, supply depots for the convenience of the public. They will carry meritorious merchandise known to and believed in by the consumer requiring less salesmanship to move.

"Of course there will always be a place for the individual merchants of special merchandising ability. He will continue to make an individual appeal in his own locality in proportion to his merit."

"In this evolution of trading initiative, advertising is bound to have a decisive role to play. It holds the key to consumer demand. It has the power to induce purchasing initiative. But we will have to do a more scientific job. We must make advertising more influential with the consumer; and get more effectiveness out of the advertising dollar.

"As we look back upon advertising we see what a great force it has been, how effectively it has worked, on the whole. But that was under conditions which may not much longer prevail. The entire machinery of distribution is going to change. With a greater emphasis upon consumer demand than before, advertising appeal has a bigger responsibility to commerce.

"In the first place, advertising *volume* is a handicap. There is now so much advertising that busy people, distracted by motoring, movies and radio, excited by sensational news, pay less heed to it. They glance at the advertisements rather than read them. They get into their minds certain trade names flashed at them boldly and persistently, names which they more or less uncritically accept when pushed at them over the counter by a dealer. The still rely on the dealer to select for them any one of these trade names he prefers.

"What advertising needs is more individuality of thought, new points of view, interesting and informative copy. Irrevelant interest, curiousity headlines, pictorial attractions, are being overdone. There should be more direct appeal to self-interest, a more resourceful handling of the uses and merits of a product.

"There is not enough grip in headlines to attract readers who are or may be interested in the product. Headlines should have more meat in them. They should convey the message at a glance. A hundred people glance at advertisements to one who reads the text. The larger audience must be influenced favorably and made to yield a better percentage of interested readers.

"It seems to me the advertisement writer should follow more closely the technique of the news writer, in *satisfying* the public. He must give the reader something worth while for the pains of reading; otherwise the latter will quit. This is important, not only for the individual advertisement but also for the whole business of advertising. Unless people get something worth while out of them they won't continue to read them. They won't waste the time.

"Advertising influence would be more effective if every advertisement would look through the reader's eyes and have his interest at heart. It should never mislead. It should never disappoint with bold, intriguing headlines and no substance to follow. It should avoid sweeping claims. It should be interesting and informative, sincere and specific.

"It seems to me that the advertising of the future cannot lean so heavily upon stimulating the channels of trade into selling effort. It must rely more upon consumer influence. It must be so informative and convincing that the consumers will definitely prefer the product and demand it from the dealer."

"Many people are under the impression that American advertising is the best in the world," said H. J. Kenner, vice-president and general manager of the Better Business Bureau of New York City before the Advertising Agencies Departmental. "Perhaps it is true in quantity. Is this true of its quality?

"You may answer, 'yes,' and point to the growth of science in advertising; its greater efficiency in copy, art and typography and the bigger and cheaper circulations attained by mediums, to the end that more people may be intrigued to read and respond to advertising.

"But an important consideration is the possible increase in the number of those who believe advertising when they read it and who continue to believe after they use the article which advertising persuaded them to buy. Since the volume of advertising has attained satisfactory proportions, can we not turn further attention profitably to the increase of its value in terms of reader experience and reader confidence?

"A large musical instrument organization in New York, national as well as local, has not used a certain newspaper of large circulation in New York because the manager of that firm has objected to what he called the "gyp" piano advertising which it carried. To his mind the newspaper has achieved quantity but has lacked quality in its advertising columns; which have pulled results but have penalized consumers. His view is that diminishing returns would rapidly set in for piano advertisers in that medium were it not that the circulation is very large and is growing larger. The mortality of reader-confidence is offset by the new life thus injected. This newspaper, however, has been aware of the weakness which attaches to lineage volume resting upon such conditions and it has taken practical steps to improve lineage quality; one of the steps being definite co-operation with the Better Business Bureau of New York City.

"Some advertising managers of newspapers estimate that harmful effect of misleading advertising by whether or not they receive complaint from a reader. This measure is very unreliable. Readers lack knowledge of merchandise or securities, usually they do not know their confidence is abused until it is too late to seek redress or register dissatisfaction to a newspaper. Bad experiences with advertising educate readers unfavorably against it, but the process is silent. They turn their backs and the damage is the greater because they keep it to themselves. The field of fake financial advertising furnishes overwhelming proof of this.

"Reader complaints are symptoms of sick advertising. Rather than wait for signs of sickness it is much better to discover the causes and apply a prophylactic. The new science in advertising as in medicine should be prevention of destructive practices which poison reader-confidence and weaken advertising's productivity. That is where advertising agencies can use the vigilance movement to advantage. No group of men should be more active in such prevention than advertising agencies.

"The advertising world looks respectfully and expectantly to advertising agencies to lead in the quality of thought necessary for this inescapable, important task."

James O'Shaughnessy said:

"Advertising needs organization more than other lines of business was the argument developed by James O'Shaughnessy, secretary of A.A.A.A., before the agency departmental May 13.

"Confidence, which is the soul of advertising, must have evidences on which to rest, and the evidence must be sufficient.

"Since they cannot be shown impressively as inventories, they are produced in the lengthening record of adequate performances. Today it is unnecessary, even to absurdity, to ask a business man to have confidence in advertising. That confidence is a commercial fixture is shown in the rapid growth of advertising each year since the American Association of Advertising Agencies was formed."

"Advertising today is a sales force—a force for sales," Arthur W. Sullivan, vice-president of the Joseph Richards Company, Inc., New York told members of the advertising agency departmental, May 13.

"It is an equally important force for sales—only in somewhat different fashion—as the two-legged sales force which is out calling on the trade and eating German fried potatoes out of bird baths in small town hotels. Advertising doesn't have to eat German fried potatoes, but sometimes it has to eat crow.

"In short; the right kind of advertising is so important a force for sales that it enables John Salesman to sell more goods to more customers in less time and at greater profit."

PLAN PROTEST TO GOVERNMENT

New York Advertising Men Return Duty Paid on Flag by British

American advertising men plan to protest to high officials of the government, because duty was exacted on a Union Jack brought by the British delegation for presentation to Houston as a token of international friendship.

Before leaving for Houston, May 7, New York advertising men reimbursed the British delegation the $12 duty charge.

Fine opportunity to make connection as Business Manager of an Important newspaper in the East.

One who is particularly well acquainted with the Mechanical Department preferred.

Address by letter only.

C. A. REGAN
247 Park Avenue
New York City

Why the Disparity between Advertising Values and Advertising Costs in Cincinnati?

The local (city and suburban) circulation of the Cincinnati Times-Star is 2.5 times the daily local circulation claimed by the leading Cincinnati morning newspaper. *Yet*—

The Times-Star carried 2.6 times as many lines of total advertising as the leading morning newspaper carried in the same 314 publication days last year, including all classifications.

The Times-Star carried 2.8 times as many lines of total display advertising as the leading morning newspaper.

The Times-Star carried 2.7 times as many lines of local display advertising as the leading morning newspaper.

The Times-Star carried 3.2 times as many lines of national display advertising as the leading morning newspaper.

But, the line rate for display advertising in the Times-Star is only 1.2 times that of the same morning newspaper.

Again—the local circulation of the Times-Star is 1.4 times the combined local daily circulation of both Cincinnati morning newspapers. *Yet*—

The Times-Star carried 1.9 times as many lines of display advertising as both Cincinnati morning newspapers combined.

But, the line rate for display advertising in the Times-Star is only .66 of the combined line rates of the two morning newspapers.

Think it over, Mr. Space Buyer.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Not A Cross Word Puzzle

What newspaper, strictly a newspaper, is the standard of the world?

What newspaper by its unrivaled, impartial presentation of the news, foreign, national and local, fully and fairly, offers its readers a liberal education not afforded by any other newspaper?

What newspaper is unequaled in the completeness and quality of its news and is preserved in more libraries and educational institutions than any other?

What newspaper has the confidence of readers in its news in the highest degree?

What newspaper gathers the news with greatest enterprise?

What newspaper, without comics, without puzzles, has a sale of 350,000 copies daily, 600,000 Sundays—the largest group of high quality and buying power and intelligence ever assembled by any newspaper?

What newspaper accepts absolutely no returns from newsdealers?

What newspaper published in 1924 the largest volume of advertising ever published by any New York newspaper?

What newspaper publishes the largest volume of advertising of the highest character, informative, clean and trustworthy—safeguarded by a censorship which excludes false or misleading announcements?

What newspaper offers a reward of $100 for information leading to the arrest and conviction of anyone who has inserted a fraudulent advertisement?

What newspaper publishes the largest volume of national advertising in the world?

What newspaper publishes the largest volume of local display advertising of any morning newspaper in the world?

What newspaper publishes the largest volume of financial, real estate and book advertising of any newspaper in the world?

What newspaper was the first to publish a rotogravure-picture section in the United States and has always printed more rotogravure advertising than any other newspaper in the world?

What newspaper publishes more than 9,000,000 agate lines of advertisements a year in excess of the second newspaper in its city?

BOOK BANQUET ENDS JOURNALISM WEEK

Death of Herbert Quick, Following Speech, Shocks Delegates—O'Shaugnessy Speaks at Closing Sessions

(*Special to* EDITOR & PUBLISHER)

COLUMBIA, Mo., May 12.—More information, interpretation and inspiration on every angle of the journalism profession than seemed possible to crowd into five short days and evenings. That was the general feeling among the departing visitors of the Sixteenth Annual Journalism Week at the University of Missouri here, May 4-8.

The legal rights of newspapers, tendencies in cartooning, the significance of radio from the newspaper standpoint, the cross-word puzzle and other circulation assets, drawing the line on free publicity, how to train country correspondents in accuracy and news judgment, how foreign correspondents of American news services operate—these were a few of the many diverse problems discussed this year.

Only the after-shock of the death of Herbert Quick, nationally known editor and author, one of the specially chosen speakers for the closing "Book Banquet," marred this year's event. Mr. Quick died in the University Hospital here Sunday, May 10, of a complication of diseases which attacked his heart. Arriving ill on Friday, he was taken to the hospital immediately, and got out of a sick bed, against the advice of physicians, to keep his speaking engagement for banquet at the Columbia Country Club that night.

Mrs. Quick was summoned from her home in Berkeley Springs, W. Va.

"We may part with statues, we may part with paintings, we may part with all the arts with far less loss than we may part with books," Mr. Quick had said in his Book Banquet address, the last he ever made.

Mr. Quick, himself, was the author of many books and was a frequent contributor to many of the leading magazines of the country. In addition, he had served as mayor of Sioux City, Ia., from 1892 to 1902. He was 64 years old.

The lasting things of life with which neither the changes of science nor the perishable structures of man can compete were stressed at the Book Banquet. Perhaps the lofty spirit of the entire evening was best epitomized by Dean Walter Williams when he solemly declared that after all else of today should disappear, "literature and religion will remain as the two eternal forces."

Other speakers at the banquet were Llewellyn Jones, literary editor of the *Chicago Evening Post;* James T. Williams, Jr., editor of the *Boston American;* President Stratton D. Brooks of Missouri University; and George A. Mahan of Hannibal, Mo. The latter brought a gavel out of the old home of Mark Twain for presentation to the University. A stack of books donated by leading publishers was presented to each guest.

After opinions were exchanged as to the advisability of the purchase of casting boxes by country newspapers, with the intention of using mat service, it was concluded that the purchase of such equipment was justifiable if an effort was made to secure enough foreign advertising to make the use worth while.

Officers of the School of Journalism Alumni Association elected for the coming year are R. Magee, president; Mrs. G. D. Smith; first vice-president and Miss Sara Lockwood, secretary-treasurer. Regional vice-presidents elected are Ward Neff, Oscar Riley, Frank Hedges, J. B. Powell, Mrs. Guy Lacoste, Mary Paxton Keeley and O. K. Armstrong.

A dinner was given to the Association of Past Presidents of the Missouri Press Association Wednesday by Col. J. West Goodwin, publisher of the *Sedalia* (Mo.) *Bazoo.* The guests were W. R. Painter, *Carrolton Democrat;* William Southern, Jr., *Independence Examiner;* Omar D. Gray, *Sturgeon Leader;* H. F. Childers, *Troy Free Press;* C. M. Harrison, *Booneville Republican;* J. R. Lowell, Moberly; E. L. Purcell, Illmo, Mo.; Ovid Bell, *Fulton Gazette;* H. S. Sturgis, *Neosho Times;* J. Kelly Pool, Jefferson City; William H. Zorn, *West Plains Gazette;* Fred Hull, *Maryville Tribune;* Eugene B. Roach, *Carthage Democrat;* Asa W. Butler, *Albany Capital,* Marshal Gordon, Robert L. Hill, Prof. Frank L. Martin and Dean Walter Williams.

The Missouri Press Association, before adjournment, passed a resolution inviting the National Editorial Association to hold its 1926 meeting in St. Louis. Officers of the Missouri Press Association will be elected at a meeting to be held next fall at a place not yet determined upon.

Patronage of advertising and news service agencies by country newspapers came in for much discussion by the Missouri Press Association. Disapproval was expressed by many members in regard to methods of the American Press Association. The sentiment of the Missouri Association concerning this agency is to be ascertained by careful inquiry and a report will be submitted at the fall meeting.

It was the opinion of most of the members at one of the round table discussions that the 30 per cent commission charged by most service agencies for placing foreign advertising is prohibitive to the average country newspaper owner, and that some other way of developing the patronage of foreign advertising should be found.

How the smaller newspapers may share in national advertising was brought out by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, in an address Thursday on "Getting National Advertising for the Country Newspaper."

Mr. O'Shaughnessy dwelt upon the use of the phrase, "A national campaign" in the advertising business, defining it as "a campaign of advertising which covers a substantial percentage of the homes in two or more of the four great commercial divisions of the country." He pointed out that while the use of metropolitan newspapers alone could make a national campaign, the use of local media is a means of intensifying activity.

"National campaigns and the national market are observed, under analysis, to be groups of more or less defined units of territory on one hand and local markets on the other," he said. "Some markets larger, some smaller, some compact, others scattered."

Mr. O'Shaughnessy took time to answer the belief in some quarters that advertising agencies use the larger units of circulation because they make a great amount of money on a small amount of work.

"The advertising agency, except in rare and indefensible instances," he declared. "does not make money out of advertising failures. To say they do is just as unfair and untruthful as to say that all merchants sell ill gotten goods, or that all newspapers lie.

"The fact is that merchants must be honest in order to prosper, newspapers must tell the truth or they cannot continue, advertising agencies must make money for their clients or their clients will not go along with them."

Use of local newspaper space by merchants in small towns was urged as a means of overcoming the competition of the mail order houses in an address on "Advertising From the Standpoint of the Country Merchant" by John H. DeWild, manager of the merchants service department of the Ely & Walker Dry Goods Company of St. Louis.

That the country and small town newspapers are not doomed was the opinion expressed by Elmo Scott Watson, editor of the *Publishers' Auxiliary* of Chicago, in an address on "The Making of a Country Newspaper."

One of the most thorough presentations of the problems of the advertising end of the newspaper business was that of George M. Burbach, advertising manager of the *St. Louis Post-Dispatch.* He described to the students the divisions of newspaper advertising and the working of the various departments. He divided the seven units of the Post-Dispatch advertising department as follows: local, national, merchandising, research, promotion and publicity, classified, and clerical.

SOUTHERN YOUTH WINS

Coolidge Praises National Oratorical Contest at Final Competition

What President Coolidge described as the "greatest competition of its kind ever held in the world" the National Oratorical Contest conducted by leading American newspapers came to end Friday night, May 8, when Robert Sessions, 15 years old, Birmingham, Ala., high school boy, was awarded first prize of $2,000 at the elimination finals held in the presence of a distinguished audience in the Washington Auditorium.

The committee of judges consisted of Chief Justice William Howard Taft and Justices Willis Van Devanter, Pierce Butler and Edward Terry Sanford, of the United States Supreme Court, and Attorney General John Garibaldi Sargent.

The other prize winners were: Eugene F. McElmeel, of Los Angeles, Cal., second, $1,000; Max N. Kroloff, of Sioux City, Ia., third, $500; Flora Longenecker, of Ilion, N. Y., fourth, $450; Asenath Graves, Washington, D. C., fifth, $400; George Stansell, of Chicago, sixth, $350; and Philip Glatfelter, of Columbia, Pa., seventh, $300.

In addition to President and Mrs. Coolidge, the platform contained many prominent figures in national life, including Secretary of the Treasury Andrew W. Mellon, Secretary of the Navy Curtis D. Wilbur, Frank B. Noyes, publisher of the *Washington Star* and president of the Associated Press; Dr. John G. Tigert, U. S. Commissioner of Education, Dr. Frank W. Ballou, superintendent of Washington, D. C. schools; and Josiah Marvel, of Wilmington, Del.; chairman of the Americanization Committee of the American Bar Association.

The contest was backed by 28 daily newspapers throughout the country.

"SIXTY YEARS IN HARNESS"

Is Record of Captain Rule of Knoxville (Tenn.) Journal

As editor and publisher for more than 60 years is the record of Captain William Rule, editor of the *Knoxville* (Tenn.) *Journal,* who on May 10, celebrated his 86th birthday. He is said to be the oldest active editor of a daily newspaper in the United States.



WILLIAM RULE

Every department of the Journal was represented at a birthday dinner given in his honor at the Farragut Hotel, Knoxville.

Captain Rule spoke briefly, alluding to his long newspaper career and predicting that there were those about him who would live to see the South the most prosperous and most populous section of the United States.

FOR ALL NEWSPAPERS

DUPLEX PRESSES

"OUR CUSTOMERS WRITE OUR ADS"

DUPLEX TUBULAR

"We are thoroughly satisfied with our press."

Huntington, West Va., Advertiser

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Here's an Investment of a Few Pennies That Pays Worth While Dividends!

What may be the lowest initial cost is not necessarily the lowest final cost. Trite, quite true, but worth bearing in mind. Such a situation prevails in the dry mat business today.

Certifieds are by no means the cheapest dry mats considering first cost alone. But when publishers take into consideration the fact that Certifieds do *not* have to be steamed for conditioning; that they require only a minimum of packing in open spaces; that they do *not* have to be oiled; that they do not buckle or wrinkle and that the plates cast from them are perfect, they find that the final reckoning shows our mats to be not only superior but actually the most economical to use.

We do not for a moment expect you to take our mere "say-so" for this. In fact we make it simple for you to check up on what we say so that you can demonstrate these facts to your own satisfaction.

A case of Certified Dry Mats is but a small investment; or, if you so prefer, samples are yours free of any charge or obligation.

In any event you owe it to yourself to check up on what publishers and stereotypers everywhere acclaim as the best DRY MAT yet.

Compare and you'll appreciate that the few extra pennies invested in Certifieds are the difference between uniformly good printing and indifferent printing results.

Quite a dividend from an investment of a few pennies.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For wet mat printing with DRY MAT facility use Certifieds.

"Made in U. S. A."

ACES ALL

GENERAL ROBERT LEE BULLARD'S MEMOIRS:

An epoch-making narrative, to be published next fall in book form by Doubleday, Page & Co. First serial rights have been purchased thus far by The

New York Herald Tribune
Chicago Tribune
Philadelphia Bulletin
Pittsburgh Post
Boston Advertiser
Washington Herald
Baltimore American
Detroit Times
San Francisco Examiner
Los Angeles Examiner
New Orleans Times-Picayune
Louisville Courier-Journal
Memphis Commercial-Appeal
Little Rock Arkansas Democrat
San Antonio Light
Fort Worth Record
Syracuse Telegram-American
Rochester Journal-American
Buffalo News
Seattle Post-Intelligencer

General Bullard was one of the three Americans who commanded whole Armies in The Great War. He is the first to write the dramatic inside narrative of this country's decisive part, as Generals Pershing and Liggett have not yet spoken. His story is a real story, not a dry record. It is full of anecdotes, thrilling adventures, and hitherto untold incidents of vital historic importance. The serial, about 60,000 words, runs 29 days—for release now.

RECOLLECTIONS OF LORD GREY:

Ever since Sir Edward Grey, as British Foreign Secretary, dominated the politics of the Allied World when the Germans invaded Belgium in 1914, his memoirs have been awaited by all those who followed the momentous events of that day. He has spent years writing them, and the book will be issued in the Autumn by The Frederick A. Stokes Co. First serial rights to six articles selected from the memoirs (articles especially of interest in America) are offered for immediate release.

NEW BIOGRAPHY OF JOHN L. SULLIVAN:

It is wholly different from anything ever written about the most popular fighter of all times. The author, R. F. Dibble, has made a study of the picturesque John L. Here is the real story of the giant pugilist, writer, lecturer, showman—one of the most interesting figures in American life. The book is published by Little, Brown & Co. Subscribers to the serial rights (for immediate release) include The Boston Globe, San Francisco Chronicle, Pittsburgh Chronicle-Telegraph, Chicago Daily News, St. Louis Post-Dispatch, and Santa Barbara Press.

CRIME RIDDLES, by James C. Young:

Mysteries to solve! Mr. Young relates the story of a crime. The story is printed, but without a solution. The newspaper readers have a week in which to guess how the story ends. Then the answer is published. When the first Crime Riddle series appeared, last year, a number of editors offered prizes for the best guesses. Subscribers to the new Riddles, which are in a series of six released immediately, include the St. Paul Dispatch, Kansas City Star, Syracuse Herald, Buffalo Courier, Indianapolis News, and Winnipeg Tribune.

D. P. SYNDICATE :: GARDEN CITY, N. Y.

ATLANTIC CITY MERGER FOLLOWS PURCHASE

Press-Union Company Buys Gazette-Review and Sunday Gazette and Will Suspend Them May 16-17—Price Not Disclosed

The purchase of the *Atlantic City* (N. J.) *Gazette-Review and Sunday Gazette*, pioneer newspapers of Atlantic City by the Press-Union Company was announced this week.

Although the price was not made public, it is understood that a cash consideration of $125,000 is involved in the deal which gives the Press-Union publications sole possession of the daily newspaper field in Atlantic City.

With the sale of the Sunday Gazette, the *Daily Press*, which is published six days a week, will be issued on Sunday, for the first time since its inception. The *Evening Union* will not be effected by the sale, and it is expected that the Gazette-Review, long a rival of the Daily Press, will be discontinued.

Negotiations between Captain Harry E. Smith, one of the principal owners of the Gazette-Review and Albert J. Feyl of the Press-Union Company, were started several months ago. Captain Smith intends to retire from the publishing business.

The final issue of the Gazette-Review will be printed on Saturday, May 16, and the next day will be the last edition of the Sunday Gazette, which has been the only Sunday newspaper published in South Jersey, since 1891.

The Sunday Press is to make its initial appearance on May 24, according to an unofficial announcement of the Press-Union Company. Francis E. Croasdale, managing editor of the Daily Press and Evening Union, will direct the new edition of these newspapers. With but few exceptions, the editorial staff of the purchased newspapers will be combined with the Press-Union.

Besides Captain Smith, the other owners of the Gazette-Review publications are George H. Bailey and Alexander E. Finley. Congressman Isaac Bacharach, of the Second New Jersey District was associated with Captain Smith several years ago but has since withdrawn.

The Atlantic Review was first issued in 1872 by A. L. English, when Atlantic City had but a population of 1400. The Review was taken by John G. Shreve and A. M. Heston on March 8, 1884.

Several years later Mr. Shreve purchased the interests of Mr. Heston and continued publishing the daily newspaper until General Wallace bought it about 20 years ago.

Captain Smith, who bought the Sunday Gazette, which was founded by William McLaughlin in 1891, succeeded in purchasing the Daily Review and merged both newspapers about 1914.

HOPE TO SAVE SCHOOL

Texas U. Regents May Use Special Funds for Journalism Courses

AUSTIN, Tex., May 12.—The Texas University Journalism Department may be saved by the University regents. A petition from the journalism students, more than half of whom recite they would have to go out of Texas to complete their education, and from 4,000 students, faculty members and citizens, has been laid before the regents for consideration May 19.

The faculty members have agreed not to take other positions until after the regents meeting. Salaries can be continued out of adjustment funds, it is said, and M. E. Foster, publisher of the *Houston Chronicle*, and other regents have pledged their efforts to save the Department.

Gov. Miriam A. Ferguson recently vetoed all funds for the Journalism Department, following a similar action by her husband eight years ago which was overruled immediately after his impeachment.

INTERNATIONAL NOTE STRESSED AT HOUSTON

(*Continued from page 4*)



SEN. HIRAM BINGHAM MARTIN J. INSULL

seize and hold many world's records. It was an American flying boat, the NC4, which first crossed the Atlantic Ocean. American Army pilots and engineers were the first to fly around the world. We have nothing to be ashamed of in the achievements of our pilots or the skill of those who have designed our airplanes; but what shall we say of those who have neglected to give us suitable legislation on which to build American air commerce?

"Every other world power has made provisions through a government bureau for promoting commercial aviation.

All great governments, except our own, guarantee by official inspection and certification, the air-worthiness of national aircraft and the skill and ability of their pilots and engineers.

"We do the same for 'those who go down to the sea in ships' but for years we have neglected to give equal safeguards to those who would go up in the air in planes.

"Furthermore, those of our citizens who would use the ocean are given by the Federal Government every conceivable aid to navigation.

"None of these things are provided for the commercial navigator of the air. We could have no progress in ocean navigation if there were no charts, buoys and lighthouses, no safe harbors, wharves and docks. We can not expect aviation to contribute toward world progress until similar aids have been provided for it.

"The past Congress did pass one bill which will be of great service in the development of commercial aviation. This bill authorizes the Postmaster General to make contracts with those who would conduct aerial mail routes. The government-owned transcontinental routes will be maintained at the government's expense, but the day has come when enterprising contractors may emulate the owners of the pre-railway stage coaches in venturing to establish services for which not only mail bags, but also passengers and express can be carried. One can already see the beginning of a new era.

"No one can see its end. If we are wise we will build adequate foundations for such progress. In the past those cities which have been so fortunate as by nature or by art to be provided with safe harbors have been enabled to prosper as seaports. In the future those cities which by nature or by art may be provided with adequate refuges for airplanes will likewise enjoy prosperity as air ports.

"That government which, with wisdom and foresight, makes the most careful preparation for the sound development of air navigation will be able to lead the way in world progress. Let us unite to advertise the approach of the era of flying—to urge adequate preparation and thereby facilitate world progress."

"Good will advertising is bringing about slowly but surely a better understanding on the public's part of their great interest in the utility business," Martin J. Insull, president of the Middle West Utilities Company told delegates attending general sessions May 12.

"This understanding," he said, "can only reflect itself in better service on the part of the utilities, as all organizations function more perfectly with an increase in public confidence, if for nothing else than the pride of showing in everything they do that they are entitled to confidence.

"A misinformed public opinion can destroy a business with quite as much rapidity as bad management," he said.

"The utilities are absolutely indispensable to modern business and social life. They represent an investment largely dependent on community and national good will.

"Scientific advertising to protect that investment through the dissemination to the public of accurate information both locally and nationally, does something even greater than protecting itself, in that it protects the public against ill-advised action, based on ignorance and prejudice, which reacts harshest upon the public itself."

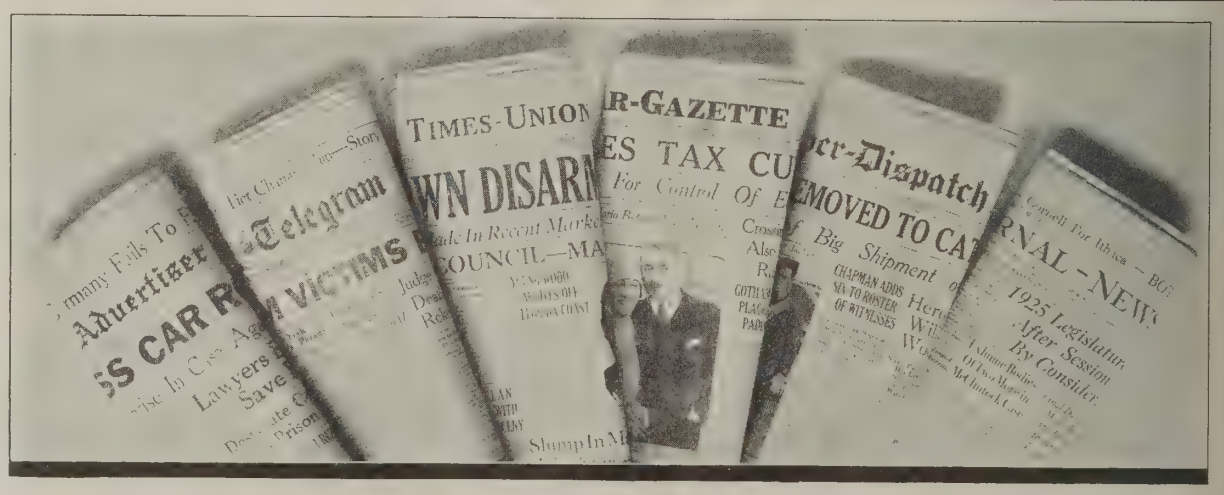
Mr. Insull discussed in detail the three classes of educational advertising used by public utilities. He summarized these classes as:

"Service and merchandising advertising to promote business.

"Good will advertising to promote better understanding of the utility business in general, and in particular, of the policies and the aims and plans of the utility doing the advertising.

"Financial advertising to raise money for the utility and to offer customers and others an opportunity to invest their funds in an essential business carried on in their midst, and with the operations of which they may be in touch at all times."

The 21st annual ball of the association was held Tuesday night, following the dinner of the Board of Club Presidents, whose strenuous efforts to determine the next convention city are related elsewhere.



F. E. Gannett's Empire State Group of Newspapers--*and their Ludlows*

Rochester Times-Union
Utica Observer-Dispatch
Elmira Advertiser
Elmira Star-Gazette
Elmira Telegram
Ithaca Journal-News

In the Heart of New York State

THE production of display composition is no longer a problem in any of the six Gannett newspapers, because each plant is equipped with from one to three Ludlows.

With this simple system and without machine changes any printer can secure at a moment's notice fresh new type on slugs in any size needed up to and including 60 point, bold and extended.

Without obligation we will gladly send you a brochure containing statements from Mr. Gannett and seven of his executives. These statements express what they think of their Ludlows.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

San Francisco: Hearst Building, 5 Third Street
Boston: Cummings Building, 261 Franklin Street
New York: World Building, 63 Park Row
Atlanta: Palmer Building, 41 Marietta Street

LUDLOW QUALITY COMPOSITION

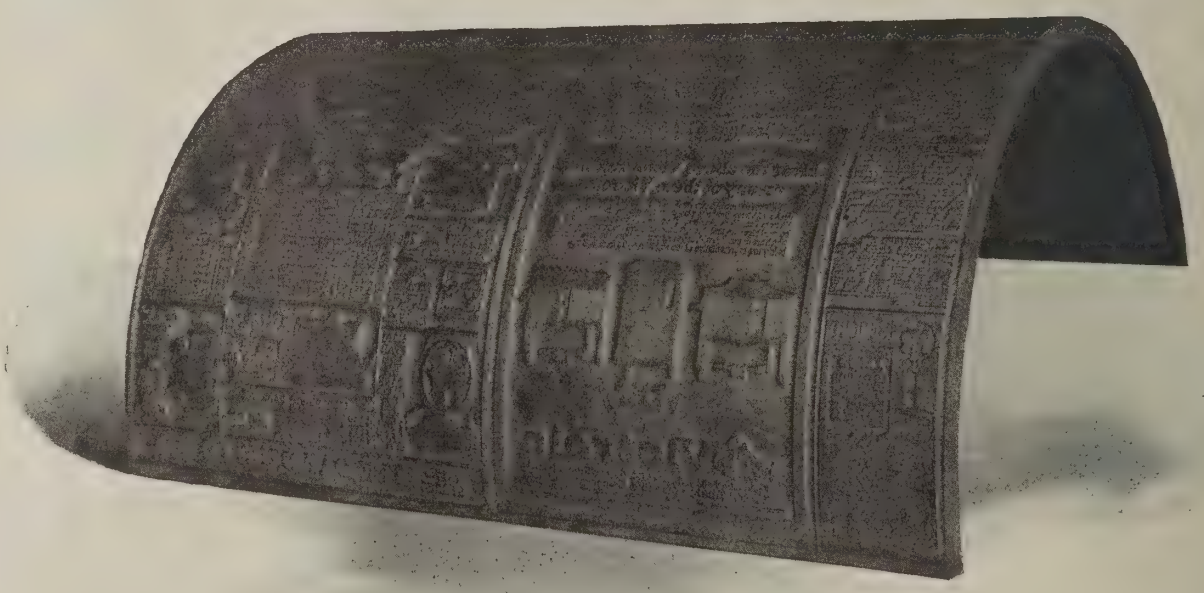
70

newspapers have become clients of International News Service since Jan. 1, **1925**—an expansion EXCEEDING THAT OF ANY OTHER NEWS SERVICE.

PLATES MA

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are plates actu



WOOD NEWSPAPER MA

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E BY THE
TE MACHINE

ready for use

When they leave the PONY AUTO-PLATE MACHINE they may be clamped instantly upon the press cylinders.

They require neither routing, nor chiseling, nor planing, nor filing, nor dipping, nor drying.

INERY CORPORATION

York City

EDITORIAL

HOUSTON A TRIUMPH

C. KING WOODBRIDGE is an admirable selection for the presidency of the Associated Advertising Clubs. He has long been identified with important merchandising and national advertising, is a truly remarkable organizer, possessed of magnetic personality, kindly manner and is wholeheartedly in sympathy with the idealism of the international organization he is now to lead. Lou Holland's retirement after three golden years of progress has been suitably honored, but it needs to be said that advertising and all those who live by it shall never cease to give him credit for a contribution of incalculable worth.

Our correspondence indicates that the Houston convention has been the success that was confidently predicted. Texas sustained her reputation for hospitality in royal fashion.

The discussions were extraordinarily interesting and helpful. The more than 4,000 who participated must be refreshed in the spirit of the work, and no craftsman can fail of benefit from thorough reading of the proceedings. The "coming of age party" will remain large in the annals of the organization.

Philadelphia next! As our pre-convention number plainly indicated the next city on the A. A. C. W. card is to be the shrine city of American journalism. And, then, perhaps St. Petersburg, in lovely Florida, or glittering Detroit or stately Montreal in 1927? It is a coveted prize of the cities.

Don't ask for a job, hang your coat up on an idea.

CRIME IN THE NEWS

AFTER nearly 50 years of intimate connection with daily newspapers, Robert F. Paine says he is convinced that "sensational" treatment of criminal news suggest to weak minds heroism, rather than shame and disgust. "Every newspaper man of experience must have noticed," says he, "that peculiar crimes, suicides, fires and catastrophes come in cycles. I am convinced that, as to crimes, publicity, or rather, over-publicity, does have a certain effect in the way or suggestion."

Mr. Paine advises that instead of impressing a murderer or his punishment upon the public mind in heroic mold, reporters should present the effects of the man's shameful end upon the lives of his family, who really take the worst punishment, with no degree of heroism in it. A man commits suicide in some peculiar fashion and newspaper men know that somewhere someone will imitate the act. Mr. Paine suggests that a story which revealed the shame and agony felt by the family of the coward would have a deterrent effect.

Mr. Paine says: "The people are entitled to and will have the news, from one newspaper if not another. There is as much danger and damage to civilization and progress in suppression of the news as in the suppression of honest opinion. But it is the holy obligation and unimpeachable prerogative of the editor to determine the effect of his news publications upon public morals, law and order and the advancement of worth-while information.

"And, in the writer's humble opinion, nothing could be more senile and destructive of any decent purpose than to establish anything like 'a crime news department' in the daily paper, as has been attempted, in some instances."

News efficiency is the least discussed but the largest single factor in newspaper success.

CORRECTIONS

"IT takes talent to make a correction sound like an entirely new item," facetiously writes a paragrapher. It takes better talent to make a correction full, sincere, direct, with true intent to justify a wrong, insofar as it is possible to correct misstatements once made in print.

You like the man who comes clean. The public takes exactly the same view of published corrections.



Heaviness in the heart of man maketh it stoop; but a good word maketh it glad.—Proverbs XII; 25.

THE WINNING SPIRIT

IT is the spirit of public service that counts in journalism, upstairs, downstairs and all around the shop. Editors and reporters are zealous to give the reader a square deal, full measure and something fit for the human mind to bite upon in every column. Advertising men are keen to do the very best that can possibly be done to meet the requirements and fulfil the ambitions of those who are buying space, never neglectful of the "little fellow" nor permitting the paper to be used unfairly by those who have the greater power. Circulation men are on their toes to make distribution effective, satisfying the myriad requests of the readers. Business executives and staffs seek to do business honorably, thoroughly, economically and exactly. Mechanical departments are striving to make the paper show the maximum of print clarity, neatness, attractive display, with speed and scheduled delivery.

All this and more is possible when men are imbued with the spirit of public service. There is no substitute for that sense of duty. You cannot get comparable results from men employed for mere wages, nor by bossing and whip-lashing, nor by any artificial means. When love of the work is absent from the picture it is drab indeed. Conscious or sub-conscious altruism animates every true journalist.

All this seems trite and sentimental, but we believe it to be the essence of newspaper administrative science. By its application, through great leaderships, we have seen huge dailies rise from shoe-string beginnings. There is no instance of actual newspaper greatness which has not been built upon some true concept of valuable public service, to which the staff has rendered complete devotion, exceeding any promise of material reward.

Approximately 25 per cent of the news space in a leading morning newspaper, issued on Monday, was analyzed as being pure "hand-out," material which gave the reporter no more concern than carrying a prepared statement to the office.

May 16, 1925 Volume 57, No. 51

EDITOR & PUBLISHER

Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Building.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
Pacific Coast Office: Room 201 Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond, representative.
London: The Advertising World represents EDITOR & PUBLISHER *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

AMAZING STUPIDITY

NOT long ago a press agent for an industrial concern exhibited in EDITOR & PUBLISHER's office a sheaf of postal cards returned from newspaper offices of America asking that publicity which was of the rankest graft order, be sent regularly to those papers for publication. The press agent felt that his trade was justified.

Edward L. Bernays, operating what he calls the National Household Service, is syndicating mats to newspapers which advertise the wares of Procter & Gamble, Hart, Schaffner & Marx, Cheney Brothers and others, in the guise of editorial matter. His handouts are plainly marked as "free" publicity furnished by the concerns which employ him to defeat the legitimate advertising rates and policies of newspapers.

The matter furnished is deceitful, from the viewpoint of the reader of any newspaper publishing it in that it is advertising in the form of editorial matter.

There is no mystery in this business insofar as Bernays and his clients are concerned. They are out to make money at the expense of newspapers. It is not possible for their trade to continue for long without the support of at least a few newspapers. My mystery surpassing human understanding lies in the fact that any newspaper publisher would accept and print an advertisement for Ivory Soap, Crisco, brand clothing or other merchandise as "news" or "feature." What type of mind is this? In the whole category of human simpletons none can be imagined more stupid than the publisher who validates Bernays' trade while deceiving his readers, impoverishing his own counting room and holding himself up to the ridicule of the newspaper profession.

If you do not fully, ardently, absolutely believe that newspaper advertising, sensibly and regularly used, sells merchandise, builds business, yields profit, is sound investment and not speculation, do not try to sell it.

ADVERTISE INSURANCE

NEWSPAPER advertising can sell insurance. But the great insurance companies of America are not using it as they should. Daily newspaper advertising is ideal when it hooks up with established local selling organization, and the insurance business is thus remarkably well organized. Print the names, addresses and telephone numbers of local agents under a national appeal and results will be manifold.

Thousands of insurance salesmen start out every morning to find prospects with no more destination than a kite thrown to the four winds. They blunder into your office and my shop, with the most awkward appeal that is made by any salesman of whom I know.

Properly organized newspaper advertising will give some enterprising insurance company a new edge. Local agents selling on commission should be willing to co-operate on the expense. The enterprise will be full of surprises. Millions of men and women want and needing insurance are never found by agents. Many will reply to the right kind of newspaper copy.

If you are appealing to the eleven-year-mind do not forget that it is largely moved by emotion, with deep sympathy for the oppressed and worshipful adoration of types in heroic mold.

THRIFT PUBLICITY

IT is up to the Washington ocrrespondents to refrain from discussing White House economy according to the *New York Telegram and Evening Mail*, which holds that newspaper reporting of the President's haberdashery is an improper and discourteous intrusion into private affairs. But it seems to EDITOR & PUBLISHER that a discussion of New England thrift as applied to national customs was invited, and what could be newsier than a new half-sole on a President's old shoe? But, we are bound to say that the half-sole cheats the new boot.

PERSONALS

CYRUS H. K. CURTIS, publisher of magazines, and the *Philadelphia Public Ledger, Evening Public Ledger,* and *New York Evening Post,* with John C. Martin, general manager of those newspapers, were to sail from New York, May 16, on a pleasure trip to Europe on the S. S. Homeric.

Ralph Pulitzer, president and editor of the *New York World,* sailed for a trip abroad May 8, on the S. S. Olympic.

John H. Finley, associate editor of the *New York Times,* will deliver the convocation address at the commencement exercises at the University of Michigan, June 15.

Frank P. Glass, editor of the *St. Louis Star,* was elected president of the Military Club of St. Louis, at the recent annual meeting.

Karl A. Bickel, president of United Press Associations, gave an informal luncheon on Friday at the Lotos Club in honor of John Van Antwerp MacMurray, Assistant Secretary of State and Minister-designate to China.

W. A. Reade, president of the Ludlow Typograph Company, Chicago, sailed for Europe recently on the steamer Homeric. He will be gone about six weeks.

Edward H. Butler, vice-president of the Associated Press and publisher of the *Buffalo Evening News,* is on a fishing trip in the Laurentian region of Quebec.

Louis C. Schliep, publisher of the *Upper Lake* (N. Y.) *Herald,* was in New York on a business trip this week.

Clement H. Congdon, editor of the *Philadelphia Sunday Transcript,* spoke on "Crime and Criminals" before the executives of Sears, Roebuck & Co., May 4.

F. A. Bayrd, editor of the *Malden* (Mass.) *Evening News,* returned to this country from a continental trip May 13, on the S. S. Paris.

IN THE BUSINESS OFFICE

VICTOR RYBERG, for more than 20 years connected with the circulation department of the *New York Morning Telegraph,* has resigned to become circulation manager of the *New York Race Horse News.*

C. H. Forrest, for four years in the circulation department of the *Harrisburg* (Pa.) *Telegraph,* has been promoted to assistant circulation manager.

Clarence C. Killen has resigned as assistant business manager of the *Wilmington* (Del.) *Evening Journal.* He has not announced his future plans.

Donald O. Ross of the *Washington* (D. C.) *Democrat* has published a book for newspaper advertising managers.

IN THE EDITORIAL ROOMS

WALTER FENTON is running the city desk of the *New York Herald Tribune,* during the absence of Dwight S. Perrin, who with Robert Peck and Fred Edwards, assignment men, is spending two weeks on a trout fishing trip in the Laurentian Mountains in Quebec.

Wilson Burke has been appointed telegraph editor of the *New York Evening World,* succeeding William Carver, resigned. For the last three years, Burke has been connected with the International News Service. Prior to that he was for many years on the Evening World.

Harry E. Kerr, managing editor of the *Springfield* (O.) *Sun,* for the last three years, has resigned to become managing editor of the *Marion* (O.) *Star.*

C. D. Johnston, city editor of the *St. Paul Daily News,* has resigned and is succeeded by George H. Bradley, assistant city editor. Mr. Johnston is suffering from a nervous breakdown and has gone to South Dakota to recuperate.

George Murray, city editor of the *Des Moines Register,* and Mrs. Murray are parents of an eight-pound boy, born May 8.

Arnold A. Mowbray, former New York newspaper man, is doing publicity for the National Safety Council at Chicago.

Herbert Asbury, of the re-write staff of the *New York Herald Tribune,* has returned to work after several months illness.

Francis J. Walton, formerly of the Associated Press, has joined the staff of the *New York Herald Tribune* as reporter. Theree years ago he was connected with the old *New York Tribune.*

John T. Gibbs, city editor of the *Philadelphia Record,* accompanied by Mrs. Gibbs and his sister, Miss Marie Gibbs, sailed for Europe on the *Zeeland,* May 7.

Ishbel Ross, of the *New York Herald Tribune* staff, gave a dinner party for the editorial department girls at her home, May 9. The guests were Fay Phelps, Elizabeth Toms, Margaret Goss, Emma Bugbee, Ida Rogers and Charlotte Ornstein.

H. Wilson Lloyd, of Woodcliff, N. J., has become assistant editor of the *Bronxville* (N.Y.) *Press,* a new weekly.

Meredith Williams of the *Oklahoma City* (Okla.) *Times* has resigned to do publicity for the Oklahoma Railway Company.

H. Bond Bliss, for seven years with the *Lansing* (Mich.) *State Journal,* has resigned to become assistant managing editor of the *Miami* (Fla.) *Herald.*

Franklin Sprague, financial editor of the *New York Herald Tribune,* who has been seriously ill for many months, has recovered, and, after a rest of several weeks at the Lake Placid Club, will return to his desk. During his absence, Tracy Sutliff has been running the financial department.

Jack Lowther, Wall Street man, of the *New York Herald Tribune,* was the winner of a recent office golf tournament.

C. A. Ritter, formerly city editor of the *Little Rock Arkansas Gazette,* is on an indefinite leave of absence on account of ill health. He has been succeeded by William A. Wilson, state house reporter. Bert Presson, formerly correspondent for the Associated Press at Little Rock, has resigned to take over the capitol run on the Gazette. Fletcher Chenault has returned to the Gazette as special writer after a year on the Pacific Coast, where he was rewrite man and assistant city editor of the *Los Angeles Express.*

Bruce S. Robb, news editor of the *Halifax* (N. S.) *Herald,* has been appointed editor of the *Moncton* (N. B.) *Transcript.* His colleagues in Halifax tendered him a banquet prior to his departure.

Cecil Weidner in charge of the *Minier* (Ill.) *News* since the death of R. C. Crihfield, publisher, has resigned to go to St. Louis. He is succeeded by R. J. Ling.

Arnold Torsell, for six years East Moline reporter for the *Moline* (Ill.) *Daily Dispatch,* has acquired a block of stock in the newly organized *East Moline* (Ill.) *Herald* and becomes city editor of that paper. Leo S. Camfield succeeds Mr. Torsell on the Dispatch staff.

Joseph D. McLaughlin has been appointed sports editor of the *Wilmington* (Del.) *Every Evening.* He succeeds Harris Samonisky, who has been made assistant city editor.

Jean C. Herrick has resigned as city editor of the *Ames* (Ia.) *Daily Tribune,* and has joined the copy desk of the *Des Moines Register.* He is a former student of the University of Iowa School of Journalism.

John R. Heron succeeds the late E. G. McKeeley as city editor of the *Peterborough* (Ont.) *Examiner.*

Charles F. Stevens, who has been doing play and book reviewing for a Philadelphia broadcasting station, has joined the staff of the *Philadelphia Public Ledger,* morning edition.

HOLDING NEW POSTS

JOHN ALLEN, from the *Boston Herald,* to copy desk, *New York Evening Post.*

Courtenay Terrett, from rewrite staff, *New York Herald Tribune,* to rewrite, *New York Evening Post.*

Lewis M. Nachman, from classified manager, *Springfield* (Mo.) *Republican,* to classified staff, *St. Louis Star.*

Maurice Van Metre, from telegraph desk, *Des Moines Register,* to copy desk, *Cleveland News.*

Ross McMichael, from *Springfield* (O.) *Daily News,* to *Mansfield* (O.) *News* staff.

George H. Seigle, from telegraph editor, *Muscatine* (Ia.) *Journal,* to managing editor, *Newton* (Ia.) *Daily News.*

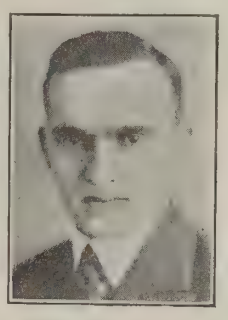
Robert Wagoner, from sporting editor, *Galesburg* (Ill.) *Republican-Register,* to editorial staff, *Des Moines* (Ia.) *Register.*

Alvernon Fahlstedt from news staff, *Marquette* (Mich.) *Daily Mining Journal,* to staff, *Santa Ana* (Cal.) *Daily Register.*

Franklin Howatt, from *Fullerton* (Cal.) *Daily News* to news staff, *Anaheim* (Cal.) *Bulletin.*

FOLKS WORTH KNOWING

THE naming of Royal Brougham as managing editor of the *Seattle Post-Intelligencer,* brings to young newspaper reporters another story as romantic as any of Oliver Optic's most famous. He began his newspaper career only 13 years ago as a $7 a week office boy in the newspaper over which he now presides as the chief editorial director. And he is one of the youngest managing editors in America. He will not be 31 until next September.



ROYAL BROUGHAM

Brougham began as a gate-tender and copy chaser on the Post-Intelligencer when Scott Bone, formerly governor of Alaska, was editor. The next step was reporter; then assistant sporting editor and then sporting editor. On the recommendation of F. W. Eldridge, managing editor of the *Los Angeles Examiner,* Mr. Hearst personally approved the unusual elevation from the sports department to managing editor.

As a sport writer, Brougham was distinctly the modern type, with a breezy brisk style that, while it was slangy, nevertheless was faithful to facts, friendly to the game and interesting to the fans. He developed a talent for clever illustration and a nose for the unusual and catchy angle of presentation.

Brougham is also a most unusual exporting editor type. He does not smoke or drink.

PRESS ASSOCIATION NOTES

J. B. POWERS, assistant South American manager of the United Press Associations, and Mrs. Powers, sailed from New York May 9, on the American Legion for Buenos Aires. Mr. and Mrs. Powers were married April 27. Mrs. Powers was formerly Miss Carolien White of Atlantic City.

Julian Snyder, formerly manager of the United Press Cleveland bureau, has been transferred to the New York staff. He is succeeded in Cleveland by Raymond Bruner.

Nelson Riley, formerly on the staff of the *St. Louis Star,* has joined the New York staff of the United News.

John Miles has been appointed manager of the Los Angeles bureau of the United News. He was formerly on the staff of the *Los Angeles Record.*

MARRIED

WARD ANDREW NEFF, vice-president of the Corn Belt Farm Dailies, to Miss Lylian Louise Bingham of Chicago in that city last week.

John J. Ottinger, telegraph editor of the *Des Moines* (Ia.) *Evening Tribune-News,* to Mrs. Maude Ann Cole of Chicago, last week in Chicago.

A. G. White, sales and advertising manager of the Brown Shoe Company, St. Louis, to Miss Lucille Shaw of Pittsfield, Ill., April 22, in the latter city.

William Holt Wilcomb of Swampscott, Mass., a reporter on the *Lynn Item,* to Miss Margaret Newhall Benedict of Lynn, in Swampscott, May 10.

Lee C. Richardson, of the *Lansing* (Mich.) *State Journal* staff, to Mildred Mae Allen of Lansing, recently.

NEW PLANTS AND EQUIPMENT

WINONA (Minn.) REPUBLICAN-HERALD, H. G. White, editor, has ordered an additional deck for its 16-page Duplex Tubular press. The paper this year celebrates its 70th anniversary.

Arkansas City (Kan.) *Traveler,* R. C. Howard, editor, has ordered a 16-page Duplex tubular press which will supersede their Duplex flat bed press and increase their maximum page capacity from 10 to 16 pages.

Ludlow Typograph Company has announced Ludlow installations in the following newspaper plants: *San Francisco* (Cal.) *Recorder; Miami* (Fla.) *Tab; Ocean City* (N. J.) *Sentinel;* Bonn (Germany) *General Anzeiger; San Francisco* (Cal.) *Daily News; Birmingham* (England) *Post; St. Petersburg* (Fla.) *Times; Philadelphia* (Pa.) *Inquirer.*

Shawnee (Okla.) *Morning News* is making an extensive enlargement to its plant by the addition of a new pressroom and a new Duplex Tubular press.

The Best Feature of Them All

Editors are finding that the only feature that holds the day-to-day interest of ALL readers—all classes and all ages—is the picture page. Its appeal is ever new.

Central Press' daily full-page pictorial is used by more newspapers than any other, and it's CLEAN. It is used by metropolitan newspapers like the Pittsburgh *Chronicle-Telegraph,* Birmingham *News,* Buffalo *Times,* Kansas City *Journal-Post,* Denver *Rocky Mountain News,* Louisville *Post,* Richmond *News-Leader,* San Diego *Tribune* and by nearly a hundred others.

Central Press mats are the best, giving clear impressions under all sorts of press conditions. Even our competitors admit that our page is the most attractive—it's made-up, not thrown together. Moreover, it is made-up so that it keeps its timeliness, and isn't "dead" before it reaches the distant editor.

You can buy the Central Press picture page for as many editions, or as many days of the week, as you can use it. Write today for proofs, prices and sample mats.

The Central Press Association

V. V. McNITT, President. Central Press Bldg., Cleveland, O. H. A. McNITT, General Manager.

and Stonewall streets, 50 by 142½ feet, as a site for a future plant. The price is said to have been more than $100,000.

WITH THE SPECIALS

R. L. CONNER, one time advertising manager of the *Cincinnati Post* and the *Ohio State Journal,* and manager of *Sunset Magazine,* has joined the San Francisco selling staff of the Kimball-Mogensen Company, newspaper representatives.

Wm. J. Morton Company, special newspaper representatives, occupying offices in the Fifth Avenue Building, 200 Fifth Avenue, New York, for the past 13 years has moved to larger offices on the same floor.

Sam J. Perry, publishers' representative, New York, has moved from 7 West Sixteenth street to new quarters at 1480 Broadway.

William D. Ward, Tribune Building, New York, has been appointed Eastern representative for the *Enid* (Okla.) *Eagle and Morning News.*

S. C. Beckwith Special Agency, New York, has been appointed to represent the *Philadelphia Daily News.*

Powers & Stone, Inc., publishers' representatives, have been appointed to represent the *Kingston* (Ont.) *Daily Standard,* in the Eastern territory.

SCHOOLS

STUDENTS in the School of Journalism at the University of Iowa put out the *Cedar Rapids* (Ia.) *Gazette,* May 9. This is the second Iowa daily to be edited by these students this year, the first being the *Des Moines Register.* The class in community newspaper work also collected all the news and advertising for the *Oxford* (Ia.) *Leader,* weekly, and put out one edition of that paper.

Prof. John H. Casey of the School of Journalism of the University of Missouri will take the place of Prof. P. I. Reed who is in charge of courses in journalism at the University of West Virginia at Morgantown during the summer session. Prof. Casey will teach courses in feature writing, news, reporting, and composition and rhetoric.

Joseph M. Ripley, of Columbus, has been appointed editor of the *Lantern,* the daily publication, at Ohio State University.

Students from the classes in journalism of Ohio State University were in charge of the publication of the *Columbus* (O.) *Citizen,* May 9.

There are 85 candidates for the degree of Bachelor of Journalism at the School of Journalism of the University of Missouri. With this month's graduation, the school's list of graduates will total 625.

Students in the school of journalism and the school of architecture and allied arts of the University of Oregon have organized the John Henry Nash Graphic Arts Club for the purpose of stimulating interest in the study of fine printing and the kindred arts. Plans are under way for the establishment on the campus of a typographical museum in which will be illustrated the various historical periods of printing.

Nine students from the classes in journalism, Louisiana State University, made their third annual visit of inspection to the plants of the newspapers in New Orleans on May 5.

CHANGES OF OWNERSHIP

GEORGE W. STIVERS, of the *Piedmont* (Mo.) *Journal-Banner,* has purchased the interest of his brother Philip.

J. B. Crouch recently purchased the *Salem* (Mo.) *Post* from J. W. Graves.

J. E. Sweeney, formerly city editor of the *Waseca* (Minn.) *Journal,* has bought the *Janesville* (Minn.) *Argus* of J. A. Henry, who has edited the paper 47 years. Mr. Sweeney also owns a paper at Norwood.

Dundee (Mich.) *Reporter,* weekly, purchased recently by E. E. Brown, of Northville, Mich., at a receiver's sale, has been resold by him to the firm of Berry & Pinkstone, of Blissfield, Mich.

Hinckley (Minn.) *News* has been bought by McEachern & Wilcox, publishers of the *Pine Poker* of the same city. The two papers will continue to run separately. Homer B. Hanson remains as editor of the News.

Dewey (Okla.) *Globe* has been sold by C. Cranston to H. A. Pearce of Great Bend, Kan.

E. C. Clark, of Abbotsford, Wis., has bought the *Marathon County Register* and the *Spencer Record,* both of Wisconsin. He also owns the *Abbotsford Tribune, Clark County Journal, Milan Sentinel* and *Curtis Advance.*

F. L. Gillespie has purchased the *Pierce City* (Mo.) *Leader-Journal* from W. B. Jones.

A. D. Rankin has purchased the *Houston* (Mo.) *Republican* from the estate of Edward Vollman.

Earl Trowbridge has purchased the *Mendon* (Mo.) *Constitution* from E. A. Wickes.

Phil McMullen, of Norwich, Kan., has purchased the *Kaw City* (Okla.) *News* from George S. Walker.

Tim T. Warren has purchased the *Clinton* (Okla.) *Chronicle* from C. G. Welch and sold the *Sentinel* (Okla.) *Leader* to W. H. Nation, of Foss.

I. L. Stevenson, Owasso, Mich., has leased the *Guttenberg* (Ia.) *Press,* weekly, from J. M. Holmes.

Don Strauch, Pottsville, Pa., has purchased the *Clermont* (Ia.) *Enterprise* from William R. Blake.

V. F. Wilson, Holdredge, Neb., has purchased the *Shellsburg* (Ia.) *Advance* from C. L. Peckham, of Burchard, Neb., its publisher for the last four years, and has assumed charge.

Fred C. Yoss, instructor of manual arts in the Spooner, Wis., high school, has resigned to buy the *Hudson* (Ia.) *Herald.*

Marvin Crawford, formerly with the *Taylorville* (Ill.) *Breeze* and with the *Maryville* (Mo.) *Democrat-Forum,* has purchased the *California* (Mo.) *Democrat* from J. B. Wolfe.

C. E. Mayhall has purchased the interest of his partner, John M. Word, in the *Louisiana* (Mo.) *Twice-a-Week Times.*

Norman G. Gray, formerly foreman in the *Minonk* (Ill.) *News-Dispatch,* and W. A. Spence, former state senator, have purchased the *Metropolis* (Ill.) *Republican-Herald.*

SPECIAL EDITIONS

ALTOONA (Pa.) MIRROR, 56-page Special Industrial edition, April 28.

Springfield (Mo.) *Leader,* Southwest Missouri Sales Day edition, May 3.

Litchfield (Ill.) *News-Herald,* Booster and Waterworks Souvenir edition, May 5.

Cape May (N. J.) *Times,* 84-page Season Opening edition, April 24, containing a 56-page magazine size section, telling of New Jersey Coast summer resorts.

ASSOCIATIONS

OHIO ASSOCIATED PRESS EDITORS held their tenth annual convention in Columbus, Monday. Officers of the A. P. from New York and Chicago were in attendance. Among the speakers at the business session were S. P. Barnett, *Cleveland Plain Dealer,* James Hannan, *Chillicothe Gazette,* and G. M. Payne, *Cincinnati Times Star.* On the program at the banquet were A. C. Johnson, managing editor, *Columbus Dispatch,* Moses Straus, *Cincinnati Times Star,* and Edgar T. Cutter, Chicago, superintendent of the Central Division.

Advertising Club of New Orleans recently elected Jule J. Paglin, advertising manager of the Sam Bonart Clothing Company, president; Victor H. Pelz, Tulane University, vice-president; Marcus Bartlett, Hibernia Bank and Trust

(*Continued on page 30*)

The Times

THE GREATEST POWER IN MODERN ADVERTISING

FOR nearly a century and a half The Times has been the outstanding national newspaper of Great Britain. Its great history, combined with an enterprising modern outlook; the authority with which it speaks, and the superb quality of its printing and production, maintain it in an unassailable position as the leader of the British Press.

And as it is the greatest force in journalism, so it is the greatest power in advertising. It is the one indispensable medium for all announcements intended for the wealthy official, professional and business classes.

Each day's issue speaks for itself. Both the volume and the character of the advertising carried by The Times prove how indispensable it is to the advertiser seeking an entrance to the British market.

Advertising men who visited England last year were able to test these facts on the spot. But The Times is at any time happy to supply further information. If you desire to know more of Britain's greatest advertising medium, get in touch with

The Times.

PRINTING HOUSE SQUARE
LONDON E. C. 4, ENGLAND



DURING 1924

The Times carried a greater volume of advertising than any other newspaper published in Great Britain.

When in ENGLAND read THE TIMES

! Not In Lineage — But In the Confidence of the People of Southern California

Los Angeles Illustrated Daily News

has again demonstrated that it stands first and occupies a pre-eminent position for the discriminating type of advertising space which places the value of earned good-will above mob psychology. In the mayoralty campaign which closed May 5th, the newspapers of Los Angeles stood as follows:

	Established	*Circulation*		*Supported*
Illustrated Daily News	**1923**	Daily	172,409	CRYER
		Sunday	157,011	
Times	1881	Daily	131,413	BLEDSOE
		Sunday	187,466	
Examiner	1904	Daily	167,707	Non Committal
		Sunday	383,179	
Herald	1911	Daily	170,298	Non Committal
Express	1871	Daily	96,439	BLEDSOE
Record	1895	Daily	52,080	CRYER

All figures given, except for Record, are publishers' statements to the A.B.C.

The day following election when Cryer had been returned a victor, with 82,232 votes against 67,644 for Bledsoe, the winner issued the following public statement: "Los Angeles has served notice on private power monopolies and Mexican land speculators that she is for the Swing-Johnson bill and the all-American canal. She has served notice on propagandists that her character is not to be besmirched in the name of political expediency.

"Credit for the victory goes in large measure to the ILLUSTRATED DAILY NEWS and its unwavering support of the people's cause."

There is a reason for the confidence the public places in the ILLUSTRATED DAILY NEWS. It is a Vanderbilt Newspaper, founded on a high ideal, and has been made clean enough for every home. Vanderbilt Newspapers make no sex appeal and do not glorify crime. This is an established policy and not an occasional experiment. When the gates of the penitentiary closed on Kid McCoy he won four lines of valuable space in the Vanderbilt press and when the newspapers of the nation were giving columns daily to Dorothy Ellingson, the weakling jazz baby of the gutters of San Francisco, the same newspaper, including the San Francisco Illustrated Daily Herald, held the story to less than seven lines each day.

When you buy space in the Vanderbilt Newspapers you are making an investment in public confidence.

Represented nationally by

Benjamin & Kentnor Company

2 W. 45th Street, New York
900 Mallers Bldg., Chicago
401 Van Nuys Bldg., Los Angeles
Holbrook Bldg., 58 Sutter St., San Francisco, Calif.

(*Continued from page 28*)

Company, treasurer; and George Wetzel, Standard Printing Company, secretary. Included on the new executive board are L. F. Blackburn, the *Times-Picayune;* Leo Jalenak, the *Item;* and F. B. Ferson, the *Daily States.* The New Orleans Advertising Club will be host to about 100 delegates to the annual convention of the Associated Advertising Clubs of the World, Saturday, May 16, following the sessions at Houston.

Wisconsin Intercollegiate Press Association, at the annual meeting held at Prairie Du Chien last week, elected Mary Bennett, Lawrence College, president; Margaret McGilvary, St. Mary's College, vice-president; James Foley, Marquette University, secretary; and Farnham Boose, Carroll College, treasurer. Next year's convention was awarded to the Marquette University, Milwaukee, Wis.

Sioux City (Ia.) **Ad Club** last week opened a campaign to enroll 40 new members and had 200 advertisers of the city as their guests at a dinner at which Prof. R. S. Baile of the University of Minnesota School of Advertising, discussed "Advertising—and How to Use It." The chairman of the campaign drive is J. H. Carmody.

New England Women's Press Association elected the following officers at their recent meeting in Boston: Norah Barbour, president; Ermmie DuBois and Grace Cross, vice-presidents; Nettie Lewis, recording secretary; Inez Southworth, corresponding secretary; Louise Gillette, treasurer; and Jessie Leonard, auditor.

Junior Advertising Club of St. Louis has elected the following officers: president, G. Carl Kemper; first vice-president, Warren J. Bowman; second vice-president, Christy C. Humburg; third vice-president, D. J. O'Connell; secretary, L. P. Perry and treasurer, Lester A. Lange.

Champaign (Ill.) Ad Club at its recent annual election chose Milton Dreyfus, president; E. E. Stafford, vice-president; E. H. Burns, secretary-treasurer.

Massachusetts Press Association held its monthly meeting last Monday at the Chamber of Commerce Building in Boston. Mr. Samuel MacQuarrie, secretary of the New England Bureau of Public Service Information, spoke on "Our Public Utilities."

Washington (Ia.) Ad Club has elected Carl Hedges president to succeed J. W. Enslin. The club plans to hold meetings in the country this summer and meet with the farmers of various communities.

Obituary

FRANK MONROE FRISSELLE, dean of New Hampshire newspaper men, died Wednesday, May 6, after a brief illness. He was for several decades connected with Manchester newspapers, serving as city and managing editor of the old *Manchester Union*, the *Manchester Mirror* and the *Manchester Union and Leader.*

ALEXANDER STARBUCK, 84, veteran Waltham, Mass., editor, died on May 6, at his home in Waltham. In 1888 he became editor of the *Waltham Free Press,* continuing on various Waltham papers until his death. He is also a noted historical writer on the whaling industry and the history of Nantucket.

JOHN T. SIMPSON, 73, owner of the *Kittanning* (Pa.) *Leader-Times,* died in his home there on May 9. He entered the printing and newspaper business at the age of 16 and continued in that line of work for 57 years, 55 of which he spent at Kittanning.

FRANK E. STOUFFER, 58, until recently publisher of the *Sac City* (Ia.) *Sun,* died May 4 after a three weeks' illness.

PAUL CONNER, 83, last of the pioneer publishers of central Illinois, died May 2, in Lafayette, Ind. He was a native of Christian county, Illinois, and left the cases of the *Taylorville Independent Press* to serve in the Civil War. Returning, he began publication of the *Taylorville Flag,* later the *Illinois Republican.* He was in the publishing business over half a century.

MRS. MILLICENT G. TILDEN, widow of Samuel Tilden, former editor of the *Malden* (Mass.) *News,* died at her son's home in Malden recently.

MICHAEL LUDWIG, JR., 55, superintendent of the Mead Pulp and Paper Company, Chillicothe, O., died at Johns Hopkins Hospital in Baltimore a few days ago. He was a national authority on paper mills and paper manufacture.

L. WALTER HARRISON, 58, retired newspaper manager, died May 3, at the city hospital in Springfield, O. He served for approximately 20 years as reporter, editor, advertising manager and general manager of the *Springfield* (O.) *Daily Sun* and also was connected with the advertising department of the *Springfield Daily News.*

HARRY A. COOKE, 64, former editor of the *Tyrone* (Pa.) *Times,* died in his home in Bedford, Pa., May 9.

CHARLES J. HAINES, 63, head proofreader of the *Minneapolis Tribune,* died May 6.

E. G .McKEELEY, for 7 years city editor of the *Peterborough* (Ont.) *Examiner,* died May 7.

ALFRED LEVY, advertising agent with offices at 171 Madison avenue, New York, died April 9.

ROBERT C. BOYD, 56, former advertising man of Columbus, O., died recently at Colorado Springs.

CYRIL EPSTEIN, of Tulsa, Okla., for years a member of the editorial staff of the *Oklahoma City* (Okla.) *Times,* died May 7, the result of gunshot wounds inflicted by J. L. Seidenbach, a Tulsa merchant, who is charged with murder.

GEORGE LOCKE MCFARLANE, 50, former newspaper man, publicity director of St. Louis University, died in St. Louis recently.

LORD LEVERHULME, SOAP KING, DEAD

British Captain of Industry and World Wide Advertiser Started Life As Soap Cutter—Elevated to Peerage in 1917

Lord Leverhulme, 74, British "Soap King" who became one of England's greatest industrial captains through world-wide advertising, died in London, May 7, of pneumonia. He was a former vice-president of the Sphinx Club, New York, and one of the founders of the Club's British counterpart.



LORD LEVERHULME

He was born in 1851 at Bolton, Lancashire, and in 1874 married Elizabeth Hulme, who died in 1913. They had one son. W. H. Lever, who is the only heir to his father's vast fortune.

The accumulation of this fortune began in an humble way. William Hasken Lever found his first job at 16 cutting and wrapping soap.

Soon he had a little factory of his own, and before many years had passed his wealth had grown to such proportions that it actually disturbed him. Part of it was spent in creating his model works and model town of Port Sunlight. With its quaint old English style houses, red tiled roofs and latticed windows, its gardens and tree-lined streets, Port Sunlight is one of the marvels of industrial England. The houses are rented to employees of the factory for $2 a month.

Lord Leverhulme was the first great British employer to introduce profit-sharing schemes and industrial co-partnership. He favored a six-hour working day for his employees, but never worked less than sixteen hours a day himself.

His factories and enterprises have followed the British flag over the earth, from Port Sunlight, his model English village, to the Congo, to China, South Africa, Australia, the United States and Switzerland.

Lord Leverhulme was elevated to the peerage in 1917, taking his own name combined with the maiden name of his wife.

ADVERTISING PIONEER DEAD

Israel S. Jonas One of First to Advocate Use of White Space

Israel S. Jones, a pioneer in newspaper advertising, died unexpectedly at his home in New York recently. He was sixty-two years old.

Mr. Jonas had been connected with the advertising departments of many of the country's largest business houses. He came to New York 40 years ago from Atlanta, where he was born. Before leaving Atlanta he was employed in the advertising department of the Johnson, Du Bose Company. Later he was employed in the Shepherd-Norwell department store and the A. E. Shoe Company, in Boston, after which he became an employe of R. H. Macy & Co., of New York. During the last few years he conducted his business from an office in his home.

He was one of the first advertising men to advocate large areas of white space in conjunction with a small amount of type matter.

To Rebuild Wrecked Plant

Plant of the *Perry* (N. Y.) *Herald,* recently destroyed by fire, will be rebuilt according to an anouncement of Guy Comfort, publisher. Until reconstruction is completed the Herald will be issued in the plant of its rival, the *Perry Record.*

County Orders Billboard Removal

The Montgomery County, Iowa, board of supervisors, acting on authority of the new Iowa code which forbids billboards and advertising signs within boundary lines of primary and county ing their immediate removal.

ASSOCIATION CHIEFS

WILLIAM M. GLENN, editor of the *Orlando* (Fla.) *Sentinel,* president of the Associated Press Club of Florida and the Florida Press Association, has been a Florida editor since 1914, when, with W. C. Essington as co-partner he purchased the Sentinel.



WILLIAM M. GLENN

Just prior to that he had been a reporter on the staff of the *Indianapolis Star,* and had had dreams of becoming a celebrated cartoonist. His "greatest thrill," he says, was, when he was 16, a cartoon of his creation was published on the sport page of the old *New York Globe.*

In high school he was editor of the school paper, and, while at the University of Illinois, was staff cartoonist of the *Daily Illini.* In 1911 he was graduated from DePauw University, where he was editor of the college daily. At DePauw he became a charter member and first national president of Sigma Delta Chi, honorary journalistic fraternity.

Following graduation, he started work as a reporter on the staff of the *Anderson* (Ill.) *Morning Herald.* Before going to Florida, he was also connected with the *Paxton* (Ill.) *Register* and the *Chicago Herald.*

Daughter Conducting Father's Paper

Mrs. Edwin Wilcox of Kansas City, Mo., daughter of Maj. Park S. Warren veteran editor of the *Wichita Democrat* who died April 27, is now in charge of the Democrat. Major Warren was buried in Wichita, April 29.

RIDE ON THE WAVE OF A BIG NATIONAL HIT!

June 1
June 1
June 1
June 1
June 1

ELLA CINDERS

A Comedy Strip of Quality With an All-Star Comic Cast

June 1
June 1
June 1
June 1
June 1

DON'T BE LEFT OUT on MONDAY, JUNE 1

Wire to

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager
150 Nassau Street New York City

EVENING HERALD
Los Angeles, Calif.

Gained 3,749 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

SHH! WHAT'S THAT!
"The Whisper on the Stair," by Lyon Mearson.
Service for Authors, 33 W. 42d St., New York.

"STORIES"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Radio

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

THE ELLIS SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom by Dr. William T. Ellis. Twenty-five years in use. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

The Morning Tribune.

Weather Forecast — REPORT ON BACK PAGE.

Today— Your name may appear in The and The Tribune want an ad then you may come to The Item and receive two tickets to "The Through" for next week at THE ST. CHARLES THEATRE

No. 100 — Press Run (Tribune Yesterday 11564) 102,275 — Issued Week-Day Mornings By The Item Co., Ltd., 722-730 Union St. — NEW ORLEANS, THURSDAY MORNING, APRIL 9, 1925 — "Entered as Second-Class Matter Nov. 21, 1924, at the Postoffice at New Orleans, La., Under the Act of March 3, 1879" — PRICE, 5 CE

Y'S REPORT | Index of the News | HERRIOT WILL | City Elimination Oratory Test | CITY REFUSES TO | Boys Lead City Birth Rate in March by 77 | TIGER GIRL

THE NEW ORLEANS ITEM
The Morning Tribune
JAMES M. THOMSON, PUBLISHER — The Item-Tribune

New Orleans, Louisiana.
March 14, 1925.

Mr. Fred W. Bott, Manager,
Mergenthaler Linotype Co.,
New Orleans, Louisiana.

Dear Mr. Bott:

The Morning Tribune has been commented upon all over the United States as one of the most attractively typed newspapers in America.

The Tribune's heads are set on the new Mergenthaler model 26 installed in our shop early in January of this year. The machine is rendering satisfaction in every respect, in work for The Morning Tribune, the New Orleans Item and the Sunday Item-Tribune.

I am, with kindest regards,

Sincerely yours,
James M. Thomson
James M. Thomson,
Publisher.

JMT.MM.

Proved by Service

Model 25

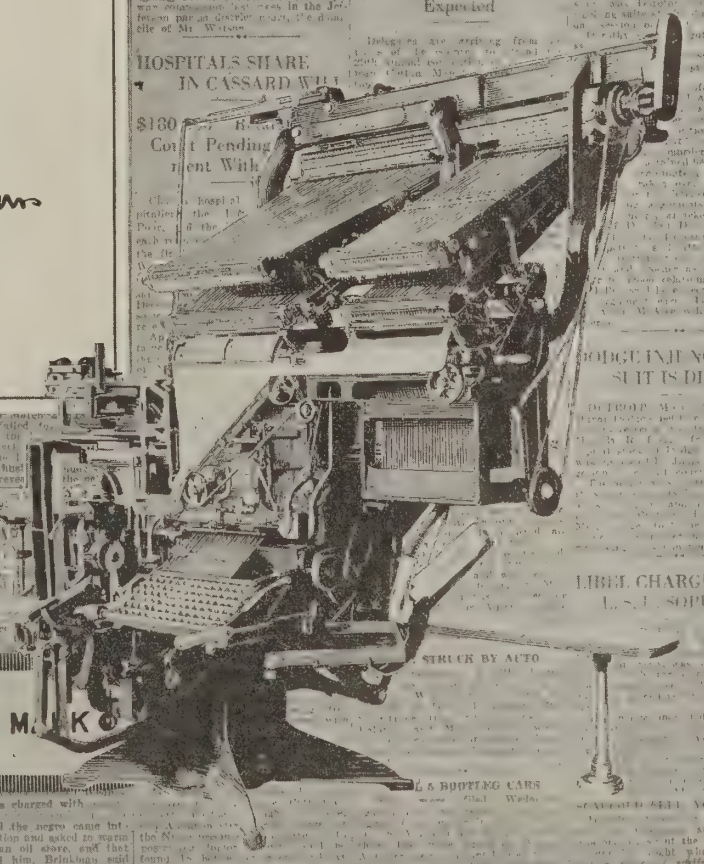
Two Standard Linotype Magazines, interchangeable with other Linotypes.
Faces from both magazines mixed in the same line.
Continuous distribution to both magazines at all times.
Easy Magazine Shift. Magazines are counterbalanced so that a light touch shifts either into operative position.

Model 26

Just like the Model 25 with the addition of two Standard Auxiliary Magazines, interchangeable with Auxiliaries on other Single Keyboard Linotypes.
Faces from all magazines mixed in the same line.
A Single Power-Driven Keyboard operates all magazines.
A touch on a keybutton shifts the keyboard action from main to auxiliary magazines.

Mergenthaler Linotype Co.
Brooklyn, New York
San Francisco Chicago New Orleans
Canadian Linotype Limited, Toronto
Agencies in the Principal Cities of the World

© TRADE **LINOTYPE** MARK



COTTON DELEGATES ARRIVE FOR MEET
Convention Opens Friday, Large Representation Expected

HOSPITALS SHARE IN CASSARD WILL
$130 ... Court Pending ... ment With

REV. KEARNS NAMED AS SCHOOL HEAD

PARENTS SUE TWO SONS FOR ALIMONY

GREETING TO G. A. R. WILL BE PLANNED

LIBEL CHARGED

STRUCK BY AUTO

BODY IN CAVE'S ENDS

ADVERTISING AGENCY AFFAIRS

John Joins Ewald's Detroit Staff—Many Firms Move to New Offices—Francis Starts Own Agency

H. T. EWALD, president of the Campbell-Ewald Company, announces the appointment of W. A. P. John to the Detroit staff of this company. Mr. John, for years affiliated with Detroit advertising circles and until the present, vice-president of the Dunlap-Ward Advertising Company, Cleveland, will assume his new duties early in June.

Mr. John is a Michigan University graduate. Previous to joining the Dunlap-Ward Company, he was with Brooke, Smith & French, New York. Previous to that he was with Dodge Brothers.

Articles by Mr. John have frequently appeared in such magazines as *Motor, System* and *D. A. C. News.* In addition he has for a number of years been a contributor of fiction stories to the *Saturday Evening Post, Red Book,* and *Everybody's.*

E. Margery LaVoo, for the last four years director of copy in the Kansas City offices of the Ferry-Hanly Advertising Company, has joined the staff of the Loomis-Potts Company, Kansas City. Before coming to Kansas City, Miss La Voo did newspaper and publicity work in the East, and, for a number of years has been a free lance and syndicate writer for trade and professional journals and women's publications.

William R. Francis, who has been associated with the Lewis Advertising Corporation, New York for the past year, and prior to that was for eight years on the advertising staff of the New York World, has opened his own advertising agency at 286 Fifth avenue, New York, under the name of Francis Advertising Agency. Mr. Francis has been in the advertising business more than 20 years.

Two appointments to the Philadelphia office of the Charles C. Green Advertising Agency, Inc., were announced this week. They are Stuart R. M. Thomson, formerly with W. Atlee Burpee Company, and also N. W. Ayer & Sons, and Russell K. Carter, formerly of the George F. Ingraham Advertising Agency, Philadelphia.

Horatio Camps Advertising Agency, Inc., has moved into new offices at 90 West street, New York.

Ward M. Canaday, president of the United States Advertising Corporation, announces that his New York offices have been moved from 19 West 44th street to the twelfth floor of the Fisk Building, 250 West 57th street.

Advertising Service Company, Limited, have removed their Toronto office from 14 King street, East, to the new Metropolitan Building and their Montreal office to larger quarters in the Canada Cement Building.

John Strotz, for nine years on the advertising staff of the *Aurora* (Ill.) *Beacon-News,* has organized the Advertising Bureau, which will be located in the Fox Theater Building in Aurora, maintaining a general advertising service.

Bernard N. Craven and Shirley J. Crockford have started an advertising agency at 118 East 18th street, New York.

Roland E. Sturhahn, formerly with H. W. Kastor & Sons Advertising Co., is new connected with the advertising department of Monsanto Chemical Company, St. Louis.

The John H. Dunham Company, advertising, has moved to new offices in the Tribune Tower, Chicago.

WHAT'S WHAT IN THE FEATURE FIELD

"Teddy" Bean Starts Her Own Syndicate in New York—La Cossitt Joins Haskin in Washington—New Authors on McClure List

THEODORA ("Teddy") BEAN, who recently resigned as editor of the Sunday Magazine of the *New York Morning Telegraph,* this week announced establishment of a syndicate of her own called the T-Bean Syndicate, with headquarters at 299 Madison avenue, New York. She was connected with the Morning Telegraph from 1917 to 1924.

Miss Bean has recruited her syndicate staff from former contributors to the Morning Telegraph. They include Martha Coman, formerly of the *New York Herald;* Benjamin De Casseres, author of "The Mirrors of New York"; Marion Ryan of London; Alice Rohe, former Rome correspondent for the United Press Associations; Baird Leonard, writer of "Mrs. Pepy's Diary" in *Life;* Maude A. Bentley, astrologist; Delight Evans, conductor of a movie column; and Susie Sexton, magazine writer.

Henry D. La Cossitt, formerly of St. Louis, has joined the staff of Frederick J. Haskin, Washington, D. C. At one time he was on the staff of the *St. Louis Post-Dispatch.* He was graduated from the University of Missouri School of Journalism in 1923.

Alma and Paul Ellerbe are the latest authors to be added to the list of the McClure Newspaper Syndicate, New York. A series of illustrated page stories of love and adventure by them will start early in June.

"Dwig," creator of the "Schooldays," and "Tom Sawyer and Huck Finn" comics has gone to his summer camp at Green Lake, in the Adirondacks.

Segar's "Thimble Theater" is now appearing in a full Sunday page in colors, in addition to daily comic strip form.

Kathleen Norris, who writes a weekly article for the McClure Newspaper Syndicate, and who has spent the winter in New York, returned this week to her ranch at Saratoga, Cal.

Barbara Bayne, feature writer for the King Features Syndicate, New York, has written a new series called "Princes of Adventure" in 48 installments.

SEEK TO BREAK WILL

Cousins of J. C. Eastman Contest Chicago Journal Disposal

Seven first cousins of John C. Eastman, late owner and publisher of the *Chicago Evening Journal,* yesterday took initial steps to contest his will, which disposed of his newspaper and the entire remaining estate of three of his employes.

Attorneys Robt. F. Kolb and Herman Fisher appeared before Assistant Probate Judge Frederick W. Elliott when Mr. Eastman's will was brough up for admission to probate. They said they would institute action in behalf of the cousins to set aside the will.

Judge Elliott then transferred the entire proceedings to Judge Horner, who will hear the mater on May 20.

Under the probate law, if Mr. Eastman's will were set aside, his entire estate, real and personal, would go to nine first cousins, they being the nearest relatives he had when he died.

Mr. Eastman's will directed that his entire estate should be shared equally by W. Frank Dunn, O. L. Hall, and H. C. Deuter.

N. Y. WORLD SCORES BEAT

Balderston Gets Important British Secret Document

The *New York World,* Sunday, May 10, published exclusively the full text of a "secret memorandum," drafted by the British Foreign office for the guidance of the Cabinet.

This sensational beat was obtained for the World by John L. Balderston, chief London staff correspondent. The memorandum, according to Mr. Balderston, was intended as a basis for the determination of Great Britain's attitude toward the European problem.

Mr. Balderston did not disclose how he obtained his copy of the document. It was dated from the Foreign Office, Feb. 20, he claimed, and sent to members of the cabinet by Austen Chamberlain shortly afterwards.

Its publication by the World occasioned considerable comment throughout the week by the British press. No attempt was made to challenge its authenticity. Lieut. Commander J. R. Kenworthy gave notice May 12, he would query the Foreign Secretary in the House of Commons in regard to the "leak."

Mr. Balderston in a dispatch from London May 12 wrote:

"Fleet Street, which had been led to believe by official propaganda yesterday that the World merely reprinted a document already published in the *Chicago Tribune,* but not immediately available here, has now learned that everything published in the Tribune was reprinted in the *London Morning Post,* March 6 without arousing much comment, owing to the elimination from the summary of the most important points in Chamberlain's document and the failure to publish any of the text."

Mr. Balderston succeeded the late James M. Tuohy as chief of the World's London staff in January, 1923. He is a native of Philadelphia, and was for many years New York correspondent of the *Philadelphia Record.* At the outbreak of the war, he went to Europe as a free lance war correspondent, later representing the McClure Newspaper Syndicate in the war zone.

CHANGES ON NEW YORK NEWS

Temporary Appointments Follow Resignation of Payne, Managing Editor

Several staff changes, announced as temporary, this week followed the sudden resignation of Philip A. Payne as managing editor of the *New York Daily News,* and the promotion of Frank Hause from city editor to the position of acting chief editorial executive.

"It is the policy of the *Chicago Tribune* and the Daily News to give men in new positions a month's trial before making the appointments permanent," it was announced.

At present Jack Masters replaces Mr. Hause on the city desk, with Clifford Laube, formerly editor of the Brooklyn section assistant city editor. Sterling Noel, formerly Laube's assistant, has been promoted to editor of the section. Noel came to the News from the *San Francisco Bulletin* eight months ago. Gibbs Hauffman, for 5 years a member of the News staff, succeeds Noel. John W. B. Mitchell, former city editor of the *Hudson Dispatch,* has joined the staff.

Mr. Payne's resignation becomes effective June 15. He is now spending a month's vacation at Springfield, Maine.

N. Y. Ad Club to Elect May 26

Election of officers of the Advertising Club of New York will be held May 26. Two candidates are running for president. They are Robert Tinsman, president of the Federal Advertising Agency, choice of the Nominating Committee, and Charles C. Green, president of the Charles C. Green Agency, a strongly backed independent. Both tickets offer the same vice-president and directors, which are Gilbert Hodges, of the Munsey Company, vice-president; and Grover Whalen and H. H. Charles, directors.

ADVERTISERS PREDICT 1925 RECORD YEAR

A. N. A. Delegates Confident High Point of Achievement Will Be Reached—Newspapers Win Tribute as Media

One of the best-attended and mos helpful meetings ever held was th description of the semi-annual conventio of the Association of National Adver tisers, Inc., at the Edgewater Beac Hotel, Chicago, last week. More tha fifty new members joined the associatio and a record-breaking attendance of 15 was recorded.

That the newspapers and the nation advertisers will attain a high point i advertising achievement during 1925 wa the feeling generally expressed.

Previous tests have proven to th satisfaction of the national advertise that the newspaper is the most efficien medium for his message, and that as definite assertion of a prosperous er throughout the country. It was felt tha such a feeling must be reflected in th advertising done by the national dealer The significance of this situation, and th work of the A. N. A. was briefly di cussed by G. Lynn Sumner, vice-presider of the International Correspondenc Schools, and association president, in h introductory remarks.

Guy Davis, western manager of th American Newspaper Publishers' Asso ciation gave a talk in which he brough out much interesting data concernin newspapers. Timeliness, news intere and other characteristics of the new paper field of advertising were stresse by the speaker.

E. M. Swasey of New York, of th *American Sunday Weekly,* told of h particular newspaper market and th peculiar characteristics of the newspap world.

Radio advertising also was dissecte and it was the general opinion that a though it had great possibilities, it wa not entirely successful as yet.

Other speakers on the program we J. M. Townley of the Townley Met Hardware Company, Kansas City, Mo whose address on "Looking Both Ways National Advertising, a Jobber's Vie point," was intended to be complementa to Mr. Garver's talk from the retail poi of view. Assistant Postmaster Canav of Chicago, spoke at the Thursday afte noon session on "The New Postal La and How Advertisers Can Use It to Be Advantage." Radio advertising featur the final days discussion. Robert Leavitt, secretary of the Association, a nounced at the opening of the conventi that the Association had reached a hi point in its membership, a total of 3 members.

Shepard G. Barclay, during the pa year field service secretary of the Ass ciation, tendered his resignation to t board of directors to take effect July

DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sel
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

HERE'S PLAN TO TAKE UP SUMMER SLUMP IN YOUR ADVERTISING REVENUE

A Seasonable Summertime Merchandising Service
To Help Newspaper Advertising Departments

TO SELL
CLASSIFIED ADVERTISING
EITHER OR BOTH
DISPLAY ADVERTISING

A CLEVERLY COINED EXCLUSIVE NAME A SEASONABLE SELLING SLOGAN

INCLUDING

124 Pieces of Short Snappy Salemaking Promotion Copy
84 Illustrations—Merchandise (Actual, Not Caricature)
Copy and Illustrations Furnished in Mat Form.
ALL ARE INTERCHANGEABLE.

NEVER BEFORE has this idea been offered to newspapers.

You can sell this proposition easily with your own organization.

Twelve-page booklet, 6x9, with full detailed instructions, containing every necessary step for complete success.

The campaign includes announcement notice, sales letter, sales talks, sales suggestions, ad suggestions, advertising contract form, date table for checking lineage used, price tickets, window cards, posters, and a "silent salesman" booklet, size 9x12, of thirty-two pages, containing the whole story for your advertisers.

Every detail of this campaign is high class and sales suggestive: High grade paper, first-class printing, promotive copy that you have wanted, clear line drawings, mechanically perfect mats. A dignified presentation to reflect the quality and good will of a good newspaper.

NOTE BELOW

This is the first release of a series of an entirely new and original advertising production service, that has been built through close daily contact with scores of newspaper publishers (who actually created the demand for this service), actual street selling experience in many cities, with newspaper advertising managers and salesmen, and purposeful analytical observation of present-day needs.

Exclusive Rights now open in many cities from coast to coast.
Publishers using this first release will receive preference for the exclusive rights for the full service.
Complete prospectus for the above campaign to be mailed May 21st.

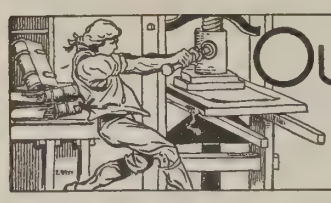
WIRE FOR FIRST CHOICE

Circulation:
None too large
None too small

Prices:
None too large
None very large

CLARENCE MILLIGAN RUSK, CONSOLIDATED MATERIAL RELEASE SERVICE
FOR NEWSPAPERS

The Telegraph Building Harrisburg, Pennsylvania



Our Own World of Letters

By JAMES MELVIN LEE

AT a time when the other text columns are so filled with copy giving the wider aspects of American journalism it might be well to review somewhat in detail for the sake of a contrast a book dealing with British journalism. I have therefore selected "The London Times Under the Management of Moberly Bell," written by F. Harcourt Kitchin and imported for distribution in America by G. P. Putnam's Sons. From 1890 to 1908 Bell had the title of "Assistant Manager to the Governing Proprietor" of the *Times*. When Northcliffe purchased the Times, Bell immediately became the managing director—a position he held until he died in his editorial chair in April, 1911. During this period Mr. Kitchin also served the Times in so many capacities that he has been able to give a comprehensive view of that newspaper from a number of interesting angles.

The organization that produced the Times was most unique in its composition. It consisted of three distinct units. One unit owned the buildings in which the paper was edited and published; a second unit had a perpetual contract for the mechanical production of the paper; a third unit owned the Times as a newspaper and controlled the subsidiary publications. Unity was not always present in this trinity, which was held together by the thread of the Walter interests in all three units.

So long as the Times, as a newspaper, made money and could pay its rent for buildings and meet its obligations on its perpetual contract with the printing company this tri-party worked fairly well, but when deficits loomed up stockholders in the Times as a newspaper saw that they would be held liable for the printing contract and for the rent on buildings. Mr. Kitchin believes that the rental for buildings was fair but that the contract for printing was much too high due to the fact that modern labor-saving devices had not been installed in Printing House Square. Disgruntled stockholders in the Times as a newspaper took the matter to court with the result that the ownership eventually passed to Northcliffe.

Again the machinery for mechanical production was so poor that the Times had to be printed in two distinct parts—an inner and an outer section. The inner contained the latest and most important news while the outer was, as Mr. Kitchin says, a journalistic dust-bin into which was shoveled the held-over matter of yesterday. Doubtless it was this outer sheet that drew from Lord Northcliffe the remark, "The Times thinks that news, like wine, improves by keeping." Again the Times was hopelessly overset every day: it lacked a modern managing editor to apportion the various kinds of news to the space available.

Mr. Kitchin gives two reasons for the failure of the Times to maintain its position in competition with other London papers: first, the vicious plan of ownership which I have already mentioned; and secondly, the isolation of the Times from the developments that were constantly taking place in Fleet Street on the part of its contemporaries.

Mr. Kitchin lets slip a rather interesting side remark on page 68 when he says that the Times did not expand telegrams and cablegrams but merely elucidated them to make them more intelligible.

How the circulation of the Times dwindled and how advertisements left to go to other London newspapers are outlined by Mr. Kichin. The concluding sentences of Chapter VII thus set forth the situation:

> Their printing business employed a large staff of men who had grown grey in the Walter service. The introduction of linotype or monotype machines would have involved the dismissal of considerable numbers of these old servants. This is what actually happened after the Northcliffe purchase. The Walter business was a patriarchal business, and one can both appreciate and admire the reluctance of its proprietors to see it destroyed and its staff thinned by wholesale dismissals. In the end a Northcliffe reconstruction was more fatal in casualties to the men than would have been an earlier Walter reconstruction. As in so many other ways, the Walters were living in a world of the past and had not become conscious of the new harshly-competitive world which was surging around them.

A pivotal period in the Times under Bell is thus described:

> In 1897 it had become more than doubtful whether the Times under its outworn constitution would survive the century. In these desparate circumstances Moberly Bell entered into heroic partnership with Messrs. Hooper and Jackson, a firm of American book agents, who were destined to dominate for ten years the fortunes of the proudest newspaper in the world.

In other words, the Times was kept going from its profits from this American connection. In my opinion, Mr. Kitchin does scant justice to Horace Hooper, who brought about an affiliation between the Times and the Encyclopedia Britannica.

For the future historian of the British press the most valuable sections of the book are those dealing with how Lord Northcliffe obtained control of the Times. In these chapters Mr. Kitchin writes from first-hand knowledge and without his volume the story of the sale could not be constructed from existing documents which so cleverly conceal the interest of Northcliffe in the preliminary steps. Northcliffe, for example was able to get the Times in competition with another group headed by Godfrey Walter and Arthur Pearson, and in competition with still another group known as the German syndicate because he was able to deposit £320,000 to the credit of Moberly Bell. Money talks, even in an English court. The remarkable thing is that Northcliffe turned this large amount over to Bell so that it stood in Bell's own name and subject to his check. Of course he later transferred his legal interest to the Times Publishing Company, Ltd.—the company which today, with different share holders, owns the newspaper.

Of Lord Northcliffe, Kitchin says on page 262:

> And when at the summit of his career he bought The Times, and was filled with vague aspirations about making it the "best" paper in the world, he failed because he did not know what was "best" and would not be taught by those who did.

To supplement this quotation let me add two taken from the page following:

> There was this of merit about the later Walters—who in other respects let down the poor old Times so disastrously that they did understand its purpose far more clearly than ever did Lord Northcliffe, their technical and intellectual superior in other respects.
>
> * * *
>
> The Times was a caste newspaper, and Lord Northcliffe did not belong to the caste.

The book, of course, centers around the brave struggle which Bell put up against heavy odds to keep the Times a going newspaper. Obviously, it sets him forth in rather glowing terms, although it frankly admits that he was known among some of his subordinates as "that beast, Bell." But doubtless those who used that epithet little knew how their chief was fighting to keep the Times from being sold to outside interests and how, after such action was necessary with his cooperation, he still continued to fight to preserve old traditions and died in his office chair—with apologies to American slang—with his boots still on

The chapter dealing with Northcliffe ought to be accepted with some reservation. With the very best of intentions it is hard to be fair to a man who "fires" you. To some extent it is equally true it is hard to be fair to the man who inspires you. But this is another story.

"The London Times Under the Management of Moberly Bell" was written by a member of the working press in London. More than any other book with which I am familiar it gives shop talk that can be accepted at its face value. For that reason the volume ought to be of intense interest to the readers of EDITOR & PUBLISHER.

The concluding chapter might well have included a paragraph or two about the present plan for the future control of the London Times. That plan, however, has been set forth in a little pamphlet which was issued by the London Times and which has already been mentioned in this department.

* * *

WHILE *The Scholastic Editor* is advertised as "a national journal devoted to the interests and problems of school publications" the May issue has several features of wider interest.

Willard Grosvenor Bleyer, head of the School of Journalism at the University of Wisconsin, for example, contributes a delightful chat about Horace Greeley, who is characterized as "America's greatest editorial leader." The article tells how Greeley aroused public opinion in the contest for the abolition of slavery. Fred C. Christopherson, managing editor of the *Sioux Falls* (S. D.) *Press* discusses the preparation of human interest stories. How the trick was turned in several instances is outlined somewhat in detail. An unsigned article suggests that the make-up man pyramid ads whenever possible. It reprints the advantages of this pyramid style of display as listed by H. Frank Smith in EDITOR & PUBLISHER.

* * *

FROM the *Chicago Tribune* comes the booklet "Editorials of 1924"—a sort of companion to the booklet of news stories published by the same newspaper and already mentioned in this department. In addition to the printed editorials the booklet contains a number of wordless editorials in the form of cartoons.

All the editorials in this booklet are worth careful perusal, but two deserve special mention because of their connection with newspaper problems and policies. Oue, "Rouge et Noir," discusses an editorial which appeared in a Chicago negro paper, the *Defender*. It seemed to infer that the darker races everywhere, including those in the United States, should look to bolshevism for deliverance. An epitome of this editorial will be found in this sentence which opens the second paragraph, "Let's reason together on that."

The second of these editorials, headed "O, See the Pretty Goldfish!" discusses publicity for income taxes. The position of the Chicago Tribune is thus outlined in the editorial:

> The Tribune was convinced that the law was wrong in principle, but the purpose was publicity, and until advised that full publicity is unlawful the Tribune will accept the situation and give such facts as are most interesting. Probably the most interesting fact would be the discovery that publicity was unlawful under a publicity law and that the whole effect was to expose a citizen only to the eyes of people who wanted to do something to him after finding out how much he was worth doing.

The booklet is published by the Service Bureau of the Chicago Tribune and may be obtained at the rate of five cents per copy.

* * *

NEWSPAPER workers will find "The Power of the Press," a story which Irvin S. Cobb contributes to *Hearst's International-Cosmopolitan Magazine* for June, a bully good yarn. The tale, while it prints in the background some newspaper philosophy of its author, is primarily the story of a boy who needed affection.

Another article in this same issue tells how Roy L. McCardell has won more than $30,000 in prize contests. To me the most interesting part of his article, however, is how McCardell came to New York from Birmingham, Ala., to work for Arthur Brisbane, "the boy editor of the *Evening Sun*."

In still another article George Ade for the first time—so he says—talks about himself in particular and about some of his Chicago newspaper contemporaries in general. Of his work as a columnist he says:

> In 1893 I was put in charge of a department called "Stories of the Streets and of the Town." I was not exactly a columnist. They were generous and let me have two columns on the editorial page. The task meant from 1200 to 2000 words a day. If the pictures provided by John McCutcheon could be made to enlarge obligingly, I would cheat a little on the text. In the next column to me were the "Sharps and Flats" of Eugene Field. He wrote one full column every day with a fine steel-pointed pen. The type was nonpareil and his average was 2700 words! He never solicited or accepted contributions—wrote everything himself. He was known the world over, but did not sign his stuff. He never referred to himself except by an occasional playful use of the editorial "we". He threw fire-crackers at the pompous millionaires and noisy politicians, but he always hid back of the fence.

* * *

THE election of Hindenburg as President of the German Republic has revived interest in the little book "Boche and Bolshevik" which reprinted the series of articles on that topic originally published in the *Morning Post* of London. The book is published by the Beckwith Company of New York.

FIRST IN OHIO

6,878,820 LINES

January 1st to April 30th, 1925

The Dispatch published during the first four months of 1925 over 54% of all Columbus newspaper advertising and 1,222,076 lines more than all other Columbus newspapers combined.

In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION

City 54,851
Suburban 28,024
Country 22,944
GRAND TOTAL.....105.819

LARGFST IN CENTRAL OHIO

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

For those who accept the principle that want-ads furnish the surest test of reader confidence—and who will doubt it?—the want-ad pages of The Dallas News tell a convincing story.

Still, the fact that The News leads all Texas papers in number of want-ads will occasion no surprise among those who know their Texas.

The
DALLAS MORNING NEWS
Supreme in Texas

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

VOTE *for* Charles C. Green *for* PRESIDENT *of the* *Advertising Club* of New York



Club Record

ACTIVE in Advertising Club Work for Past Fifteen years.

Organized First Advertising Club in Washington, D. C., and Served as Vice-President.

Formerly Director of Poor Richard Club of of Philadelphia, Pa.

Formerly Chairman of Entertainment Committee of Poor Richard Club for Three Years.

Active Worker in New York Advertising Club Eight Years.

Formerly Member of House Committee of Advertising Club of N. Y.

Formerly Chairman of Entertainment Committee Advertising Club of N. Y.

Formerly Chairman Sociability Committee Advertising Club of N. Y.

Chairman Membership Advisory Committee Advertising Club of N. Y.

Served as Vice-President of the Advertising Club of N. Y. for Three Years.

Actively Interested in Club Developments.

Regular Attendant at all Business Meetings and Social Functions.

Now Organizing Advertising Club at Jamaica, Long Island.

Business Record

AS Retail Merchant Owned His Own Drug Store.

As Traveling Salesman Covered Practically Every Section of the United States.

As an Executive—Vice-President and General Manager of Dayton Ohio Journal.

As Merchandising Man Organized the First Merchandising Dept. on the Philadelphia North American, thirteen years ago—the First Merchandising Department Ever Conducted by Any Newspaper.

Merchandising and Advertising Director of Wm. R. Warner & Company.

Advertising Director of Richard Hudnut.

Now President and Treasurer of His Own Organization. Charles C. Green Advertising Agency, Inc., New York and Philadelphia. Established November, 1921.

Ohio Society Trustee for Three Years.

His Friends, Believing in a Practical Worker for Their Club, Have Urged Him to Accept the Nomination for President

OKLAHOMA EDITORS ELECT C. E. MUCHMORE

Editor, Ponca City News, Chosen President at Two-Day Annual Meet —Group to Fight Judge's Decision

Oklahoma newspaper publishers wound up two days of business sessions and recreation at the annual spring convention at Sulphur, May 8 and 9, with the election of Clyde E. Muchmore of the *Ponca City News,* president for the year and selection of Bristow for the next meeting.

Aside from the purely routine committee reports and formal business, the convention devoted much of its time to discusion of resolutions condemning District Judge George C. Crump of Wewoka who recently announced that he would refuse to approve any legal publication made in the *Wewoka Capital-Democrat.*

The resolution finally adopted by the Association recited that if Judge Crump's action was permitted to go unchallenged and no law enacted for the protection of all newspapers in the matter of legal notices and public printing, "newspapers in Oklahoma will be denied all legal privileges and will be forced to give up their missions."

The resolution promised backing for Grady L. Webster, publisher of the Capital-Democrat and strongly implied a statewide campaign before the next legislature's session, to obtain a protective law.

President E. A. Gaston recommended that the association pro-rate the cost of maintaining the unique Editors' Club at Medicine Park, among the members, the institution to be financed through the contribution of advertising space. This editors' home is the only institution of its kind in the country.

Mayor R. C. Green of Sulphur welcomed the association on the opening day and W. R. Martineau, editor of the *Oklahoma City Livestock News* responded.

Pleasure features included a strawberry festival staged by the state board of agriculture; a picnic at Turners Falls, and a motor trip on Sunday following the convention, to Devil's Den at Tishomingo, 60 miles distant.

Officers elected by the Association, in addition to President Muchmore, are: H. G. Spaulding of Shawnee, E. P. Martin, John Golobie of Guthrie and Miss Grace E. Ray of the Oklahoma School of Journalism, vice-presidents; N. A. Nichols of El Reno, secretary-treasurer, re-elected for a third term.

The new executive committee consists of W. F. Allen of Vinita, Jim Biggerstaff of Wagoner, Col. E. L. Gregory of Ardmore, Grady L. Webster of Wewoka, W. R. Martineau of Oklahoma City, T. W. Maher of El Reno, Hutton Bellah of Altus and C. M. Sarchet of Ponca City.

The *El Reno American* cup awarded to the Oklahoma paper with the best front page make-up, was awarded to the *Fairfax Chief,* published by Walter Eastman. The judges making the award were Walter M. Harrison, managing editor of the *Oklahoma City Oklahoman-Times;* C. M. Sarchet, and H. H. Herbert, director of the School of Journalism at Oklahoma University.

"FREE" FACE POWDER

Cincinnati Concern Trades $3 Box of Fluff for News Space in Dailies

Fallis, Inc., perfumers of Cincinnati, O., announce in circular mail addressed to newspaper "Beauty Editors" their entire willingness to send a $3 box of "Peter Pan" face powder for the use of the editoress, assuming her willingness to give that powder mention in the news columns.

Inclosed with the queer appeal is a facsimile letter from Priscilla Price, Boston Beauty Editor, saying that she got her three-dollar box safe and sound, gave the powder a handsome little write-up, worth $300 to any face-powder advertiser, and then naively remarked: "Perhaps you have some specialties that you would like to have me become acquainted with and bring to the attention of our 240,000 readers."

Dinner to Circulation Promoter

More than 1,200 people, mostly New York newspaper circulators and distributors, are expected to attend the testimonial dinner and dance to be given to Joseph Bavasi, New York circulation sales promoter, at the Hotel Pennsylvania, May 17.

MRS. "F. P. A."



Mrs. F. P. Adams

"THE loveliest bride I have ever seen" was the observation of Franklin Pierce Adams, conductor of the "Conning Tower" column in the *New York World,* about Esther Sales Root, whom he made Mrs. "F.P.A.," May 10, in New York. Mr. and Mrs. Adams sailed for abroad on the *Mauretania,* Tuesday of this week to spend a honeymoon in Italy.

The wedding ceremony, performed by Justice of the Peace Donlinger, was attended by many New York newspaper writers, authors, and artists. It was also distinguished as a "Lucy Stone" affair, as evidenced by the list of guests including:

Miss Edna St. Vincent Millay and Eugene Boissevain, Miss Ruth Hale, of the *Brooklyn Eagle,* and Heywood Broun, columnist of the World; Miss Neysa McMein and John Baragwanath; Miss Elinor Wylie and William Rose Benet; Miss Doris Stevens and Dudley Field Malone; Miss Mary Kennedy and Deems Taylor, music critic of the World; and Miss Gladys Bround and Arthur Davison Ficke.

Other guests included Herbert Bayard Swope, executive editor of the World, and Mrs. Swope; Ogden Reid, publisher of the *New York Herald Tribune,* and Mrs. Reid; Ring W. Lardner and Mrs. Lardner; Alexander Woollcott, dramatic critic, *New York Sun;* and Arthur Krock, assistant to the editor, and Rollin Kirby, staff cartoonist of the World.

Mrs. Adam's father is President of the United Publishers' Corporation. Her grandfather was George F. Root, who composed the immensely popular songs of the Civil War, "Tramp, Tramp, Tramp, the Boys are Marching," the "Battle Cry of Freedom," "Just Before the Battle, Mother," and "The Vacant Chair." She is herself a pianist of ability and has done some criticism on the *New York Morning Telegraph,* among other publications.

Mr. Adams has been doing "colyums" in New York for more than twenty years. In 1913 he ended a nine years' association with the *Evening Mail,* and was seven years on the *Tribune* before coming to the World, Jan. 1, 1922

When the couple sailed on their honeymoon, Mrs. Adams was one of the first members of the Lucy Stone League to use a passport issued to her under her maiden name of Esther Root.

CIRCULATION PROGRESS

Boys Chief Hobby of Charles T. Buck, of the Lancaster (Pa.) New Era



Charles T. Buck

BOYS. That one word describes the chief hobby of Charles T. Buck, circulation manager of the *Lancaster* (Pa.) *New Era,* and 1925-26 president of the Interstate Circulation Managers' Association.

He considers them a circulation department's greatest asset and their efforts the best medium for obtaining subscribers. With five sons of his own passing through the usual stages of measles, mumps and broken bones, Mr. Buck manages to keep himself well employed. When he finds time hanging heavy on his hands, he helps civic leaders in their work among other boys.

Mr. Buck started his business life as a newsboy, and therefore boys in that employment interest him most. He was nine when he started, and while working completed his high school education.

Following graduation he became a collector for the *Scranton Republican.* It was the stepping stone to the position of branch manager for the Republican, later roadman, and eventually assistant circulation manager.

Circulation manager of the *Chester Times* was his next position, and from there he went to the *Washington* (D. C.) *Herald* in the same capacity. In Washington he introduced the silent street vendor system, increasing the Herald's circulation 8,000. When the *Lancaster Examiner* and *New Era* were consolidated, Mr. Buck took charge of the circulation department of the combined newspaper.

When in New York, call on EDITOR & PUBLISHER, 1700 Times Building.

PUBLISHERS are saving thousands of dollars annually by eliminating costly duplication, assuring an even flow of copy into the composing room and reducing tolls by utilizing the

100% non-duplicating leased wire dispatches of

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

TO BUILD CLUB HOUSE

New York Newspaper Women's Club Make Plans at Annual Meet

At the annual meeting of the New York Newspaper Women's Club held last week plans were adopted to make a drive for a permanent club house and officers for 1925-26 elected.

The officers elected include Louella O Parsons, *American,* president; first vice president, Theodore Bean, T. Bean Syndicate; second vice-president, Josephine Ober, *World;* third vice-president, Emma Bugbee, *Herald Tribune;* treasurer Martha Coman, *Scarsdale Inquirer,* assistant treasurer, Elsie McCormack *World;* corresponding secretary, Prudence Penny, *American;* assistant corresponding secretary, Charlotte McLevedge *Chicago Daily News;* recording secretary Lillian Lauferty, King Features; assistant recording secretary, Madeleine Riordan *Evening Post;* chairman house committee, Mary Watts, *Sun;* chairman admissions committee, Deborah Corle, *Herald Tribune;* chairman advisory committee Jane Dixon, *Telegram-Mail;* and Martha Coman, *Scarsdale Inquirer;* and chairman of associate members, Amy Hodge boom.

Munsey Drops Evening Mail Title

Frank Munsey announced this week that on Monday, May 18, the name of the *New York Telegram and Evening Mail* would be simplified by elimination of the secondary title, "Evening Mail." The secondary title has been carried ever since the purchase of the Evening Mail and its consolidation with the Telegram more than a year ago.

Anti-Liquor Ad Drive Due July 1

Date for the start of the Federal Dry Bureau's $50,000 poster advertising campaign has been set for July 1, it was announced this week.

Another **HOLLISTER** *Achievement!*

Following the example of many other of the largest and most successful newspapers in the United States, careful consideration has led The Cincinnati Enquirer to engage the services of the Hollister Circulation Organization to conduct its campaign.

Address the above paper until further notice

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG
LOS ANGELES, CAL.

American Control of the International Purse Strings is believed by President Coolidge to be the greatest power in the world today for enforcing international peace.

How this power has been exercised since the war and may in the future be exercised to promote and preserve world peace is clearly set out in a new report on "American Investments in Foreign Countries."

This report is a companion piece to an earlier report on the indebtedness of foreign governments to the government of the United States.

EDITORIAL RESEARCH REPORTS

1425 G. St. N. W. Washington. D. C.

Powers Rotary Film Camera

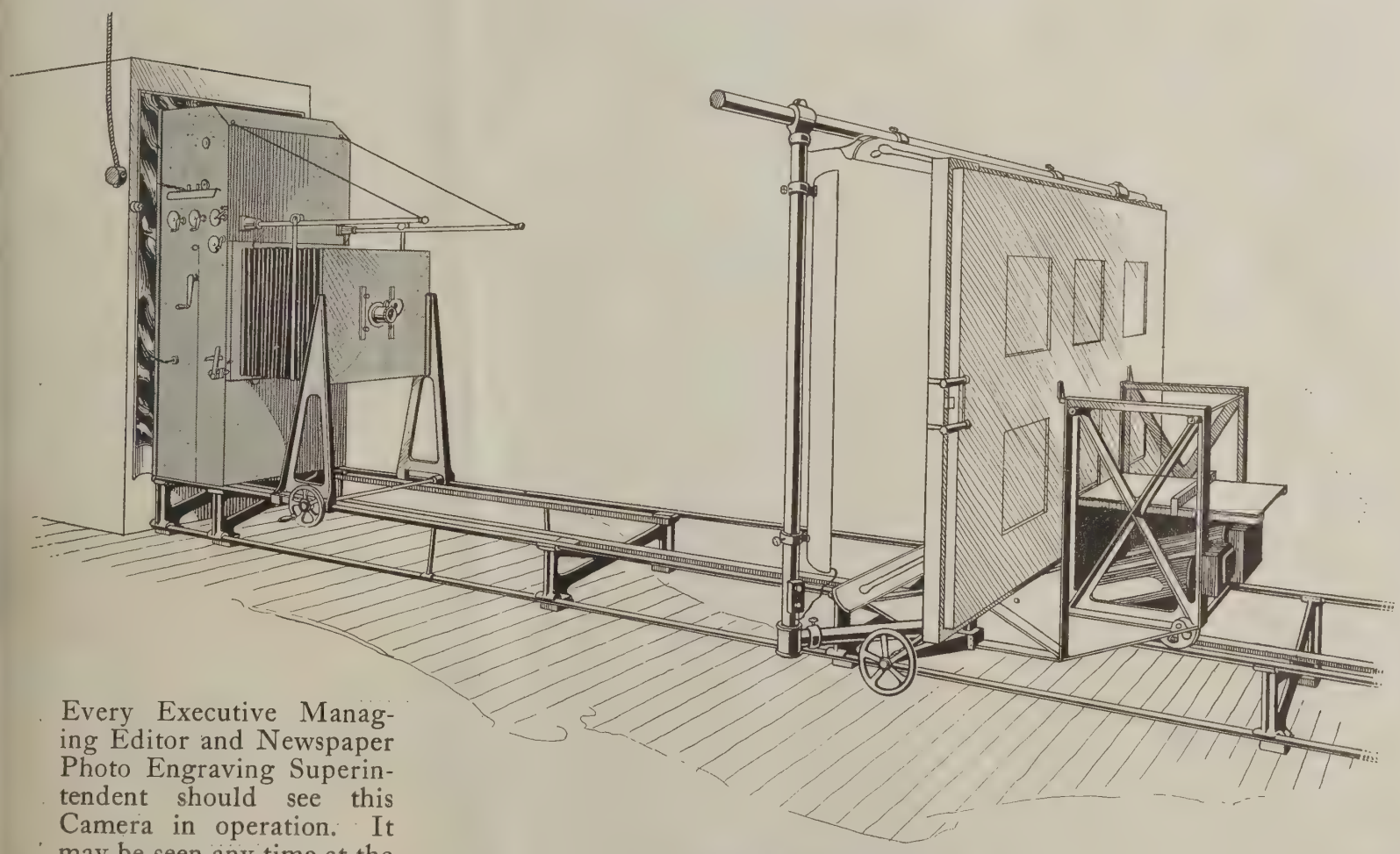
ECONOMICAL and PRACTICAL

Does away with glass washing, coating with albumin, flowing of the plate with collodion, sensitizing in the silver bath, focusing, the use of glass entirely for negative making and rubber and stripping collodion.

Gives Sharp dense negatives.
Greater Production. (10 now to 1 before)
Uniform exposures.

Check up for yourself how much in dollars and cents all the above means to you.

The film used comes in rolls of 3 sizes, 5 inches, 11 inches and 18 inches wide. In exposing you use only as much as required (no waste) after developing it strips from its paper base and on to glass flats.



Every Executive Managing Editor and Newspaper Photo Engraving Superintendent should see this Camera in operation. It may be seen any time at the Plant of the Powers Reproduction Corporation, 205 West 39th Street, New York City.

POWERS, Inc.

205 West 39th St. New York City
Phone: Penn 0600

COME IN—YOU DO NOT HAVE TO WRITE FOR A DEMONSTRATION

2ND DISTRICT MEETING IN BETHLEHEM

Retail Advertising Problems Chief Topic of Discussion at Gathering of Associated Clubs June 1-2

Discussion of retail advertising problems will dominate the annual convention of the Second District, Associated Advertising Clubs of the World, to be held at Bethlehem, Pa., June 1-2, the program for which was announced this week by H. C. Squires, Scranton, program committee chairman.

The convention has been given the title of the "Summer Training Camp for the Man Interested in the Problems of Advertising and Selling."

Rowe Stewart, vice-president and general manager of the *Philadelphia Record,* is district chairman. Charles E. Goodenough is convention president.

The complete program follows:

MONDAY MORNING, JUNE 1

Opening at 8:45 o'clock.

Presiding: Paul V. Barrett, advertising manager, International Correspondence Schools, Scranton.

8:45—Is Management Getting What It Deserves?—John Lee Mahin, Director, Federal Advertising Agency, New York.

9:10—What New York Retailers Think About the Advertising Outlook—Louis Z. Guck, Chatham Advertising Agency, New York.

9:35—Pleasing the Boss—Carl L. Gibson, The Standard Corporation, New York.

10:00—Tying Up to National Advertising—A. M. Umholtz, advertising manager, *Easton Express,* Easton, Pa.

10:25—Whose Business Is It?—S. Roland Hall, author and advertising consultant, Easton, Pa.

10:50—Who Pays for the Free Publicity?—Col. C. J. Smith, *Allentown Morning Call.*

11:15—Training Sales People Properly—James H. Ross, M. T. Garvin & Co., Lancaster.

MONDAY AFTERNOON, JUNE 1

Opening at 1:30 o'clock.

Presiding: William S. Hutchinson, general sales manager, Bethlehem Fabricators, Inc., Bethlehem, Pa.

1:30—If I Were a Retail Advertiser—Bert M. Garstin, *New York Evening Post.*

1:55—Constructive Merchandising—Robert E. Ramsay, vice-president, James F. Newcomb Company, New York.

2:20—Preventable Wastes in Advertising—Robert K. Leavitt, secretary, Association of National Advertisers, New York.

2:45—Advertising and Sales Management—Herbert W. Hess, University of Pennsylvania, Philadelphia.

3:10—The Rate Question—Webster W. Bawer, *Ithaca* (N. Y.) *Journal.*

3:35—Hot Shots From the Firing Line—L. S. Chubbuck, advertising manager, *Binghamton* (N. Y.) *Press.*

4:00—Is Honesty the Best Policy?—Berlin Boyd, manager, Scranton Better Business Bureau.

4:25—Copy That Gets Results—George Burton Hotchkiss, New York University, N. Y.

TUESDAY MORNING, JUNE 2

Opening at 8:45 o'clock.

Presiding: Bartley J. Doyle, president, Keystone Publishing Company, Philadelphia.

8:45—The Selective Service of the Distributor—H. E. Taylor, advertising manager, *Dry Goods Economist,* New York.

9:10—Building an Eight Story Business Through Advertising—Louis J. Heckler, president, Heckler Bros., Pittsburgh.

9:35—Everyday Problems of Retail Store Management—Thomas J. Mulvey, Charles Morris Price School of Advertising, Philadelphia.

10:00—Advertising From the Proprietor's Viewpoint—Ernest C. Hastings, president, A. B. Caldwell Co., Washington, Pa.

10:25—Making Your Space Worth What It Costs—E. M. Case, business manager, *Williamsport Sun.*

10:50—The Making of a Newspaper—Hugh A. O'Donnell, *New York Times.*

11:15—Sales Promotion in a Department Store—E. W. Gibberd, publicity director, Abraham & Straus, Brooklyn.

TUESDAY AFTERNOON, JUNE 2

Opening at 1:30 o'clock.

Presiding: Rowe Stewart, general manager, *Philadelphia Record,* chairman, Second District, A. A. C. W.

1:30—The Keynote of the Community—J. V. Long, advertising manager, The Philadelphia Company, Pittsburgh.

1:55—A $500,000 Retail Business in a 5,000 Town—Robert J. Murray, President, Murray Company, Honesdale, Pa.

2:20—Sails and Sales Both Belong to Yesterday as Instruments of Trade—R. C. Harris, advertising manager, *Utica Daily Press.*

2:45—Successfully Advertising the Small Department Store—F. Ray Phillips, advertising manager, Kennard-Pyle Company, Wilmington, Del.

3:10—What Organization Has Done for Business—John G. McConnell, general manager, Pomeroy's, Harrisburg.

3:35—What's Wrong with Retail Advertising?—William Nelson Taft, editor, *Philadelphia Retail Ledger.*

Reports of Committees.

Election of Officers.

Choice of Convention City for 1926.

FORESHADOWED EVENTS

May 21-27—Inland Daily Press Ass'n annual Spring Convention, West Baden, Ind.

June 1-3—Newspaper Editorial Ass'n., annual Convention, Richmond, Va.

June 1-3—Second District, A.A.C.W., annual Convention, Bethlehem, Pa.

June 3-5—Ninth District, A.A.C.W., annual Convention, Centerville, Ia.

June 8-10—Insurance Advertising Conference, Summer Convention, Briarcliff, N. Y.

June 9-11—International Circulation Managers' Ass'n, annual Convention, Colorado Springs, Colo.

AGE BOWS TO YOUTH

Cox, 62, Voluntarily Gives Way to Younger Man in A. P. Bureau

Age voluntarily gave way to youth in the Associated Press this week.

E. J. Cox, 62, for 40 years in A. P. service, has spent the last 19 years as chief of the Baltimore bureau. Recently that bureau was enlarged, due to establishment of a Maryland state circuit.

Cox didn't want to leave the service. He felt, however, a younger man should have his job, in the interest of A. P. members.

"Please don't think I'm a quitter," he wrote to the New York office. "I can last but a comparatively few years longer, so that now seems to me to be the time to make a change."

He asked for the position of day filing editor in the Baltimore bureau. His wish was granted.

Ralph O. Brown, correspondent at Buffalo, was transferred to become Baltimore manager. Cox remains as day filing editor, with no reduction in pay.

In a personal letter, Kent Cooper, general manager, paid tribute to the faithful service of Cox.

Public Ledger Man Goes Abroad

Maj. Frank L. Nelson, pictorial e of the *Philadelphia Public Ledger* Mrs. Nelson sailed this week for abroad where they will spend a two months' vacation. In Marseilles, France, they will meet their son, Lt. G. M. Nelson, U. S. A., who is returning to the United States from the Philippines.

HERE IS YOUR MARKET

INDIANA

Over the vast area of 36,354 square miles are scattered nearly three million people.

Thousands of these are living on prosperous farms, while ninety-two city centers (31 with population over 10,000 and 61 from 2,500 to 10,000), are claiming their share of the most prosperous classes known to the middle west—the middle west that enjoys genuine prosperity.

This state, eleventh in point of population, presents opportunities for successful advertising from toilet soaps to farm tractors.

Newspapers not only blanket the big city centers but their well developed circulation systems have placed them at the door of every farmhouse in the state.

Every daily newspaper on this list can get business for you. Use them regularly.

		Circulation	Rate for 5,000 lines
**Columbus Republican		4,214	.03
††Connersville News-Examiner		4,805	.025
††Decatur Democrat	(E)	3,194	.025
**Fort Wayne Journal-Gazette	(M)	32,662	.08
**Fort Wayne Journal-Gazette	(S)	34,487	.08
**Fort Wayne News-Sentinel	(E)	42,860	.10
**Gary Evening Post-Tribune	(E)	14,772	.055
††Hammond Times	(E)	15,610	.07
**Huntington Press	(M&S)	3,655	.025
**Indianapolis News	(E)	133,880	.25
**Lafayette Journal & Courier	(M) 7,915 (E) 13,302	21,217	.06
††La Porte Herald-Argus	(E)	6,432	.025
††Shelbyville Democrat		3,968	.02
**South Bend News-Times	(M) 9,803 (E) 14,225	24,028	.06
**South Bend News-Times	(S)	22,275	.06
††South Bend Tribune	(S) 19,388 (E)	21,031	.06
**Terre Haute Tribune	(E&S)	23,710	.06

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.



Publishers, advertising agents and executives in all branches of the great fields of journalism and advertising are cordially invited to make the EDITOR & PUBLISHER offices their business headquarters while visiting New York City.

We have arranged conference rooms where publishers may discuss business with their clients.

Facilities for service, including telephone, telegraph, clerical and secretarial service, have been arranged and will be extended without obligations. Files, statistical departments and reference services are available. A wire or telephone message will assure prompt attention to requests for transportation, hotel accommodations and theater ticket reservations.

We are delighted at the prospect of being able to serve you.

The ideal location of our new offices (close to the Grand Central Terminal and Pennsylvania Railroad Station) affords great time saving as well as helpful conveniences for visiting publishers who are pressed for time.

EDITOR & PUBLISHER

—the Service Center of the publishing and advertising business—invites you to visit the spacious

NEW OFFICES

located at

SUITE 1700

Times Building

New York City

Southern frontage facing Broadway—42nd St. and Seventh Ave.

¶ Here you will find a great and dependable source of facts and figures pertaining to circulations and advertising lineage figures of the greatest force in advertising —**the newspapers.**

¶ You will also find dependable marketing data and extremely valuable statistics on the development of newspapers, as well as the largest available directory of newspaper executives.

All This Service

forms the background of each issue of

EDITOR & PUBLISHER

The Newspaper Advocate

Read and relied upon by every executive in the Advertising and Publishing fields

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Telephones:

(Five [5] Trunk Lines)

BRYANT

3052—3053—3054

3055—3056

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



GEORGE LINDSAY: Many newspapers do not know production costs.

"ONE of the great and perilous demands of the day in the newspaper business is a proper and adequate accounting system," George Lindsay, publisher of the *Marion* (Ind.) *Chronicle,* and president of the Inland Daily Press Association declared in an interview this week.

"So many newspaper publishers, not all of them small, do not know the cost of production of an inch of advertising, the cost of production for a page, and they do not know what the proper distribution of these costs should be."

Mr. Lindsay does not make these assertions without knowledge and fact to back them up. The association which he heads developed a cost finding system, designed to reveal proper accounting methods. But, he said this week, out of 250 members, the Inland received only 70 reports for 1924.

"The reason was," he stated, "that a very large number of the papers did not have on hand figures on which repiles to our cost finding questionnaire could be based.

"The Inland Daily Press Association, however, will eventually establish an improved acounting system in the offices of all its members.

"A proper and adequate accounting system should embrace a classified collection of data on all separate sources of revenues and avenues of expense," Mr. Lindsay further explained. "This data should be so aranged that each year and each month may be compared with previous years and months."

In his own office, Mr. Lindsay has developed a very careful and accurate accounting system.

"We base the outlay allowed the different departments and also their income on the basis of figures collected during the past five years which may be modified somewhat by general business conditions.

"We assign the amount of business we expect from our advertising department, and give them a commission on all they exceed."

Mr. Lindsay after being interested in the work of the Inland and other regional press associations, has conceived the idea of organizing a national inter-regional council, for the purpose of co-operating on common problems.

In adition to his presidency of the Inland, where he is now serving his second term, he was in 1923-1924 president of the Indiana Editorial Asociation, and is the present president of the Indiana Daily Press Association. He does not, however, allow his association work to interfere with his interest in his own newspaper the Chronicle, the owner of which he has been since 1912.

On the Chronicle, Mr. Lindsay writes the daily editorials.

"We try to print two original editorials every day," he said. "One of them we base on a local problem, while the second is devoted to national or international questions. Believing that our readers appreciate the editorial thought of metropolitan editors, we also make a point of publishing two editorials daily from some larger newspaper."

Mr. Lindsay was asked his opinion on the present discussion regarding the printing of crime.

"A recital of crime events should be given in every newspaper," he replied, "but should not be elaborated upon.

The Leopold-Loeb case was an instance where the publication of crime news was carried to the point of nausea, and I trace the present reaction to that.

"Stories of crime, I believe, should be written with a view of warning against similar anti-social acts, rather than as alluring suggestions, flung out to hypnotize weak-minded people with sleeping criminal tendencies."

Mr. Lindsay is a graduate from the University of Worcester in Ohio with the class of 1885. Following graduation he read law in Pittsburgh and also studied theology there. He entered newspaper work from the law with his purchase of the Chronicle.

N. D. Papers Dwindle in 6 Years

According to a checkup by M. W. Brown, assistant professor of journalism at the North Dakota Agricultural College, North Dakota now has 231 newspapers, or 94 fewer than in 1919. All the suspended papers were weeklies except two afternoon dailies.

WHERE

—the percentage of illiteracy is smaller than in any other state.

—the wealth per person is greater than in any other state.

—there are more telephones per capita than in any other state.

—there are more automobiles on farms than in any other state.

—there is a greater percentage of improved farm land than in any other state.

—the total value of farm property is greater than in any other state.

—the number of banks exceeds that of all other states.

—there are two bank accounts for every five men, women and children.

THAT'S THE PLACE TO ADVERTISE

IOWA

The people who are so fortunate as to live in this field of wealth are a people who take advantage of the tremendous resources afforded them. They have greater individual wealth and are more literate than the people of any similar area in the world.

To reach Iowa regularly with your message, you must advertise in the daily newspapers.

The following list of dailies is well equipped to furnish the national advertiser with the co-operation that is necessary for a successful campaign in this richest of states—IOWA.

	Circulation	Rate for 5,000 lines
**Burlington Gazette .....(E)	10,206	.045
**Cedar Rapids Gazette .....(E)	21,300	.07
**Davenport Democrat & Leader...(E)	14,811	.06
**Davenport Democrat & Leader...(S)	17,626	.06
††Davenport Times .....(E)	25,031	.07
**Iowa City Press-Citizen .....(E)	6,416	.035
††Mason City Globe Gazette .....(E)	13,844	.04
**Muscatine Journal .....(E)	7,777	.035
**Ottumwa Courier .....(E)	13,455	.05
**Waterloo Evening Courier .....(E)	17,566	.06

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.

Pennsylvania

AN AGRICULTURAL STOREHOUSE

All know of the industrial supremacy of Pennsylvania, but few know the State as an agricultural storehouse of year after year wealth. There is little uncertainty of crops in Pennsylvania.

For years Pennsylvania has stood first in the production of buckwheat and among the leaders in hay, potatoes, rye, tobacco, wheat, oats, clover and barley.

Fruit is produced under favorable conditions and Pennsylvania stands second in number of bushels produced annually.

Pennsylvania excels in dairy and market garden produce and all the agricultural staples of the Northern States.

The farms in Pennsylvania number 202,000, averaging in size 87.3 acres and in amount of improved land 58.6 acres. Their value is given as averaging $8,551, the land being credited with $3,590 of the value.

The sheep on farms number 468,000, and the wool clip is approximately 3,500,000 pounds. Each year about 170,000 pounds of maple sugar and 100,000 gallons of syrup are made.

The numerous large cities of Pennsylvania make dairying a popular and profitable industry and the total yearly milk production from the State's dairy cows, which numbered 1,071,000 in 1922, is about 500,000,000 gallons.

Pennsylvania is a big State and the people talk big about their State. The advertiser who has something to offer will make the best impression if he makes his appeal in a big way in the only advertising media that are read by all Pennsylvania people—these daily newspapers:—

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	29,545	.10	.10
**Allentown Call .....(S)	19,382	.10	.10
††Beaver Falls Tribune ..... .(E)	6,033	.03	.03
††Bloomsburg Press .....(M)	7,400	.029	.029
**Chester Times .....(E)	16,576	.055	.055
††Coatesville Record .....(E)	6,650	.035	.03
**Connellsville Courier .....(E)	6,233	.02	.02
Easton Express .....(E)	22,416	.07	.07
**Erie Times .....(E)	27,456	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
††Hazleton Plain Speaker....(E) ††Hazleton Standard-Sentinel.(M)	19,680	.07	.06
**Mount Carmel Item .....(E)	4,581	.025	.021
**Oil City Derrick .....(M)	6,377	.035	.035
**Pottsville Republican and Morning Paper .....(E&M)	16,109	.08	.07
**Scranton Times .....(E)	43,200	.12	.11
**Sharon Herald .....(E)	7,514	.0285	.0285
Stroudsburg Record (E) Press...(M)	8,078	.045	.045
**Sunbury Daily Item .....(E)	4,564	.025	.021
**Warren Times-Mirror .....(E&M)	8,780	.04	.04
**Washington Observer and Reporter .....(M&E)	17,181	.06	.06
††West Chester Local News .....(E)	11,252	.04	.04
**Wilkes-Barre Times-Leader . (E)	24,374	.08	.06
**Williamsport Sun .....(E)	20,149	.07	.07
††York Dispatch .....(E)	19,139	.05	.05

**A. B. C. Statement, March 31, 1925.

††Government Statement, March 31, 1925.

EDITOR SUSTAINED IN REFUSING TO REVEAL LETTER WRITER'S NAME

Maryland Court Dismisses Case Against Hamilton Owens of Baltimore Evening Sun—Act of 1896 is Cited

A LAW point important to newspapers was decided in favor of the *Baltimore Evening Sun,* published by the A. S. Abell Company, in the Circuit Court of Carroll county at Westminster this week.

The point involved the right of the State's Attorney and the Grand Jury of Carroll county to force Hamilton Owens, editor of the Evening Sun, to disclose the real name of a man who wrote a letter which was published in the paper and which was signed "A Daily Reader." When summoned before the Grand Jury and ordered to disclose the name, Mr. Owens refused to do so and was sustained by the Court. He based his refusal on two grounds:

First a state law which has been on the Maryland books since 1896 providing that no person connected with a newspaper can be compelled to disclose the source of "any news or information procured or obtained by him," that he cannot be compelled to give this "in any legal proceeding or trial or before any committee of the legislature or elsewhere."

Second that a line carried over "The Evening Sun Forum," in which the letters to the editor are printed, makes the statement that, while the writer of every letter must sign his name on it as a matter of good faith, the name will not be published if the writer desires that it be withheld. To give the name would be to break faith with the writer of the letter it was maintained. Mr. Owens was prepared to go to jail if necessary to avoid surrendering the name.

In this letter "A Daily Reader" made some comment on the enforcement of the national liquor laws in the county and said that on a certain day 15 persons were offered intoxicating liquor in a pool room in Westminster.

Theodore F. Brown, the State's Attorney of the county, in prosecuting the effort to force Mr. Owens to surrender the name, made a point of the fact that the letter dealt with law enforcement in the county.

He argued that the letter column of the newspaper did not come under the influence of the act in question, since it had not been procured by any reporter or part of the newsgathering organization of the paper. The "Forum," Mr. Brown maintained, was as separate and apart from the paper as if the matter printed in it had been printed in "a dodger" and distributed by itself.

Mr. Owens was put on the stand and was cross-examined as to whether the paper vouched for the veracity of the statements in the "Forum." Mr. Owens answered that undoubtedly many opinions which did not represent the opinions of the paper itself were expressed in all its columns. He was asked if a letter would be printed if the information contained therein were known to be false. He answered that of course that would not be done. The witness explained that such letters would be destroyed, said that a large percentage of the letters received each day were destroyed, that they were examined carefully as they reached the office by editors of the Evening Sun.

Charles McHenry Howard of the Baltimore law firm of Baetjer, Venable and Howard, defended Mr. Owens on the ground that the act of 1896 did unquestionably apply in this case, since the letter did constitute information received by one connected with the newspaper. He called the attention of the court to the fact that in Maryland and in other states a husband can not be compelled to testify against his wife nor a wife compelled to testify against her husband, to the fact that communications between lawyer and client are confidential. He said that in some states this principle had been extended to include the communications between physician and patient and between man or woman and his or her religious adviser.

To retain the validity of this law bearing on newspapers was extremely important in a Republican form of government, said Mr. Howard. He even argued that, with the development of civilization and the growth of large cities it would be difficult to continue such a form of government without this freedom of the press. The complexities of living in large communities made it difficult, he said for the great body of people to know of abuses in their government except through the press. Persons who had possession of information telling of such abuses would refrain from giving such information if they could be held individually accountable for what they said.

Mr. Howard asked State's Attorney Brown if, in maintaining that "The Forum" or letter column were as completely apart from the paper as if it were printed in a separate form, he also held that the newspaper was not responsible for the statements made in the letter column. Mr. Brown answered that he did take the ground that the paper was not responsible.

Mr. Howard, addressing the court, said the law had not been successfully challenged in the period of almost 30 years in which it had been on the Maryland statute books.

Judges F. Neal Parke and William Forsythe, Jr., sat in the case. In delivering the opinion, Judge Parke said:

"So far as the constitutionality of this question is concerned, it has been before us for a great number of years and has never been attacked as far as the court knows and it is disposed to pass that by as not having very much in it. It does seem that when a crime has been committed the hands of the Government should not be arrested in the investigation of that crime and the bringing of the perpetrator to justice. It is not for the court to pass upon the propriety of the newspaper officials in applying the privilege as they are entitled under the law to avail themselves of it if they so elect. . . .

"I suppose it would be extremely difficult for the court to attempt to define what is news as applied to a newspaper. It might be a matter of opinion held by one or more persons or it might be a matter of fact. It more frequently is a matter of fact because facts are generally of more interest than opinions, but certainly from time to time opinions become of news value when they are controversial in their character or affect any question of fact, which is a matter of public discussion or affects some public interest.

"News is comprehensive enough even in the court's judgement to include a section of the newspaper that embraces a statement of facts as of existing conditions with respect to the enforcement of public law. The writer did not express any opinion, but purported to know certain facts. Whether it finds its way into the Forum or whether it finds its way into the news columns, even on a different page, seems to us to be immaterial, because the test of it being news or not being news is the fact that it is published.

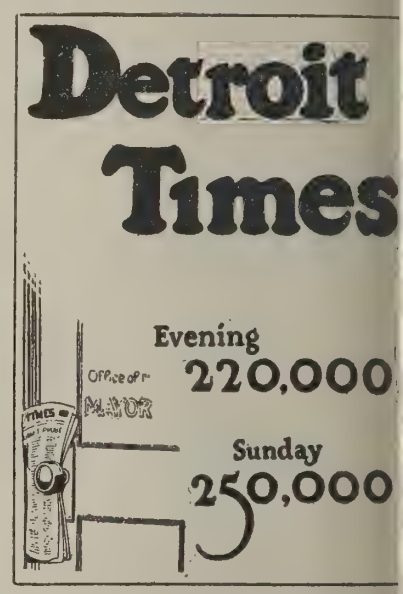
"It is their business to publish what is news, and they may well be credited with such expert knowledge as to give to this letter the *prima-facie* characteristic of news. It was certainly news which engaged the attention of the prosecutor of the county, who naturally and justifiably seeks to find out how the law is being violated; but he is thwarted here by the Legislature, and we cannot see how the official who received this communication for the newspaper can be compelled to disclose it.

"Here in this case it may have been considered by the Legislature that communications of this kind embodied in the public press may lead to the detection of crime and would be valuable to public officials in the discharge of their duties by bringing up matters which fear or desire to retain the good will of others would prevent a man from coming boldly in and stating."

The judge announced that he would dismiss the order on which Mr. Owens had been taken into court. He then ordered that the editor be discharged.

Miller Joins Farmer-Stockman

Ralph Miller, formerly in charge of the media department of the Campbell-Ewald Company at Detroit, on May 1 became advertising manager of the *Oklahoma Farmer-Stockman.* Mr. Miller succeeds Edgar T. Bell as advertising manager of the *Farmer-Stockman.* Mr. Bell will devote his entire attention to his work as business manager of the Oklahoma Publishing Company, publishers of the *Oklahoma City Daily Oklahoman and Times* and the *Oklahoma Farmer-Stockman.*



In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Service *that* Succeeds
Backed by the largest evening circulation in America, the New York Evening Journal's Merchandising Service Department has had a record of more spectacular and profitable campaigns for advertisers than any other Service Department in the country.
450 SUCCESSES
NEW YORK JOURNAL
America's Greatest Evening Newspaper

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

HELLMANN'S MAYONNAIS
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMIT
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los An

NEW ENGLAND

LEADS AGAIN

New England leads in many fields of enterprise as can be clearly seen by the remarkable showing made by New England Railroads during the first twelve weeks of the present year.

New England Railroads lead in the number of cars loaded.

The standing of the railroads is indicative of the general conditions existing in a territory. Busy railroads mean busy factories—busy factories mean busy people—busy people have money to spend.

Every enterprising National Advertiser is seeking the market that has *money to spend*—else his advertisements are as seed thrown upon rocky soil. Make your advertising expenditures pay princely dividends—by investing your money in space in this list of dailies that reach the people with money to spend.

"We Are at Your Service"

		Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356				
*Attleboro Sun	(E)	5,628	.0275	.0175
**Boston Globe	(M&E)	284,601	.50	.50
**Boston Globe	(S)	331,221	.55	.55
**Boston Transcript	(E)	34,563	.20	.20
*Boston Post	(M)	371,124	.60	.60
*Boston Post	(S)	351,527	.55	.55
**Fall River Herald	(E)	15,972	.05	.05
**Fitchburg Sentinel	(E)	11,702	.055	.045
*Haverhill Gazette	(E)	15,400	.065	.05
††Lynn Item	(E)	16,640	.06	.045
††Lowell Courier-Citizen and Evening Leader	(M&E)	21,207	.06	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10
*New Bedford Sunday Standard	(S)	26,944	.10	.10
**North Adams Transcript	(E)	9,691	.04	.035
**Salem News	(E)	21,325	.08	.07
**Taunton Gazette	(E)	8,895	.045	.03
**Worcester Telegram-Gazette	(M&E)	91,177	.26	.23
**Worcester Sunday Telegram	(S)	51,784	.19	.16
MAINE—Population, 768,014				
*Augusta Kennebec Journal	(M)	11,264	.05	.05
††Bangor Daily Commercial	(E)	23,162	.06	.05
**Portland Express	(E)	29,548	.10	.07
**Portland Telegram (Sunday Edition Express)	(S)	28,977	.10	.07
NEW HAMPSHIRE—Population, 443,683				
**Concord Monitor-Patriot	(E)	5,258	.0375	.025
††Keene Sentinel	(E)	3,773	.036	.023
**Manchester Union Leader	(M&E)	29,692	.13	.10
RHODE ISLAND—Population, 604,397				
††Newport Daily News	(E)	6,273	.0336	.0296
††Pawtucket Times	(E)	26,921	.07	.07
††Providence Bulletin	(E)	66,674	.17	(B).23
††Providence Journal	(M)	35,668	.10	(B).23
††Providence Journal	(S)	63,549	.15	.15
**Providence News	(E)	27,006	.07	.07
††Providence Tribune	(E)	23,211	.10	.09
**Westerly Sun	(E&S)	4,657	.025	.025
**Woonsocket Call	(E)	14,075	.05	.05
VERMONT—Population, 352,428				
**Barre Times	(E)	7,121	.03	.025
††Bennington Banner	(E)	3,104	.0125	.0125
**Burlington Free Press	(M)	13,157	.05	.05
**Rutland Herald	(M)	10,878	.04	.04
**St. Johnsbury Caledonian-Record	(E)	4,046	.0214	.015
CONNECTICUT—Population, 1,380,631				
**Bridgeport Post-Telegram	(E&M)	44,381	.15	.15
**Bridgeport Post	(S)	20,910	.10	.10
**Hartford Courant	(M)	32,459	.08	.08
**Hartford Courant	(S)	52,769	.11	.11
††Hartford Times	(E)	49,566	.12	.12
**Meriden Record	(M)	7,506	.045	.03
**Middletown Press	(E)	8,239	.0325	.025
††New Haven Register	(E&S)	43,196	.12	.11
**New London Day	(E)	11,761	.06	.045
††Norwich Bulletin	(M)	12,592	.07	.05
**Norwalk Hour	(E)	6,073	.04	.04
†South Norwalk Sentinel	(E)	4,415	.025	.025
*Stamford Advocate	(E)	9,774	.05	.04
**Waterbury Republican American	(M&E)	23,467	.08	.08
**Waterbury Republican	(S)	15,073	.08	.08

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925.
*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.
(B) Combination rate Daily Journal and Eve. Bulletin.

PUBLIC'S OPINION ON CRIME NEWS SOUGHT

U. of Oregon School of Journalism Sending Out Questionnaires to 250 Representative Newspaper Readers

American newspapers are tending toward a more moderate handling of crime news, in the opinion of Eric W. Allen, dean of the department of journalism of the University of Oregon. Dean Allen, who has been making a study of the subject, says that there is a leaning toward the suppression of sordid crime details, such as have often stirred up public criticism.

"Crime news is not of social importance," Dean Allen said. "A large amount of space devoted to it is not socially advantageous. Such news makes a depressing newspaper and it gives a distorted view of a rather well advanced civilization. News of crime is monotonous, for the events chronicled have been happening for thousands of years."

A survey to get public opinion on the same subject is being made by the Oregon institution. A questionnaire, covering all angles of the subject, has been compiled and distributed to 250 newspaper readers, representing the widest possible range of professions, occupations and diverse types of minds. An analysis will be made later of the answers to the questionnaire, which reads:

Do you believe that the newspapers ought (a) to give considerable prominence to news of crime and punishment with a view to the deterrent effect of publicity, or ought they (b) to give very little prominence to such news on the theory that prominent crime news increases crime?

Whatever your belief on the first question, do you yourself read the crime news with interest? Which do you actually prefer to read, a paper like the *Christian Science Monitor*, which virtually ignores crime news, or a paper like the *Chicago Tribune*, which gives crime news emphatic display?

Apart from your own personal preferences, what preferences have you actually observed on the part of friends, associates and persons with whom you come in contact? In other words, do you believe your degree of interest in crime news is a representative one, or do you stand in a minority on this matter? How does the general public feel about crime news?

Do you want reports of crime suppressed in the papers you read?

Do you approve of the way crime news is handled by the papers?

Do you want reports of any types of crimes suppressed? Which ones?

Do you want classes of individuals protected in crime stories? If so, who?

Do you believe the publication of crime news, with proper handling of details and reports of convictions, tends to deter crime, or to raise moral standards? Does it deter prospective criminals?

Do you believe the publication of crime news, with proper handling of details and reports of conviction, tends to encourage crime, or to lower moral standards?

Do you believe the sensational paper's method of handling crime news tends to encourage or to discourage crime?

Do you believe it possible to report crime news in such a way as not to encourage acts on the part of certain types of readers?

Do you believe that the evil of whatever encouragement there may be to crime in the publication of crime news is counterbalanced by the good to society resulting from a full knowledge of the state of law enforcement as shown by publication of the news of crimes?

Do you believe that the bare essentials of crimes should be reported in the papers, without special effort to make this news attractive to the readers?

Where, in your opinion, should the line be drawn between crime news that should be printed and crime news that should be suppressed?

Do you believe that the publication of illustrations (halftones of men and women prominent in the case) in connection with crime has the effect of encouraging or lowering moral standards?

CINCINNATI DAILY TO BUILD

Plans for $3,000,000 Plant for Enquirer Approved

In a ten line Washington despatch under a one line head, the *Cincinnati Enquirer* announced the prospective erection of a 14-story building on the site of the present Enquirer plant on Vine street this week. The cost of the building is to be $3,000,000 and construction will commence about May 15 to 20 it is said.

The contract has been let to a Detroit firm of contractors and all plans have been approved by the court at Washington.

Edward B. McLean, owner of the Enquirer made a statement at Washington, D. C., that he had been contemplating the erection of a new building for some time. He said that the decision to build at once followed a conference with William F. Wiley, general manager of the Enquirer. The annoucement in the Enquirer modestly said that the District of Columbia Supreme Court had issued an order authorizing the American Security & Trust Company and Edward B. McLean, as trustee of the estate of John R. McLean to finance the construction of the building at a cost of $3,000,000.

The new building will occupy about 150-feet of frontage on Vine street and run back to College alley. The lower floors of the building will be used as a newspaper plant and the upper floors made available for lease to professional and business men. It is expected that the building will be completed by next winter and the regular editions of the Enquirer will be issued daily without interference by the construction of the new building.

"LIFER" FILES LIBEL SUIT

Prisoner Asks $5,000 Damages for Letter Printed by Daily

Suit for $5,000 against Alice Stone Blackwell, noted Boston woman suffrage leader, has been filed in Suffolk, Mass., county superior court by Jesse Pomeroy, "lifer," serving time in Massachusetts state prison, charging libel, as the result of a letter written by Miss Blackwell and printed in the *Boston Herald* March 23. Pomeroy has claimed the privilege of a trial by jury, and if it is granted it will be the first time he will have been outside the prison walls since he entered 50 years ago.

The letter in question told of the report that a kitten had been placed in Pomeroy's cell at one time, and that the prisoner had skinned the pet.

Recently a movement was started to pardon Pomeroy and the letter was written by Miss Blackwell in opposition to this.

Billboard Tax Bill Fails

An effort to place a state tax of five cents per square foot on advertising billboards failed to gain support at the recent session of the Michigan legislature.

NEW FRAUD-AD. ACT PASSED IN MICHIGAN

Makes Violator Liable to Jail Sentence of Ninety Days and Fine of $100—Old Law Being Tested

(*Special to* Editor & Publisher)

Lansing, Mich., May 11.—Conviction on a charge of violating the Michigan law against false and misleading advertising will lay the violator open to a jail sentence in the near future as the result of the passage at the legislative session just ended of a bill introduced by Rep. William B. Campbell, changing the old law.

Under the Campbell act, the judge may sentence a false advertiser to pay a fine of not more than $100 or to serve up to 90 days in the county jail or to suffer both penalties. The new measure in other respects is almost identical with the old law which has lately been invoked in a number of cases brought by advertising clubs throughout the state.

Prospect of a review of the law before the supreme court is seen in a recent decision by Judge Fred W. Brennan of the Genesee circuit court who, in reversing the decision of a lower court, declared the present Michigan act unconstitutional and insufficient. The judge said that the people might well appeal to the supreme court in the case in question in order to obtain a final decision in the matter. As far as can be learned here, however, an appeal has not yet been taken by the Genesee prosecutor.

The case which brought about the adverse decision was that in which Joseph Block, a Flint jeweler, was accused by the local advertising club of violating the law through displaying articles in his windows with placards attached which declared deposits had been paid on them but they had not been called for by purchasers. Four cards were chose examples by the advertising club w started proceedings and only one could be found. Block was convicte justice court and fined $50 but he appe to the circuit court where his convi was set aside by Judge Brennan.

It is said that the present Mich act is the same as that in use in a ber of other states where it is consid a model piece of anti-fraud legislati

Editor Donates Historical Tabl

C. E. Broughton, editor of the *She gan* (Wis.) *Press*, has offered to pr to each locality in his county a t suitably inscribed, to be placed marker of some historical event pr ing the spot be beautified and that s children participate in the unveiling gram. An elimination of unsightly in the county and an understandin the children of the county's histor aimed at in the editor's project.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

America's most complete newspaper
The New York Herald Tribune

We have 4 times as many clients as we had 4 years ago this month.
THE BASIL L. SMITH SYSTEM, Inc
International Classified Advertising Counsellors
Packard Building, Philadelphi

It covers an ideal test market used by
National Advertisers
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

RIVALS THE BEST · NORRISTOWN · SURPASSES THE REST
the largest borough in the U. S., is in the midst of the greatest building boom and public improvement era in its history.
98.2%
of its homes are covered by
Norristown Times Herald
Montgomery County's Great Home Newspaper.

Beaumont and 20 mile area
Population over 150,000
Ranks in importance to the other four large Texas markets. Sales managers cannot cover Texas with only four papers.
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
cover the Fifth Market in Texas and the Third Market in Louisiana.
"Ask Beckwith—He Knows"

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

IAND'S WEST BADEN IOGRAM COMPLETED

nor Jackson of Indiana, Guest of Honor and Chief Speaker at Opening Session of Six Day Meet

complete program for the spring ng of the Inland Daily Press Asso-n, to be held at West Baden, Ind., 21-27 was announced this week by . Tufford, secretary.

ollows:

URSDAY, May 21. Arrive. Regis-n, assignment to rooms. Luncheon on. Dinner at 6:30. Hon. Ed. on, governor of Indiana, will be the of honor and speaker of the evening.

DAY, May 22. 10:00 A. M. to 12:30. ss by Hon. Urey Woodson on al Rates." Address, "Laws Affect-ewspapers," Hon. Fred E. Shorte-Secretary of State of Indiana. ss "Community Stunts" by Fred r of the *Cape Girardeau Southeast urian.* Luncheon. Sports. Even-Dinner 6:30. Address by the Hon. Shields of Seymour, Indiana ham Lincoln". Dancing.

URDAY, May 23. Advertising mat-e program to be arranged by Frank arroll of the *Indianapolis News.* orning meeting will be a symposium free exchange of views can be by members on the subjects of ad-ng. Afternoon sports. Evening, ing dinner at 6:30, the Hon. A. J. idge ex-United States Senator of a will speak on "Incidents gathered Twelve Years in the U. S. Senate."

NDAY, May 24. 11:00 A. M. Ser-n the hotel by Dr. Wm. L. Bryan, ent of the University of Indiana. from the Union Glee Club of the rsity. Luncheon. Sunday after-concert and reading program. r at 6:30. At 7:30 there will be a tic service with an address, "Our n's Defense", by Professor Paul tt of the University of Indiana, music by the Glee Club. Dean r Williams of School of Journalism, bia, Missouri, will be present and an address on "Ideals of the alist."

NDAY, May 25. 10:00 A. M. Sym-on on state press associations con-by H. L. Williamson, secretary of linois State Press Association, and of the *United States Publisher,* ate printer of Illinois. Luncheon. 6:30 dinner. The Hon. Will H. will be guest of honor and deliver dress on "New Attitudes of Service Motion Picture Industry".

SDAY, May 26. Morning session will be three sectional meetings ar-gl on the basis of circulation of l newspapers. One group will be ose of a circulation of 5,000 and another group 5,000 to 10,000 and ird group those with circulation of and above. Each sectional meeting e held in a separate room and will nducted by some member selected will preside at the meeting and en-to make it lively and interesting. will be round table discussion of newspaper problems. Luncheon. Dinner. Tuesday evening the s of honor will be some important speaker selected by the *Cleveland Dealer.*

DNESDAY, May 27. Morning meeting a symposium on business management of a daily newspaper conducted by S. E. Thomason, general manager of the *Chicago Tribune,* and president of the A. N. P. A. Luncheon. Sports. At dinner Wednesday evening the guest of honor and speaker will be some outstanding character selected by Hopewell Rogers of the *Chicago News,* also of the Inland Association.

EDITION TIME CHANGE EFFECTED IN BUFFALO

Agreement Between Local Dailies Governing Publication and Distribution Terminated—New Schedules in Operation

An agreement of several decades' duration governing edition releases of Buffalo newspapers and otherwise restricting publication was terminated this week. The *Buffalo Evening News* on Monday began the publication and distribution of its editions on a new schedule and automatically brought to an end the agreement, which had existed by the common consent of the publishers of that city.

The old arrangement provided for the release of editions of afternoon dailies at 11:30, 2:30 and 4:30 o'clock and provided that no front page changes should be made in any edition placed on sale at 4:30 o'clock or later. This arrangement resulted in the unusual spectacle of fleets of trucks filled with papers being held at the press rooms of Buffalo newspapers until the hour of release. It often happened that some of the trucks were thus held for 30 minutes after full.

The Evening News made a city wide survey at principal traffic points to determine the hour at which traffic was greatest and is basing its new press time schedule on this survey. An edition of the News carrying the full closing prices of the New York Stock Exchange now leaves the press room at 3:25 and another with full bond and curb quotations at 3:45.

Both the Evening News and the *Buffalo Times* simultaneously began publication of a late sports extra, on the streets at 7 o'clock. The *Buffalo Star* began releasing its first edition before 11 o'clock.

In commenting on the departure from the old customs M. A. Rose, managing editor of the Evening News, said:

"We believe a publisher should not dictate to the public at what hour it should purchase its newspapers. Consequently we have rearranged our editions so as to leave them on sale at times when they are in demand. It is now possible for us to have at every principal transfer point in Buffalo a complete stock edition at 4 o'clock, an hour earlier than they were available under the former plan. We shall be governed in the future publication of our editions solely by the Associated Press regulations."

The old final edition of the News is now split, the first run being called the Stocks and the second the Complete Financial. In addition the Sports and a Mail edition, published at 8:30, are being sold.

YELVERTON JOINS HOOVER

Former Consolidated Press Executive Now With Commerce Dept.

William E. Yelverton, formerly of the Consolidated Press Association, has joined the staff of Herbert Hoover, Secretary of Commerce. Mr. Yelverton will devote himself especially to the development of the program for better wood utilization as a measure of conservation of our forest resources.

Mr. Yelverton was at different times superintendent of three divisions of the Consolidated Press in Washington, Chicago and New York, having joined that organization shortly after it was formed. Before that he was manager of the Harris-Ewing Photographic News Service, and prior to that was a Washington correspondent for southern newspapers.

Daily Backs Model Yacht Race

A miniature yacht race, for two years a successful stunt backed by the *Los Angeles Evening Herald,* will be held this year June 20. The race is held for boys under 20 with model sailing craft they have built themselves. The daily gains the interest of boy readers by publication of plans for the boat building, and by prizes offered to winners of the regatta.

Buys Into Cherokee Papers

J. M. McKiddy, managing editor of the *Enid* (Okla.) *Daily News* and editor of the *Enid Eagle,* has purchased an interest in the Cherokee Publishing Company and will become managing editor of the *Cherokee* (Okla.) *Messenger* and *Republican.*

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

n organization specializing solely newspaper building design, manacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

est 42d Street . New York

Pittsburgh Chronicle Telegraph

"The Paper that Goes Home"

is read in nearly all worth-while homes in Pittsburgh

Member A B C

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.

NATIONAL REPRESENTATIVES:

E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

A Dependable Means of Increasing Classified Lineage

Write for Particulars

Associated Editors, Inc.
440 S. Dearborn St., Chicago

first in KENTUCKY in CIRCULATION ADVERTISING PRESTIGE

The Courier-Journal
THE LOUISVILLE TIMES
The BIG SUNDAY
Courier - Journal
Represented Nationally by
The S. C. Beckwith Special Agency

Permanent roads are a good investment —not an expense

Now Is the Ideal Time to Build More Paved Highways

There is not a single community in the United States that does not need a greater mileage of permanently paved roads.

More than 17,000,000 motor vehicles are now using our highways for business and pleasure. They are packing the paved roads in already congested areas, as well as over-running regions until recently considered remote. And they are pounding to pieces all but permanent roads.

Even though a number of states have made good progress in building Concrete Roads, their present permanently improved mileage is entirely inadequate, as every motorist knows.

Meantime, while the building of permanent highways lags, the production of motor vehicles is at the rate of 4,000,000 a year!

Sooner or later this gap must be closed. Why wait?

Not in a long time have general conditions been so favorable for carrying on such public works as permanent highway building, thus assuring tax payers more for their money.

Now is the ideal time to extend both street and road programs!

PORTLAND CEMENT ASSOCIATION
111 West Washington St.
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 30 CITIES

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising.
Classified; experienced inside man; thoroughly experienced; enthusiastic; industrious; capable; familiar with rates; presently connected with large daily; no soliciting; salary $35 weekly. Also experienced reporter. C-985, Editor & Publisher.

Advertising Manager.
A thoroughly experienced newspaper executive will be available about June 1st. Seventeen years' experience in cities up to a million population. I want to connect with a publisher who is convinced that he is not getting the maximum lineage in local, national and classified advertising and is looking for the right man to put it over. I have an enviable record for results. Desire a permanent connection where my ability will be recognized. Would consider business managership or place as combination advertising and business manager. For full details, address Box C-983, Editor & Publisher.

All-Around Newspaperman.
Consider me as feature, sports, telegraph or Sunday editor, advertisement or editorial writer. Varied experience as newspaper, syndicate and magazine writer. 130 periodicals, many national, have used my stories and illustrated (own photos) articles. Successful now; want less writing and more editing or managing, also to smell printer's ink again. 35, unmarried, versatile; evening paper preferred. C. S. Lowden, Fountaintown, Indiana.

Business Manager.
Builder of advertising and circulation, wants connection with daily in city about ten to fifteen thousand population. No objection to run-down paper. Might consider small investment. Address Box A-503, care Editor & Publisher.

Business Manager—Advertising Manager.
Or Both Business and Advertising Manager working together want positions on paper of from 10 to about 30 thousand circulation with publisher who wants production and real business increases and promotion. Both experienced men, both married, both with clean records and first class references. Available immediately but don't write unless you want your paper built and built fast and right. On larger paper would consider advertising management and head solicitor's positions. Want good salaries but will prove worth in thirty days. At present employed but can show excellent reasons for wanting to move, though books show gain here of over $30,000 in nine months. If you want action address Box C-988, Editor & Publisher.

Cartoonist.
Wishes change; can produce cartoons with punch; work reproduced; samples and qualifications gladly furnished. Box C-986, Editor & Publisher.

Circulation Manager.
A capable, efficient producer, organizer, and systemizer, with excellent records of successful results obtained. Best of references. Age 47. Member I. C. M. A. Available for immediate connection. C-984, Editor & Publisher.

Composing Room Foreman.
Desires connection where unusually low production costs are expected; can also assume responsibility for other mechanical operations. C-992, Editor & Publisher.

Composing Room Superintendent.
With credentials showing his ability to operate composing rooms more efficient and economical desires to do the same for others. C-993, Editor & Publisher.

Circulation Manager.
Efficient and energetic young man, now employed as assistant manager, with seven years of working experience in every angle of circulation work. Thoroughly understands delivery, promotion, Branch systems, A B C requirements, mail room and distribution from actual experience. Knows how to handle boys to great advantage. Mr. Publisher, if you are looking for such a man answer to box C-997, Editor & Publisher.

Classified Manager
with unusual record and proven method of developing classified. Several years experience on two of New York State's foremost publications as assistant and executive. Past year classified manager, eastern daily, second paper. Shown 94½% increase against keen competition. Can organize sales force. Adapted in writing promotional copy that brings results. Knows how to manage Accounting and Collection Departments. Box A-502, Editor and Publisher.

Situations Wanted

Desk Expert.
Copy desk expert or rewrite man available for summer as vacation supply. C-953, Editor & Publisher.

Editor.
Now employed, seeks change to afternoon daily. Seven years' experience in all branches of editorial work. University graduate; linguist. Thirty-one years old; married; three children. Available immediately. Address Box A-501, Editor & Publisher.

Editor
of daily and Sunday morning paper in east seeks connection with afternoon publication. College and university education, married, 6 years in present position; 34 years old. C-959, Editor & Publisher.

Lady Society Editor Wants
position with growing newspaper or magazine. Several years' experience. Best references. Reasonable salary. Will go anywhere but prefer Southern California. Write Society Editor, 1400 Santee St., Los Angeles, Cal.

Mechanical Production Manager.
Will assume entire responsibility for all mechanical operations, labor and production of large publishing organization; 37 years of age, with 20 years of wide and varied experience. C-994, Editor & Publisher.

Mechanical Superintendent.
Press Superintendent wants position on daily newspaper. Practical experience in all mechanical departments. In charge of plant or dept. for the last twenty years. Can give A-1 references. Box C-957, Editor & Publisher.

Newspaper or Advertising Agency.
connection desired by young woman, now employed. Competent to manage national advertising department medium sized newspaper; three years' experience. Box C-977, Editor & Publisher.

Newspaper Man.
Thoroughly trained newspaper man, former Sunday editor, wants position as special feature writer for national magazine. Can do own camera work. Will submit references and samples. Plenty of ideas; single; salary $50. Box C-982, Editor & Publisher.

Proofreader.
seeks position; age 27; five years' experience; college education; energetic, thorough, skillful work. Box C-995, Editor & Publisher.

Publicity Man?
Need copy; I'm looking for an interesting copy or publicity position. Seven years' experience includes publicity, agency and department store work. Available now. A. S., 810 Broad St., Newark, N. J.

Publisher's Right-Hand Man.
First-class advertising copy-writer, layout man, solicitor, correspondent, with good personality and valuable newspaper experience, desires permanent affiliation allowing wider scope for his ability than present connection offers. Accustomed to handling all details of local and national advertising accounts. 36, married, best reference. East or west. Box C-990, Editor & Publisher.

Sports Writer.
With five years' experience. Now sporting editor of evening newspaper with about 20,000 circulation. College graduate, cover baseball, football and other sport events. Feature and syndicate paper. Can start after week's notice. Address Box C-978, Editor & Publisher.

Young Man
of wide business training and experience desires position as auditor, office manager or assistant to business manager, with live organization. Future prospects more important than present salary. Location immaterial. Box C-979, Editor & Publisher.

Young Woman.
Northwestern university journalism school graduate, wants newspaper or magazine work. Reporting and society experience on daily paper. Willing to work. Permanent. C-989, Editor & Publisher.

HELP WANTED

Advertising Man.
Large New England Daily and Sunday newspaper wants live-wire man, with experience to handle Travel, Resort and Hotel advertising. Excellent opening for man experienced in this particular work. Address giving experience, where now employed, salary expected, etc. Box C-987, Editor & Publisher.

Advertising Salesmen.
Miami Tribune desires services of three or four high class advertising salesmen. Prefer married men, between thirty-five and forty-five; must have years of experience and be able to qualify as producers. Give full details first letter, salary desired and when could report. Address Miami Tribune, Miami, Florida.

Help Wanted

Circulation Managers.
Two ambitious circulation managers, must be over 30 years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities of $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, circulation director, Butterick Publishing Company, Butterick Building, New York City.

Circulation Manager.
Evening and Sunday newspaper in Central Western city of 90,000 population wants circulation manager of initiative, force, experience, ability and integrity. Write at once giving on one sheet of paper reference, experience and salary expected. Also send photograph either formal or snapshot. Address Box C-996, Editor & Publisher, Suite 1700 Times Building, New York.

City Editor.
Afternoon daily in N. J. Good salary for right man. Address Box A-500, Editor & Publisher.

Classified Advertising Manager.
Smith System in use. Address Box C-980, Editor & Publisher.

Managing Editor.
for evening paper in city of 100,000. Want a young man with wide experience in news handling and a good judge of editorial men and able to handle editorial men. Must be fast on feet and able to put out a superior newspaper. Want man whose experience has strengthened his idealism rather than shaken it, a man able to see issues clearly and take the side of the masses of the people. Such a man must have a genuine sympathy with the masses and intuitive dislike of dishonesty in public office and find his chief satisfaction in the newspaper handling of such matters. Man need not write editorials but may do so if he has ability. Want a man who can see the heart interest in news and get it together without the sob. For right man have a real opportunity, especially if he desires to settle in attractive city of homes and be a force and personality in the community. Will not consider a man who cannot show a clear record from date of newspaper birth and give references covering his newspaper career. For the right man salary and a stock interest. Address with details, Box C-991, Editor & Publisher.

Syndicate Salesmen.
Salary and commission to man, selling, for prominent syndicate. Opportunity to grow with corporation and become permanently affiliated as sales manager. Giblin Feature Service, Inc., Utica, N. Y.

Syndicate Salesman Wanted.
To sell as sideline until convinced our line warrants entire time. Commission on sale to 75,000 circulation paper is $27 to $243. Other sales in proportion. Box 1363, Washington, D. C.

Wanted.
Syndicate salesman to look into profitable daily or weekly feature as side line; immediate and continuing commissions. Care C-975, Editor & Publisher.

SALES—APPRAISA
Newspaper Propert
You have a newspaper pro which you wish to sell profita
Your newspaper property is making enough money?
You wish to make a sound in ment in a newspaper property
You wish to know the scie value of any newspaper proper
WE HAVE BEEN SUCCESSFULLY GINEERING NEWSPAPER SALES APPRAISALS AND PURCHASES CONSOLIDATIONS FOR THE THIRTY YEARS.
Palmer, DeWitt & Palm
350 MADISON AVENUE, NEW
Telephone: Murray Hill 8237

Successful Performan
This firm has a record of al 15 years of successful performanc the difficult work of
PURCHASE, CONSOLIDATIO SALE AND APPRAISAL
of newspaper and magazine prope throughout the U. S.
HARWELL & CANN
Times Bldg. New Y

WE CONNECT THE WIRES
BUSINESS MANAGER or ASSISTANT AVAILABLE. Fourteen years, New York daily; assistant publisher when management changed. Several years assistant manager of 30,000 daily. Familiar with financial and production methods and all round newspaper practise. Constructive record. Unspoiled by metropolitan salaries; his requirement based upon location and responsibility. Our No. 2525.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MA

Help Wanted

Wanted.
"Classified Telephone Room supervisor on Metropolitan daily. Must be wo perienced in handling large force of gi want a woman who knows how to sell on the phone and can teach others t C-999, Editor & Publisher.

Wanted.
Thoroughly experienced man as assis editor or reporter; must possess som tive ability. Afternoon daily near N City. —Box C-998, Editor & Publish

News Editor
for fast growing Florida newspaper at once, splendid opportunity for fi news writer. Wire or write, Roderic Sebring, Florida. State salary and ex

Wanted.
Somewhere among the readers of th there is a trained solicitor of city c who will listen to the following pr We have a morning newspaper, ci 7,000 daily and 9,000 Sunday in a 25,000 where there is a very conserva ulation almost entirely native Americ estimate there are 1,500 families who able to afford a morning paper, but have to be sold in a high class, manner. Roughnecks would not be gain admittance to the people about are speaking. To such a man we w small drawing account weekly, wh meet his expenses in our town, toge a very liberal commission. We can an attractive selling proposition and glad to go into details with the ri For further information address B care Editor & Publisher.

Your Classified
in
EDITOR & PUBLISH
is read by the man you want to reach

Additional Classified

BUSINESS OPPORTUNITIES

Give You $10,000?
If you have, I can sell you two weekly papers and a fine job plant; doing splendid business and earning handsome dividends. Location, best; field, exclusive; price, including fine real estate, $32,000; cash payment $10,000; balance, easy terms. I can recommend this proposition as being A-1. J. B. Shale, Times Building, New York City, N. Y.

Newspaper Man.
With wide acquaintance can look after the news, advertising and subscription service in Ohio for newspapers and trade publications. Can also handle newspaper features. Address 0981, Editor & Publisher.

Photographic Feature Service.
Opportunity to purchase seventeen-year-old internationally known photographic feature service located in New York City. Three hundred thousand negatives, two million prints, invaluable trade name. Paul Thompson, 38 Park Place, N. Y. C.

Newspaper Equipment.
8-page Angle-bar Duplex, 20-page Goss, 24-page Goss, 32-page Hoe, and a general line of stereotype machinery and assorted equipment. Griffith's Publishers' Exchange, 154 Nassau St., New York City.

For Sale.
Goss Comet press; Model 5, Model K, linotype machines, all with electric motors. Equipment was used by Daily Index-Republican, suspended May 2. Priced for quick sale. H. K. Hubbard & Co., Daily Examiner, Bellefontaine, Ohio.

Printers' Outfitters.
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

...F. AD CLUB ELECTS ...HAL KING PRESIDENT

...ast Manager of E. Katz Special ...gency Wins Spirited Election by 13 Votes—Don Gilman, Named Vice-President

(*By Telegraph to* EDITOR & PUBLISHER)

...SAN FRANCISCO, Cal., May 13.—Hal H. ...ing, Pacific coast manager for the E. ...atz Special Agency, was today elected ...esident of the San Francisco Advertis...g Club, defeating Harry T. Watson, ...acific Coast manager for the Geo. H. ...orrill Printing Ink Company by 13 ...tes.

Don E. Gilman, Pacific coast repre...ntative of the *Christian Science ...onitor* was elected vice-president; W. ...heodore Watson, of the Honig Cooper ...dvertising Agency was elected secretary, ...d Lou E. Townsend, assistant vice-...esident of the United Bank and Trust ...ompany was elected treasurer.

The executive committee elected con...sts of Perry Epstein, advertising man...er, *San Francisco Chronicle;* Dorothea ...ilray, publicity department, Western ...nion Telegraph Company; Hartley ...verett Jackson, of the Metropolitan ...ress; Richard M. Neustadt, manager ...ivision Retail Merchants Association; ...dwin Scott, of Miles & Scott, direct ...ail advertising; Arthur W. Towne, ...dvertising manager of Blake Moffatt & ...owne, paper dealers.

The directors who are "hold overs" are ...iss Georgia Ashford, advertising man...er, City of Paris; Hayden Lothers, of ...thers & Young, commercial photo...aphers; A. E. Lawrence, advertising ...anager, Bass Hueter Paint Company, ...harles H. Wooley, business manager, *...unset Magazine;* Melville A. Creswell, ...hn Breuner Company furniture store.

During the past three weeks the cam...ign has waxed very hot, and King's ...ctory was a decided victory for the ...dvertising men who are actively engaged ...advertising as a means of livelihood. ...Hal King was formerly in Salt Lake ...ity, and is well known along the Pacific ...ast, and his election is indicative of a ...ntinuation of the progressive policy that ...s been so very marked during the ad...inistration of the retiring president, ...hn J. Cuddy, of the Standard Oil ...ompany of California, who made a very ...viable record as the head of the club.

...Coast Daily Claims Lineage Record

"What newspaper on the Pacific Coast ...n beat this record?" was the question ...ked EDITOR & PUBLISHER this week by ...e *Oakland* (Cal.) *Tribune,* which on ...ay 12, published in a 64-page news...per 102,662 agate lines of paid display ...dvertising, and 11,393 of classified, mak...g a total of 114,156. In the East the ...*ew York Evening Journal* recently pub...hed a total of more than 134,000 agate ...es of advertising, and in November ...23, the *St. Louis Post-Dispatch* pub...hed a total of 119,700. EDITOR & ...UBLISHER seeks other record claims.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Wilke's METALS
THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Wisconsin State Journal
Madison, Wis.
We refer you to them for their opinion

QUALITY · NAME · SERVICE · FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE
Conway Bldg.
111 W. Washington St.
CHICAGO

EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.

Opportunity Awaits
You in the
Classified Section of
EDITOR & PUBLISHER
Read it every week and use it to advertise your wants.

Used Newspaper Presses

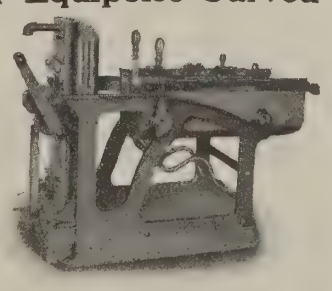
SCOTT	16, 24 and 32 Page Presses.
GOSS	24-Page Press for black or color work.
HOE	Quadruple, Sextuple and Double Sextuple Presses.

Send for list of presses which are available for early delivery.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
441 Monadnock Block CHICAGO
1457 Broadway NEW YORK

FOR SALE
For Immediate Delivery
GOSS HIGH SPEED SEXTUPLE PRESS, WITH COMBINATION THREE COLOR TOP DECK.
GOSS STANDARD SPEED SEXTUPLE PRESS.
BOTH MACHINES FOR 21½" COLUMN, SHEET CUT 22¾", 7/16" PLATE.
THEY HAVE BEEN FACTORY REBUILT AND ARE IN BEST OF CONDITION.
WRITE FOR PRICES
The Goss Printing Press Co.
1535 So. Paulina St., Chicago

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould



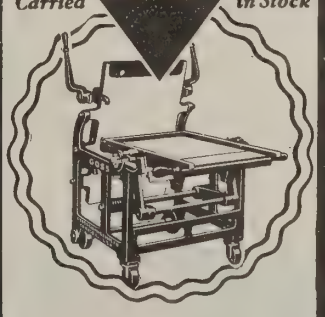
"It is essential to Success to be the first out with the News—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street BOSTON, MASS.

GOSS STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



THE newspaper management that understands the merchandising policy of its advertisers is certain to give maximum results. Know the men and women in local department stores who are buying merchandise and writing advertising copy. Have their full confidence. Gain this by true help and service. It is a policy which does not fail.

HERE is a tip for your circulation department. Have each carrier ascertain, if possible, the new address whenever anyone moves off his route, and to pass this information on to your department together with remarks as to whether the mover is a subscriber, "bad pay," or anything else that might be of advantage to the carrier into whose territory the move is made. It requires little trouble and provides real service.—B. A. T.

What food products are raised or manufactured in your town or immediate vicinity? Get hold of these people and get them to advertise under the heading of "Home Delicacies for Your Pantry." Quite a little advertising can be got from the small food manufacturers and garden men in this manner.—C. E. Pellissier, Boston.

This is the time of the year that furs are stored. Many department stores are putting in new storage plants and offering the plant for inspection for a certain number of days. These same stores also will advertise at this time setting forth the opportunity of having furs altered and repaired at this time. Worth looking up.—G. Smedal.

The *Des Moines Register* recently found a unique way in which to advertise the Nebbs family and the Register. Large capsules were obtained and in them was inserted a "prescription," which advised the reader to "Take every morning before breakfast." The capsules were distributed at civic club lunches, the chamber of commerce and other meetings.—E. R. Appel.

Municipal officials will be elected in many of the larger American cities this month. This means the addition of several thousand lines of business to newspapers that go after that copy. Assign a solicitor to see your city clerk for legal notices pertaining to the elections, especially the list of polling places. Candidates for municipal offices, too, will advertise. They usually contract for large space.—Joseph N. Medresch.

Now is the time of the year to get up a page or pages of advertising devoted to bathing suits and accessories. If your city has a community pool, it might be well to let this center around some activity of the pool, as was done recently in connection with a bathing beauty revue by the *Shreveport* (La.) *Times*. You should be able to get the department stores, clothing stores, and all active retailers of bathing goods to come in on such advertising. If you will arrange for pictures of some of the local girl celebrities in the aquatic art, your page will be more appealing.—A. W. Roe, New Orleans.

Wilmington Publisher Dead

Alfred R. Saylor, publisher of the *Wilmington* (Del.) *Labor Herald*, is dead at the age of 72. Death occurred in a Baltimore hospital, following a comparatively brief illness. A native of Pennsylvania, Mr. Saylor went to Wilmington about 30 years ago, as an advocate of the Single Tax, shortly thereafter establishing in Wilmington a weekly called *Justice*, printed in the interest of the Single Tax. When Justice ceased publication Mr. Saylor established the Labor Herald, which became the official paper of the Central Labor Union and affiliated bodies of Wilmington. Its publication is being continued by two of Mr. Saylor's sons, John C. Saylor, secretary of the Central Labor Union, editor, and Charles P. Saylor, business manager.

County Aiding Advertising Drive

The Octonto, Wis., county board has appropriated $1,000 to aid in a campaign to advertise the agricultural and recreational resources of the county providing that $6,000 be raised by Octonto business men.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

WHILE there is more or less agitation by women for the retention of their maiden names even though married, it may be found interesting to obtain opinions of local persons, both men and women, on the subject. The government does not recognize the maiden name of a married woman, but a little matter like the law can be overcome, some women hold. There is plenty of discussion rooted in this topic.—A. C. Regli, Eau Claire, Wis.

A reporter on the *Albany* (N. Y.) *Evening News*, having found that the equestrian statue of Gen. Phil Sheridan was slipping off its pedestal, has written a series of highly entertaining stories about the sayings and doings of the General's Club, supposedly of Civil War veterans, who at frequent intervals measure the distance that Sheridan's restive charger has gone toward eventual freedom and strive to compute the date when his next "ride" will begin. The idea is capable of local adaption and treated in the same original fashion, should make a hit anywhere. A cartoon is used to give added effectiveness as a feature.—A. S. B.

There is one United States Court that is little known to the general public and has a wealth of real news interest. It is the Customs Court where no person ever goes on trial, no jury is ever called and yet millions of dollars are often involved in its decisions. Such questions as: Is a lamb a sheep? When is an antique an antique? What is a toy? have to be answered and they are not as easy as they sound. Here is a chance for a story giving real information with a little touch of humor as well. Illustrations of such a court in action will help the story.—E. E. Pellissier, Boston, Mass.

A La Crosse, Wis., clothing firm recently received a letter and check for $45 from a man who said that 40 years ago, when he was a boy, he stole a pair of gloves, selling for $1, from the store. The check was to "make good" the loss. Practically every store manager has a story of this kind to relate. The conscience of persons who committed a misdeed many years ago moves them to pay for the theft in liberal amount. A number of lively human interest tales could be worked up by a reporter who will call around on a few store proprietors—A. C. Regli.

In every city, from the smallest to the largest, it is possible to find a large number of business houses being conducted by women. The *Fall River Globe* makes capital of this and is running a section headed "Successful Business Women of Fall River." It is surprising the number of different places being presided over by women, as we have found most every line from hemstitching to printing plants, under their direct control.—Fred J. Tarney, Fall River, Mass.



GUS and GUSSIE
By JACK LAIT

Great new daily comic strip will amuse millions. Don't watch it grow—*grow with it!*

KING FEATURES SYNDICATE, Inc.
241 W. 58th St. New York City

By
Alma and Paul Ellerbe
Writers for
"Century," "Collier's" "Sunset," etc.
Nine Illustrated Stories
of
Love and Adventure
for
Weekly Release
Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

FLASHLIGHTS OF FAMOUS PEOPLE

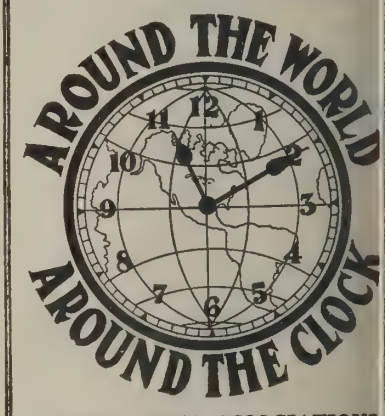
Pictorial Celebrity a Day Series

Gives your readers a "Face to Face" with over three hundred folk who are doing things worth while.

A Business Builder For Your Paper

Joe Mitchell Chapple
THE ATTIC
WALDORF-ASTORIA, NEW YORK

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

A Word of Four Letters Meaning

WEALTH

For NEW YORK STATE

NEW YORK—FIRST IN M-I-L-K PRODUCTION

New York State's dairy revenue is about $200,000,000 yearly. It produces most of the powdered cream, half of the powdered M-I-L-K and a quarter of the condensed and evaporated M-I-L-K in the United States. In New York State there are 1,678,000 dairy cows, of which 250,000 are under two years old. The average production of M-I-L-K per cow in a year is slightly over 5,000 pounds. The total yearly production of M-I-L-K is in excess of 7,173,000,000 pounds, of which about 6,148,000,000 pounds are sold.

Of the 190,000 farms in New York State, only 16% are without cows, 31% have only two cows apiece, while the remaining are classed as commercial dairies.

It is estimated that the farmers of the State receive annually about $104,000,000 for M-I-L-K and cream delivered at the plants, $19,000,000 for that delivered to dealers, and $6,000,000 for home-made butter.

The dairy plants, in turn, sold M-I-L-K products valued at wholesale at $169,000,000.

A territory that produces like this can consume equally well. This list of daily newspapers cover the state and produce results. Use them for results.

M-I-L-K PRODUCTION MEANS WEALTH IN NEW YORK STATE

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	27,331	.08	.08
**Albany Knickerbocker Press (M)	32,519	.10	.10
**Albany Knickerbocker Press (S)	57,395	.14	.14
**Amsterdam Recorder-Democrat (E)	7,788	.04	.04
††Auburn Citizen (E)	6,158	.065	.055
*Batavia Daily News (E)	8,737	.04	.04
**Binghamton Press (E)	34,017	.09	.09
**Brooklyn Daily Eagle (E)	70,957	.22	.22
**Brooklyn Daily Eagle (S)	81,537	.22	.22
*Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
*Buffalo Courier (S)	118,603	.25	.22
†Buffalo Evening News (E)	125,618	.25	.25
**Buffalo Evening Times (E)	97,406	.21	.21
**Buffalo Sunday Times (S)	103,424	.21	.21
††Buffalo Express (M)	48,437	.14	.12
††Buffalo Express (S)	58,086	.18	.14
**Corning Evening Leader (E)	9,125	.055	.05
*Elmira Star-Gazette Advertiser (E&M)	33,102	.11	.11
*Geneva Daily Times (E)	5,004	.04	.04
**Gloversville Leader Republican (E)	7,022	.035	.035
**Ithaca Journal-News (E)	7,452	.05	.05
*Jamestown Morning Post (M)	11,112	.04	.035
*Middletown Times-Press (E)	6,714	.03	.03
**Mount Vernon Daily Argus (E)	9,830	.05	.05
*Newburgh Daily News (E)	11,903	.06	.06
*New Rochelle Standard-Star (E)	3,084	.04	.04
**The Sun, New York (E)	247,370	.60	.56
**New York Times (M)	352,882	.75	.735
**New York Times (S)	598,244	.90	.882
*New York Herald-Tribune (M)	275,312	.594	.576
*New York Herald-Tribune (S)	330,504	.6435	.624
†New York World (M)	378,807	.595	.58
†New York World (S)	558,779	.595	.58
†New York Evening World (E)	314,489	.595	.58
**Niagara Falls Gazette (E)	19,359	.06	.06
**Port Chester Item (E)	4,800	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,335	.05	.05
**Rochester Times-Union (E)	69,349	.21	.20
**Syracuse Journal (E)	42,757	.14	.14
**Troy Record (M&E)	22,653	.06	.06

** A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.
* A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

The New York Telegram
***and* EVENING MAIL**
73 Dey Street, New York

May 16, 1925.

Dear Mr. Advertiser:

I hope that you are watching with a degree of interest some of the things we are trying to do here on the Telegram-Mail.

We are trying, for instance, to give this paper a very strong home flavor. The great care and thought given each day to our Women's Pages, to our Home and Garden features, to our special articles by noted women writers, must of necessity have made some impress on you.

And the same thoughtful attention to the things in which men are interested can not wholly have escaped you. Our Market and Financial reports and news, our dramatic and musical criticisms, our editorial discussions of timely topics, our various special articles and our sporting pages, a great deal of careful thinking and planning has been builded into them.

We are trying to make the Telegram-Mail a family newspaper for those who wish to keep abreast of the day's news and at the same time have an hour's pleasant reading.

One of the pleasantest things in life is to watch a worth-while thing grow.

Yours very truly,

Publisher
The Telegram-Mail

THIS ISSUE:—LIFE STORY OF C. K. WOODBRIDGE

EDITOR & PUBLISHER

1884 *The Newspaper Advocate* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

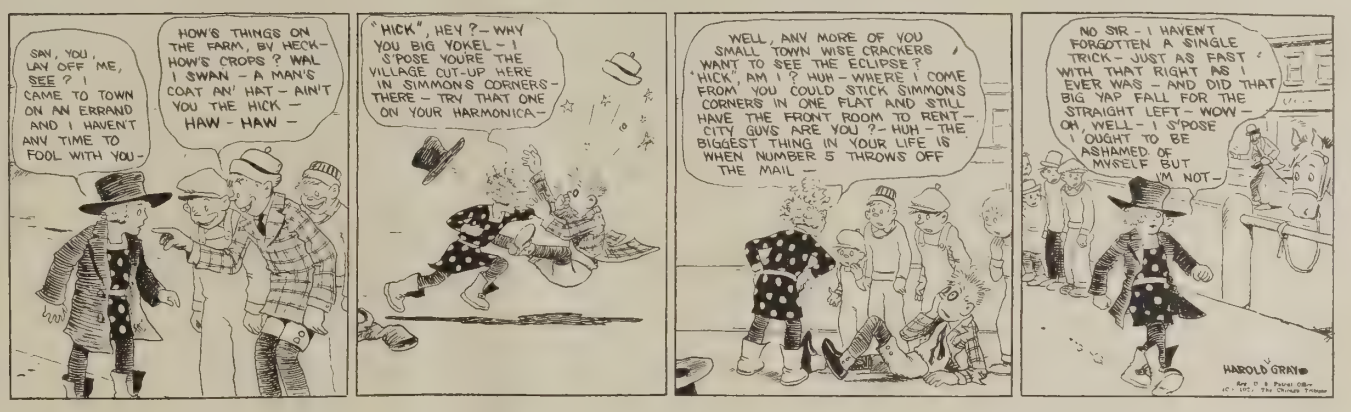
Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Issued Every Saturday.

Vol. 57. No. 52 | NEW YORK, MAY 23, 1925 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

Chicago Tribune FEATURES

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words
BLACK & WHITE
Strips
The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
THE PIXEYS
Two color comic by William Donahey
MOON MULLINS
By Willard
LITTLE ORPHAN ANNIE
Daily Strip and Sunday Page
By Harold Gray
GOOP ETIQUETTE
By Gelett Burgess
W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half Page by Sals Bostwick
CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams
H. L. MENCKEN
Weekly Literary Letter
Roxy Radio Column
BURNS MANTLE
Weekly New York Theatre letter
WEEKLY ILLUSTRATED
CHILDREN'S STORY
Raymond Kelly
DR. EVANS
The first and best of newspaper Medical Writers
WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough
SENTENCE SERMONS
Roy L. Smith
Daily and Sunday
CROSS WORD PUZZLES
Daily and Sunday
DAILY TRUE LOVE STORY
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.
PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and the New York Daily News
25 Park Place, New York

LEASED WIRE SERVICE
Foreign—National—Local
Telepix



Letters from readers testify to the popularity of *"Little Orphan Annie"*

How They Like It . . . . . !

Jersey City:—I just had to write in regard to Little Orphan Annie. My little brothers like the strip very much and I myself turn to it the first thing whenever I get the paper. The boys do not want to see her leave the farm. It is so interesting. The scenes are so realistic it is really an education in pictures for the youngsters.

J. G. S.

Highland Park, Ill., April 21:—Permit me to express my appreciation for the work of Harold Gray. There's a bit of human kindness in his cartoons that warms the heart.

RALPH W. MARTIN.

Press dispatches from Los Angeles quote the head of a well known Motion Picture corporation as follows, "Every production of the future, to be successful, must possess a quality which can be described only as 'heart interest,' bringing a laugh one moment and a tear the next."

. . . the idea behind Little Orphan Annie.

Dear Editor:—Your story pictures are of the greatest pleasure to me, especially Orphan Annie.

I can't wait till morning to read Orphan Annie. She puts me in mind of myself. Always willing to help and above all good-natured.

Don't let little Cosmo, the Circus Clown, talk her out of Grunts as that "Little Pig" will mean the world to her some day.

Keep up your good work.

BIG-HEARTED ANNIE.

Chicago, April 14:—It is my desire to express to your Mr. Gray, through this column, the sincere thanks of a number of my fellow employes for that clever, clean, and natural character, Annie.

This sort of comic is educational in that it gives one a greater sense of appreciation for the natural aptitude of the average child and lends encouragement to the American parent in the rearing of real red-blooded boys and girls.

ELMER H. JOHNSON.
GEORGE C. MATSON.
HAROLD W. NOLAN.
VERA GALLETCH.
M. QUINLAN.
FLORENCE SCHULTE.

Dear Mr. Gray:—Would you mind telling a mere subscriber how you happen to know so much about an orphan's life and, too, the things on a farm that give children the most pleasure?

Of course, it's reasonable to suppose that you may have lived on a farm but you couldn't have been an orphan—that is, not a little *girl* orphan, anyway.

And you were so right in your incidents before Annie got away from the home. *Too* accurate sometimes—some of them brought a lump in the throat.

Finally, everyone loves Annie. Do keep her always young and happy and somehow reward the Silo folks for taking her in.

Many of us in the city love country life and plan to return to the farm some day. What a glorious thing it would be to buy a farm and adopt about four orphan Annies and Johnnies and spend one's life raising them.

Sincerely,
FLORENCE MORRISON.

That wistful, pathetically comic Little Orphan Annie has taken the country by storm. Probably no other comic strip has achieved such immediate and universal popularity. The letters on this page, reprinted from the Vox Pop columns of The Chicago Tribune and The New York News, reflect vividly the reaction of the American people to this intensely human and lovable little waif.

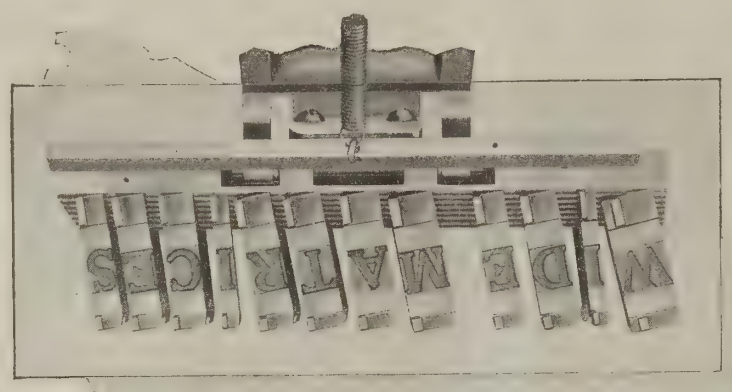
Give your readers a chance to enjoy this comic strip. It is sure to be an instantaneous hit. The Chicago Tribune Newspapers Syndicate is offering it to other newspapers only after proving its value in a phenomenally successful trial in The Chicago Tribune and The New York News. Your request for rates and proofs will bring an immediate reply.

WIRE - OR - WRITE

The Chicago Tribune Newspapers Syndicate

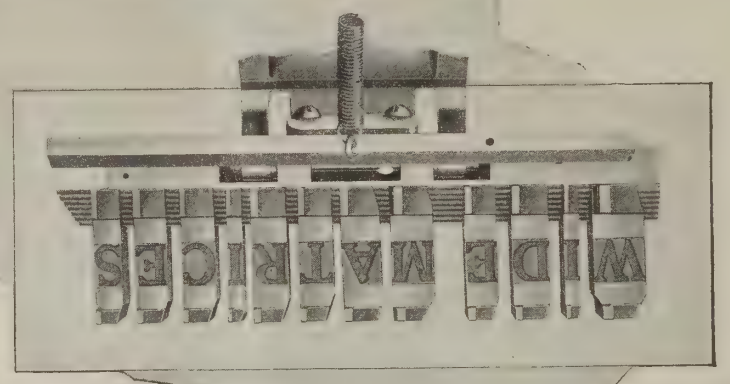
TRIBUNE SQUARE :: CHICAGO

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



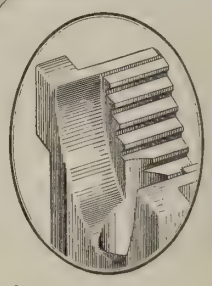


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Narrow-Tooth Matrices
HANG CROOKED





Intertype
Wide-Tooth Matrices
HANG STRAIGHT



Intertype Wide-Tooth Matrices

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The practical economies of Intertype Wide-Tooth Matrices are obvious. The greater bearing area of the wide teeth makes the matrices last much longer. They hang perfectly vertical in the transfers and in the distributor, do not cramp or swing on the tooth bars, and drop straight from the distributor bar. A special bevel, made possible by the wide teeth, prevents any matrix from being caught by the next following matrix while dropping from the distributor bar.

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This is only one of more than thirty Intertype Improvements described and illustrated in our booklet. "Profit-Making Intertype Features." Send for a copy.

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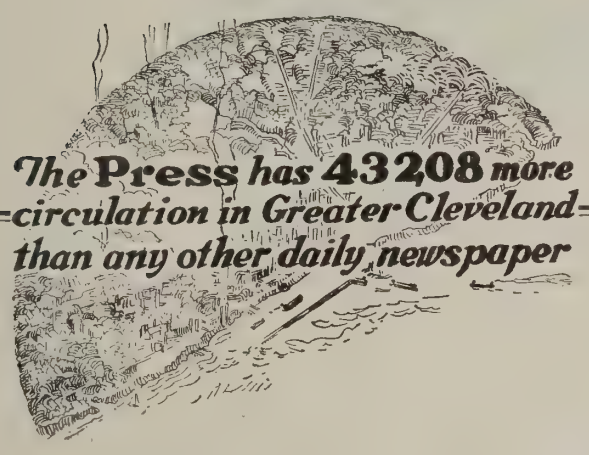
CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

INTERTYPE BORDER MATRICES 780-781-782

Readers! *Buyers!*

Circulation!

The Cleveland Press had more—and gained more



The Press has 43208 more circulation in Greater Cleveland than any other daily newspaper

City Circulation

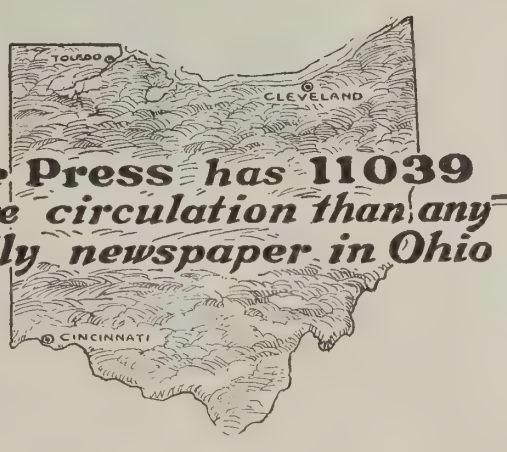
Sworn statements just issued by all Cleveland newspapers reconfirm the circulation supremacy The Press has held for many years. These being City circulation figures for the six months ended March 31st, 1925:

The Cleveland Press	165,824
The Daily Plain Dealer	106,093
The Sunday Plain Dealer	139,207
The Daily News	122,616
The Sunday News	96,381

Press Lead

Over Daily Plain Dealer	59,731
Over Daily News	43,208
Over Sunday Plain Dealer	26,617
Over Sunday News	69,443

The Press now has 1982 more CITY circulation than the Daily News has TOTAL circulation.



The Press has 11039 more circulation than any daily newspaper in Ohio

Total Circulation

Sworn statements just issued by all Cleveland newspapers reconfirm the circulation supremacy The Press has held for many years. These being total circulation figures for the six months ending March 31st, 1925:

The Cleveland Press	201,364
The Daily Plain Dealer	190,325
The Daily News	163,842

Press Lead

Over Daily Plain Dealer	11,039
Over Daily News	37,522

Again!—

The Cleveland Press has the LARGEST CIRCULATION of any daily newspaper in the state of Ohio.

If ever an advertiser doubted the power of The Press to produce results—if ever a merchant doubted our contention that his advertising concentrated in The Press is all the newspaper advertising he needs—*let him study these figures.* Such overwhelming acceptance by Cleveland newspaper readers is the best evidence we can supply to the fact that The Press IS Cleveland's Leading Contact between ANY-class Advertising and EVERY-class Home.

The Press *First in Cleveland*
A SCRIPPS-HOWARD NEWSPAPER

National Representatives
ALLIED NEWSPAPERS INC.

250 PARK AVE. NEW YORK · CLEVELAND · CINCINNATI · SAN FRANCISCO · SEATTLE · LOS ANGELES · WRIGLEY BLDG. CHICAGO

Bulletin readers spend $376,000. for umbrellas and parasols alone



UMBRELLAS and parasols are one of the smallest items in any family's budget, and the above figures are cited merely as an indication of the buying power of the Bulletin Readers.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

(Copyright 1925, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew Editor;
Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant
3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

ol. 57 NEW YORK, MAY 23, 1925 No. 52

Woodbridge Advocates as Business Policy: "Organize, Work and Advertise!"

uccessful Career of New A. A. C. W. President Thrills Like Fiction—Wants All the Facts Regarding Club's Organization Before Announcing Policy—Budget Basis to Continue

By ARTHUR ROBB

O the old American formula for busiess success—"work like hell and ertise"—C. King Woodbridge adds little words—"and organize."

y his words can be judged the course will follow as president of the Asso- ed Advertising Clubs of the World, honors and obligations of which he eived at the Houston convention last ek. His convention labors ended, the w president—a giant physically—sat in room at the Rice Hotel, now with a e crooked over the back of a chair, w perched on the edge of his bed, and ed. Partly of himself, partly of what hopes to do as president, he talked, t the boiled-to-bone essence of our con- sation was this:

hat C. King Woodbridge has worked d on his every task—often from day- it to midnight.

hat he is a business man, trained to minute in modern big-scale methods production, management, and sales.

hat he believes a thoroughly organized is the only one that can be satisfac- ily executed.

hat his one mortal fear is that he n't finish a job he sets out for himself.

Woodbridge was born into the family a New Hampshire minister, but the ily moved to Iowa before young King s aware of the value of a New Eng- d nativity. Back East at the age of en, the family spent a brief period in w York and then returned to New gland. As a Massachusetts boy, Wood- dge did all of the New England boy ores and then a few more. He paid as went, by clearing sidewalks of snow, wing lawns, running errands, deliver- ir morning and evening newspapers, and, out the time he began to shave, he nd himself a drugstore clerk, with in- finite ideas about becoming a druggist. sire for further education sidetracked t ambition.

As a high school student, he spent urs after school and on holidays as a rkly, and his genius for organization gan to sprout. He founded a golf club al the 250 members he collected in a sall Massachusetts town elected him otain, but it soon developed that the ea was too big for the times—about 25 rs premature—and C. K. moved on to re fruitful endeavors.

Summer vacations brought him to Vine as a hotel waiter, and he hustled nself with little delay into the head- aiter's tuxedo, also an offer to join Jn Anderson as a partner in a now hly successful hotel venture in the uth. Woodbridge sometimes regrets en now that he didn't become an inn- eper, but then he wanted all the educa- n he could afford and all efforts were t on affording the best.

Like a good son of the White Moun- ns, he matriculated at Dartmouth, and, course, found a job. This time he ected the college bookstore at 10 cents hour. He owned half the bookstore the next year, and learned much about dits and collections chasing the ditor student's dollar before father's ck grew cold. Still, even with this, plus a job in the commissary, not to mention a healthy schedule of academic work, C. K. found reserve capacity. He hustled for a freshman editorship on the *Dartmouth,* weekly campus newspaper, made the grade, and as a junior, won the unprecedented election as its editor-in-chief. He also clerked in the Hanover Hotel and sufficiently distinguished himself in campus affairs to win election to a coveted senior society.

Part of the newspaper profits went to the editor, the hotel job helped much, the bookstore was a treasured asset—but Woodbridge was on the last lap for his degree and he played safe. His interest in the bookstore he sold, and Commencement Day saw all bills paid and $125 cash in his pockets.

Equipped with his diploma, a bicycle, and the cash, he shipped with a friend, who was later to be his brother-in-law, aboard a Liverpool cattle boat, biked across England and landed in Paris while the Boer War was the biggest news in the world. The travelers decided to "git fer home" before all trans-Atlantic shipping was diverted to South African transport service.

New York and an era of trial and error followed. An offer of $10 a week was turned down in favor of a $12 job in the advertising department of a farm machinery concern at Poughkeepsie. The work was interesting—it was the first and last direct connection of Woodbridge with the technical side of advertising—but it soon developed that all the firm's good billets belonged to "the family," and Woodbridge moved on to Brockton, Mass., and a stove works. Then he married and more money was needed.

He sought it by traveling up and down New England selling tea and coffee. Grocers setting out their stock before breakfast hours became used to seeing the young salesman swing down the street and into their doorways, departing a few minutes later with his order. The postman making his last collection at night found the big envelope containing the day's reports and orders atop the mailbox—or if he didn't find it, he was instructed to ring the Woodbridge doorbell and await the report's completion.

Woodbridge was a salesman and he knew it now. He made a direct mail campaign for a bigger job, and found it with the Loose Wiles Biscuit Company, then a Boston firm. J. L. Loose, president of the company, liked the young man's attack, made him special salesman and sales agent in New England, with the promise that "if he did as he was told, he would presently be sales manager at Boston."

A few years later, the company was reorganized and expanded, with a great factory and sales headquarters in New York, and George W. Hopkins, one of the pillars of the A. A. C. W., in New York, as vice-president. Hopkins spotted the New Englander from afar, called him to New York as sales manager, and Loose, then in the Far West, telegraphed a reminder of his old promise. Woodbridge lived up to his also.

Then a new and more difficult venture lured him and he spent 1917, 1918 and part of 1919 in Buffalo, marketing an oleomargarine imported from Holland. He succeeded in that, too, but in 1919 his old friend Hopkins, then vice-president of the Columbia Graphophone Company, again needed Woodbridge, this time to sell the Dictaphone. Woodbridge built up his sales organization and kept his product moving through all the financial troubles of the parent company, and when the bankers who obtained control of the organization decided to divorce the Dictaphone business from the talking-machine operations, Woodbridge was given the difficult assignment both of selling the product and finding a buyer for the factory and accounts.

Weeks of discreet inquiry among friends and business acquaintances finally brought him into direct contact with financial interests who were willing to back him, and in 1923 the machinery and Dictaphone business of the Columbia company were sold to Woodbridge and his associates for $1,150,000 cash. Woodbridge was elected president of the Dictaphone company and two subsidiary corporations. They found a plant, began operations, and, after paying an eight per cent deferred dividend on preferred stock, had money left over at the end of the first year. The second year was similarly satisfactory. The company employs 600 people in its Bridgeport factory and in branches in the principal cities of America, Europe and Australia. Employes are encouraged to buy stock in the company and now own about 40 per cent of the preferred issue. *Esprit de corps* is also fostered by service badges, which are awarded annually to men who have been employed for a year or longer.

Woodbridge has the reputation among his associates of devising more jobs to be done in a day than any man could do in a week, but the jobs get done. Every phase of the day's business is planned ahead and the calendars of executives and salesmen are laid out weeks and months in advance—and charted. The new A. A. C. W. president has strong faith in the value of charts that visualize the tasks to be done and the effort to be expended in doing them. His branch managers, when they are at their desks, have before them, under the glass top, the Woodbridge "why, where and when" sheet—the questions being, "Why is your business here?" "Where is it?" "When are you going to get it?" Their conferences and sales quotas are mapped before the force in plain view of all concerned

Woodbridge's desk is always clear now. He learned long ago by personal experience that the business of the minute is to be transacted this minute, either by

Editor & Publisher
Now In New Uptown Home

EDITOR & PUBLISHER has moved into its new headquarters office, located on the 17th and 18th floors of New York Times Building, at Times Square, 42nd Street and Broadway, much more commodious and in that sense more convenient than the old offices where this newspaper has been published for more than ten years, on Park Row, New York.

Arrangements are complete to accommodate the friends of EDITOR & PUBLISHER when they visit New York—there are desks, secretarial service, theatre ticket service, telephones and such office conveniences available and very welcome.

TELEPHONES

The new telephone numbers are as follows:

Five trunk lines: Bryant 3052, Bryant 3053, Bryant 3054, Bryant 3055, Bryant 3056.

New Address

EDITOR & PUBLISHER

Suite 1700, Times Building 42nd St. at B'way, New York

himself or by another better equipped. His work is always "on the way," with nothing left for "tomorrow" or some other time more convenient than the present. Start something and finish it—that is the basis of his business philosophy, and he confesses to the mortal fear that he may not be able to finish the something that he has started. The fear has seldom been justified, he might add. His children, two girls, delight C. K. by exhibition of his talents in rising to the top of their groups, his younger daughter having just been elected head of her Girl Scout division, after the elder daughter had completed a distinguished school career.

Quite probably this buoyant tendency is inherited, for C. K. has exhibited it frequently in the past. He has been a director of the National Association of Office Appliance Manufacturers, a vice-president of the American Management Association, and is now president of the Dartmouth Alumni Association. And, by no means to be overlooked in this brief tale, he was president of the Advertising Club of New York for two terms.

His first undertaking in that post was an engineering survey of the club's activities. "You can't make an advertising club simply by feeding the members luncheon," he declared. "You will find one group of members interested in the daily luncheons, another in the social affairs of the club, others in various discussions of technical business phases."

The survey was plotted in simple block form, showing the organization of the club from its officers and directors down to every last group interest represented in the membership, and the secretary was instructed to provide a program that would fit the chart. Then new members were sought to make the charted activities function and (though Woodbridge takes no credit for this beyond the fact of his presidency) the advertising business of New York City was apportioned on military lines in divisions, companies, and squads; a man was placed in charge of each group, large and small, and assigned to enlist the prospects whose names and addresses were given him. It was a new idea in New York advertising club affairs, and no one who was acquainted with the New York fraternity two years ago needs to be told how thoroughly it did its job. The magnificent new clubhouse which was acquired under Woodbridge's administration is material and sufficient testimony.

Those are the ideas which will be applied, so far as they can apply, to the administration of A. A. C. W. affairs by President Woodbridge. He is not stating any policy now, for, as should be evident, he prefers to search out the fundamentals of his business before giving opinions.

One concrete plan that now has his favor is the preparation by A. A. C. W. headquarters of a textbook for the formation and organization of advertising clubs anywhere and everywhere.

"There are some basic principles that should be incorporated into every advertising club organization," he said, and it will be up to us to state them in the simplest possible form as we did in New York. With its units built on practically uniform structures, the Associated Advertising Clubs will be a homogeneous body and members of such a body can look forward to getting even more from the annual conventions than they can at present."

"We have an organization which has been functioning excellently under President Lou Holland, who has made great personal sacrifices to bring it to its present state," Mr. Woodbridge continued. "I intend to study the departmental organizations and to see wherein we can stimulate objectives for the whole body and for each of its parts. The budget basis of operations, which has left a yearly increasing balance on the association's books, will certainly be continued.

"I am convinced that it should be possible to create in the great majority of clubs throughout the country, circles, or groups, of like-minded individuals who want an opportunity to express themselves and to benefit by the expressions of others, and I shall make every effort to do so. When each individual feels that he is contributing something to his club and to the parent association, we shall have an organization that can be of great benefit to advertising, the people engaged in all advertising, and the entire public."

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

TO ALL YOU CUBS

To all you cubs who sit and ponder,
Who watch the City Desk and wonder,
Who spot your stars and count the hours
When you shall earn your praise in flowers,
A word with you; From one who knows
Your spirit's agonies, its throes
Its biting anguishes, its fear . . .
A word, a passing word, of cheer.

To all you cubs who stand the gaff
And sigh where you had thought to laugh!
To all you cubs who see your stuff
Manhandled, butchered, treated rough;
Who see inferior minds engaged
In slaughtering, while you stand enraged
And helpless, you must quaff the cup—
But here's a thought to buck you up:

That man who chews your choicest phrase
And murders it, he had his days
Of agony, tasted defeat
And grovelled at Gamaliel's feet!
Ay, Buddy, once he felt as you,
As in the dumps and quite as blue;
He in his time stood by and groaned,
And your same minor thoughts intoned.

So let that be your spirit's balm!
Stiffen your lip, Son, and be calm!
Rave not, that some inferior wight
Works havoc with the junk you write!
Some day, when you have run the gamut,
You may read copy, too; then, dammit,
You'll get your full revenge, I'll bet it,
As all these copy readers get it!

To all you cubs, these words, and may
You write and live to see the day
When you may edit junk, and mumble
Revenge upon all Cubs that grumble.

Charles King Woodbridge, newly elected president of the Associated Advertising Clubs of the World, was the guest of honor at luncheon at the Advertising Club of New York, May 21.

Before introducing Mr. Woodbridge, H. H. Charles, club president, told briefly about his visit to the White House on the previous day when he went to call upon President Coolidge by appointment, to present him with his certificate of honorary membership in the New York Advertising Club. As Mr. Charles reported it, when the President accepted the beautifully embossed certificate he remarked:

"So, I'm an advertising man, now, am I?"

To which Charles is reported to have answered:

"You have always been one, sir."

The upshot of the visit was that President Coolidge authorized Mr. Charles to announce that he hoped to pay a personal visit to "my" club soon.

In introducing Mr. Woodbridge, President Charles read a letter from George Hopkins, chairman of the "On-to-Houston" committee, who told the details of Mr. Woodbridge's election in Houston, and following this Mr. Charles said that last year in London Mr. Woodbridge could have been elected to the office if he had wanted it.

Woodbridge, visibly moved at the heartiness and spontaneity of his welcome, rose to his feet and spoke with manifest feeling of the fine work that had been done for him in the preliminary campaign by several of his friends. He singled out for particular mention Gilbert T. Hodges, Frederic W. Hume, H. H. Charles, Harry Tipper, Clifton D. Jackson, A. G. MacKinnon, Elon Pratt, James Wright Brown of EDITOR & PUBLISHER, M. C. Robbins, W. H. Dodge and Hector Fuller.

Mr. Woodbridge went on to say that it was difficult for him to express what was in his heart over this "the greatest honor that has ever come to me." But, he declared, he found it also a great opportunity, as it was, also, a great responsibility to represent, in this new office, the New York Advertising Club, representative, as it was of the advertising thought and ideals of the world.

There were some questions about advertising, said Mr. Woodbridge, that cried aloud for answer, and yet no adequate answers were forthcoming. Business men, he said, want to know in dollars and cents just what advertising costs; how advertising men and how business men count the cost. He said that there were two questions that he wanted to put before every advertising club in the world for answer. The first is:

"What is the most interesting and serious problem that needs solution in advertising?" and "What is the most interesting truth about advertising for the general public to know about?" He declared that if an answer to those two questions could be presented before the convention at Philadelphia next year, they would be answers of tremendous benefit to the business world. In conclusion, he said:

"I take my election to the presidency of the A. A. C. W. not only a very great honor to myself personally, but a great honor to the New York Advertising Club, to which I belong. My job is a big one, but it cannot fail if I have the spirit of this great club back of me, and I want you all to take off your coats and help me put it over.

"And I want to repeat what I said at Houston when I accepted this great office.

"It's not what we get, it's what we give that brings us success in social, business or religious life. Let's learn to give the best that is in us; thus shall we insure success."

Mr. Woodbridge is sailing Saturday noon on the Leviathan for England and France, partly on business for the Dictaphone Company, of which he is president, but also to look after some contacts for the A. A. C. W. Thus have his new responsibilities begun.

LINEAGE TOTALS HI HIGH LEVELS

Some Newspapers Enjoying Unprec dented Prosperity—Detroit News Carries 126,588 Lines in Single Issue

Statements of new newspaper linea records made during the early months 1924, received this week by EDITOR PUBLISHER in response to the publish request last week, indicate that son newspapers are enjoying unprecedent prosperity.

The *Oakland Tribune's* advertised re ord of 114,156 lines in one 64-page iss drew fire from the *Detroit News*, whi on April 30, printed a 64-page pap carrying 126,588 lines and omitted 11 c umns for lack of space. And, mentioni the Detroit News, its advertisement EDITOR & PUBLISHER of May 9, claimi a record volume of business during t first three months of 1925, causes t *Miami Herald* to dissent. This gre Florida paper, which has forged into t select group which prints 20,000,000 lin or thereabouts annually, states that total lineage for the first three months 1925 was 9,469,502 agate lines, or 1,90 936 lines more than the Detroit Ne published lineage. The weekday total the Herald, a morning paper, for t stated period was 7,189,371 lines, and t Sunday total was 2,280,131 lines.

H. S. Scott, general manager of t Detroit News, makes this statement r garding record volume in a single issu

"On April 30, the Detroit News in 64-page paper, carried 126,588 lines regular advertising and omitted 11 c umns for which no space was availab During the last six weeks 11 separa issues of the News, ranging from 60 64 pages, have carried advertising in e cess of the Oakland Tribune's 114,1 lines. The record lineage in the Ne was printed last Dec. 5—127,848 ag lines, which is probably a national reco The Detroit News column length is inches, somewhat in excess of that most metropolitan newspapers."

NEW REVENUE FOR WEEKLIES

Michigan Law Makes Publication Council Proceedings Compulsory

Village councils in Michigan m henceforth publish council proceedings their home newspapers, if there are su as a result of the passage at the legis tive session just ended of the Look b which had its origin in the lower hou The measure amends the general act lating to village councils by appending t following sub-section: "Within ten da after any meeting of the council, all the proceedings had or taken at su meeting, together with the vote of t various members of the board of trust shall be published in a newspa printed in said village, if there be therein."

"Ding" Leaves Hospital

Jay N. Darling, cartoonist, has b released from Mercy Hospital, D Moines, where he has been ill for seve months. Although he is able to be abo Mr. Darling will not take up his work some time. Within a few days he will to a health resort to regain his streng

Coblenz Back from Trip

Edmond D. Coblenz, managing edi of the *San Francisco Examiner*, retur to his desk May 16, following an insp tion trip of Hearst newspapers. An formal welcome party was given Coblenz by the staff.

Drive On Vile Magazines

Many cities throughout the country conducting drives against salacious ma zines, reports this week indicated. S cial prosecutions are being made in C cago and Washington D. C. Twenty- magazines have been banned from new stands in the latter city.

SULLIVAN ON "HOW I BECAME A HUMORIST"

ubstitute for "F. P. A." of Conning Tower Fame, Pours Out His Soul in Confession—Only 32, "Without a Pain or An Ache"—Started on Saratoga Springs (N. Y.) Saratogian

By PHILIP SCHUYLER

RANK SULLIVAN adjusted the sharp point of a long silver paper tter to an envelope flap and drew it rough with a zipp.

Sullivan is a humorist on the staff of e *New York World*. Franklin Pierce lams, known to millions as "F. P. A.," nductor of the World's "Conning ower," was married the other day.

Herbert Bayard Swope, executive ed- r, wanted someone big enough to step to Adams' shoes. Sullivan is a small an with chorus girl feet, but——

Zipp went the paper cutter again.

Readers of the World were writing in mments on the Sullivan manner of nducting columns. Some were boosts d some were knocks. Most of the time e solemn eyes of Frank Sullivan showed int traces of twinkles in rhythm with slight upturning of lips.

Then came a moment when the sol- nnity and dignity were retained—a long mber moment. A Woolworth tower adow darkened his face.

"Oh!" he cried, "How sweet! How rfectly charming!"

Of course I asked him what it was all out.

"You see," he explained, "a dame has ritten me a poem."

Frank is only 32, a bachelor, "without pain or an ache," as they used to say. erhaps, I thought, the object is matri- ony—another sub for the "Conning ower."

"She writes," continued Sullivan, "and dare not repeat the rhyme, 'I think our column is terrible.'

I removed the paper cutter from Sul- van's reach. The window, with Park ow miles below, was fortunately closed.

"A hard blow, a hard blow indeed," I urmured. "But, Frank, you have only ourself to blame. Why did you be- ome a humorist?"

"It's a long, sad story," he replied. But if you can bear up under it, I will ell it to you."

With that, he unbuttoned his vest, an nvariable and interesting habit, dis- losed his purple and red suspenders over is broad expanse of blue soft shirt, and old the following tale:

"I was originally destined for the lergy. Being a younger son I had no hance of inheriting the family estates or itle, and according to the custom usually ollowed in the case of a younger son, was given my choice of either the clergy r the navy.

"But one day while playing golf with friend, a chicken happened to cross the oad near us. My friend said, 'Frank, I vonder why a chicken crosses a road?' Something stirred within me, and quick as a flash I answered, 'To get on the other side.'

"It came to me then that I had the makings of a humorist, and from that day on I wanted to be nothing but a humorist. You ask if I still entertain that desire. I consider that question unkind, and shall give you a poke in the jaw if it is re- peated.

"My parents were aghast. There had been a humorist in the family way back, a fellow named Sean O'Sullivan, and he had been hanged for a joke he played on a jewelry merchant. It was something about some diamonds that Sean pretended to filch from the jeweler, who had no sense of humor. I never knew the de- tails, for the matter was seldom discussed by the family.

"Mother and father coaxed, pleaded, cajoled and threatened. I persisted. I was not allowed to crack jokes in the house, so I used to go into the stable and read my stuff to the horses. Father put a stop to that after nine of his good two- year-olds had died laughing.

"I still persisted. I placed a tack on the teacher's chair. Old Mr. Frawley had a sense of humor. I will say that for him. Laughing heartily, he withdrew the



Frank Sullivan—Note The "Braces"

tack, replaced it on the chair, and then made me sit on it.

"This was in Saratoga, N. Y., where our family estate was at the time. I left school and went to work for John K. Walbridge on the *Saratogian*. He and Howard Moody, my first city editor, al- ways told me I was a funny reporter. I would write funny stories about my fel- low townsmen and then they would chase me. In those days I thought nothing of running 12 or 13 miles a day.

"In 1914 I graduated from Cornell, which got quite a laugh from a lot of people. Later, in the army, my good humor never deserted me. I never could seem to shake it off. Toward the end of a long, wearisome hike I used to crack jokes for my buddies. Their lagging spirits would revive instantly, and shout- ing with merriment, they would fall out and start kicking me and things like that. It was all so wonderful.

"My success here in New York has been due wholly to hard, unceasing work, on the pre-Munsey *Herald*, the *Sun* and the *World*. Sometimes a tear comes to my eye as I think of my early days here. I would slave at the office to a late hour, writing funny stuff, which was often printed. Then I would rush home and snatch 40 winks of sleep, only to be up with the rooster for the second phase of my task. This consisted of opening the paper to the page on which my stuff ap- peared and then shouldering my way into a subway crowd. When surrounded by a sufficient audience, I would start reading my own stuff and then lapse into parox- ysms of mirth. Asked what the hell was the matter with me I would only shake helplessly with merriment and point to 'this fellow Sullivan's stuff.' In this way I built up quite a following.

"I shall not soon forget the day—I was working on the Sun at the time—when I donned a false mustache, trailed Herbert Bayard Swope and Ralph Pulitzer for blocks, and then at the opportune moment, got in front of them and started reading my own stuff, gasping with laughter as I read. Piqued with curiosity they of course investigated. I told them of 'this fellow Sullivan's stuff.' Piqued with more curiosity, they decided to look 'this fellow Sullivan' over. Whereupon I ran around the block, gave the false mustache to a little old apple woman who looked hungry, reappeared before Mr. Swope and Mr. Pulitzer, told them who I was, and got the job.

"Yes, I should say that I owe my suc- cess mainly to the fact that I had all my teeth out."

Frank Sullivan's paper cutter had opened many nice letters, too—letters which set him thinking over the news- paper career that had brought him after eleven years to a desk in "F. P. A.'s" auditorium.

Memories lead him back to Saratoga high school days.

"I always wanted to be a newspaper man," he recalled. "I never will be any- thing else, although I have a book or two in the back of my head, I hope some day to see neatly printed and bound. It's strange, too, since none of my family, as far as I know, were ever interested in newspaper work.

"In high school, I was one of those fellows who are 'good in English' and nothing much else. Once my fraternity gave a spread. I wrote it up and sent it to the Saratogian. When the editor used it, I definitely made up my mind I would be a newspaper man."

In high school, Sullivan had come very near to winning a State scholarship, which would have paid his tuition at Cornell. He was second best. The summer after graduation he went to work on the Sara- togian, expecting a newspaper office would be his only alma mater. Then a state official wrote him to say unof- ficially the scholarship winner had changed his mind, had decided not to go to college, and he was next in line.

When fall came, therefore, Sullivan set out for Ithaca with $35, his total sav- ings, in his pocket. No scholarship ar- rived, however, and after he had been at Cornell a short time, he saw the actual scholarship winner there, who had again changed his mind. Sullivan hadn't enough money to get home again, and decided to stay. He got work washing dishes in the Commons, and, with a little help from his brother the last two years, paid his own way to his diploma.

With the sheepskin won, he went back to the Saratogian, where, he says, he had "a swell time and swell training, covering police, the undertakers, real estate, and sports."

This training behind him, he went to New York and the New York Herald and then the Sun. In 1922, he succeeded Don Marquis as conductor of the "Sun Dial." Not long after occurred the "Michael Grayson" era in the history of the Sun "columning."

The story is not Sullivan's, but as told by others on Park Row it is that Mr. Munsey, when Don Marquis left him, be- came angry. He is quoted as having said in effect:

"I'll never make another man's reputa- tion in New York. Hereafter, the Sun Dial will be written under the non de plume of Michael Grayson."

Frank Sullivan wore the clothes of Michael Grayson for a while, and then resigned to join the World, where he has been ever since.

DAILY NOT HELD FOR REPORTER'S ERROR

Libel Suit Against Montreal La Patrie Dismissed—Court Holds Paper Not Liable for Writer's Mistake

Interesting comments on the functions of a newspaper, coupled with the consid- eration of the effect of unintentional errors in reporting, were made by Chief Justice Martin of the Superior Court of Quebec in addressing a jury in a libel action brought by a Montreal citizen, A. L. de Martigny, against La Patrie Pub- lishing Company. The plaintiff had al- leged that *La Patrie* had erroneously and maliciously published evidence about him in a recent probe of the police system in Montreal. Counsel for the newspaper pointed out that publication of the words in question had been purely an error on the part of the reporter and had been printed in good faith. Two days after they appeared the newspaper corrected the error and made a full retraction.

"The publication in a newspaper of an account of the proceedings at any public, open meeting or court siting is in the public interest" said the Chief Justice. "The interests of the public are above those of the individual and must be up- held provided that newspaper reports are accurate and impartial. A newspaper may publish the evidence given by a witness against an accused person, even if this may cause hardship later, provided the newspaper does so without any malice. A newspaper could hardly con- duct an inquiry of its own to see if each witness was telling the truth, but the law gives it the privilege of publish- ing what the witness says, provided they are his exact words.

"A newspaper report is considered as impartial as long as there is no presump- tion of malice and one cannot hold that a simple reporter's error is malice, when the general tendency of the article in question shows good faith. The privilege of publication disappears, however, when glaring errors are apparent and frequent.

"It is the duty of newspapers to pub- lish all that the law gives them the privilege to print because this is in the public interest. The reports, however, must be accurate. A report may be ac- curate without being set down in detail, as one cannot expect a newspaper report to be as accurate or as detailed as one taken by a stenographer."

The jury found that La Patrie was not at fault and dismissed the action with costs.

Advertiser Group Expanding

Thirty-seven new members have been added to the list of the Association of National Advertisers since last Novem- ber, Robert K. Leavitt, secretary, an- nounced this week. The A.N.A. member- ship now totals 328. The association's next annual convention will probably be held in Washington, D. C., in Novem- ber, Mr. Leavitt said. The association will celebrate the fifteenth anniversary of its organization in June. No special meeting will be held to mark the event.

NEWSPAPERS PUT OVER $2,000,000 RADIO SALE IN 11 DAYS FOR N. Y. STORE

Double Truck Smash in 15 Dailies Followed by Smaller Copy Sells More Than 20,000 Complete Sets for Gimbel Brothers

POWER of newspaper advertising to swamp a retail store with active buying customers was demonstrated in spectacular manner in New York during an eleven-day period ending May 16.

In that time, using newspaper space in mammoth scale, Gimbel Brothers department store cleared its shelves of nearly $2,000,000 worth of complete Freed-Eisemann radio sets at bargain prices.

More than 20,000 actual purchasers of radio sets were drawn to the store by a high power advertising campaign in 15 dailies—a campaign which contained all elements needed in the successful use of newspaper advertising columns.

Extraordinary preparations had been made to serve an expected influx of radio bargain customers, but the crush which followed appearance of the first special advertisement in the newspaper list May 4, was beyond all anticipation, Gimbel executives declared.

The advertising copy, a double truck spread, told the whole story of the Freed-Eisemann sales in a manner entirely impossible in any media other than newspapers. Throughout the 11 days in addition to the double truck, two full pages, and daily smaller advertisements were used.

The first message brought home in the circulation of 15 newspapers was that $1,000,000 worth of Freed-Eisemann (NR5) Neutrodyne five tube radio sets would go on sale the next morning on all ten floors of Gimbel Brothers, 32nd street and Broadway.

Big type informed readers of the bargain price—a complete radio set, ready for use, at $98.75, reduced from a regular list price of the outfit of more than $200.

An easy payment plan of $15 down at the time of purchase and the balance in monthly installments was also made clear in the copy's text, which showed prominently displayed other sale facts as follows:

A list of the parts the price included.

Special self-service arrangements for customers.

Center of the sale on the eighth floor.

Mail orders and telephone orders filled, with a special phone number given.

A special broadcasting program from the store's own radio station for demonstration purposes.

Choice of two loud speakers, and the fact that the store's radio shops would be open from 7 A. M. until midnight so that everybody could participate.

Text in smaller type between diagonal strips containing illustrations, on one side, of the store's eighth floor, which was to be devoted to the sale, and, on the other, separate drawings of each part included in the complete set, following a short paragraph lead announcing the bargain, was devoted to detailed arguments given as "overwhelming proof of Freed-Eisemann supremacy."

This text read in part:

"There have been big radio events before this. Some of them we've held here; some have been exploited elsewhere. But neither here, there nor elsewhere, has anything approaching this been exploited or considered. There are no two ways about that.

"There are 14 well-known manufacturers licensed to make Neutrodyne Receivers. The overwhelming proof of Freed-Eisemann supremacy is the fact that official figures show that for the year 1924 the sales of the Freed-Eisemann Company alone were more than half the combined total of the other 13 manufacturers put together."

(To illustrate this a circular chart was printed.)

Six days later full page space was used in the fifteen newspapers to announce that the original million-dollar shipment of sets had been exhausted, and hundreds of prospective customers had been turned away.

"To fill this need," the copy of this advertisement read, "the Freed-Eisemann Radio Corporation has consented to deliver 10,000 more sets. Some of them have already arrived. And the world's greatest radio sale begins all over again tomorrow."

Evening newspapers on the Gimbel list May 15, and morning newspapers of May 16 announced the last day of the eleven-day sale in full page space, which contained, in addition to sales arguments, information, and illustrations, the following text:

"Tomorrow—Saturday—at 9 P. M. marks the dramatic close of the most sensational sale the world has ever witnessed. A sale that has been attended by thousands of people, not only from New York, but from many States. A sale that, in actual figure, involved the passing from Gimbel's into the homes of the public of $2,000,000 worth of radio receiving sets. Freed-Eisemann NR5 sets—world famous for their satisfactory and continuous performance. This sale will go down into history. Never before has anything of such a gigantic scale been attempted by any retail radio organization. It indeed is an achievement. An achievement of which we are justly proud. Of which New York may well be proud. And America. And the world. Merit alone accomplished this. Merit, backed by the integrity of one of America's largest retail organizations—Gimbel Brothers."

The list of newspapers, whose advertising columns drew more than 20,000 people with $2,000,000 to spend to the Gimbel radio sale, follows:

New York American, New York Herald Tribune, New York Mirror, New York News, New York Times, New York World, New York Journal, New York Sun, New York Telegram, New York Evening World, Courier des Etats Unis, Jewish Forward, New Yorker Staats-Herold, and the *Newark News.*

The preparations within the store to meet the throng of customers drawn there by these dailies were described for EDITOR & PUBLISHER by a Gimbel executive.

"We arranged that the sale would be accomplished on a virtual self-service plan," he said. "Although concentrated on the eighth floor, we had special counters on all ten floors. On the eighth floor we constructed for the sale two tables 300 feet long, and two about 175 feet long. At intervals along these tables were demonstration booths.

"For those wishing to buy on the installment plan, we had bill of sales printed beforehand, so made out that the purchaser's signature was all that was necessary.

"After signing the bill of sale and presenting $15 to a clerk, a customer was handed a package of five tubes. Delivery of the complete set was subject to the approval of the credit department of the store. There were two reasons for presenting the five tubes at the time of purchase; first, to prevent breakage in delivery, and secondly, because the $15 represented the retail value of the tubes.

"We arranged separate booths for cash customers, where sets were all wrapped up, ready to be carried away or for immediate delivery.

"Altogether this sale has been one of the most successful in our history."

JOURNALISM SCHOOL SAVED

U. of Texas Board of Regents Approves Use of Emergency Funds

(*By Telegraph to* EDITOR & PUBLISHER)

AUSTIN, Tex., May 20.—The School of Journalism of the University of Texas was given a temporary respite by the board of regents in session at Galveston, Tuesday, from the second near-fatal swat from the Ferguson family in nine years.

Gov. Miriam A. Ferguson having vetoed all its appropriation last month, as her husband did when governor, the regents voted to continue the journalism courses until present students graduate. It is believed certain that the school will be restored by the next legislature, two years from now. A petition from all journalism students, and nearly 40,000 other students and faculty members asking that the school be saved was read before the regents.

Young people may be foolish, but they were not the ones who got the world into this fix.—*New York Telegram.*

WORLD MAN RETURNS FROM ABROAD



Frank D. Carruthers of the business staff of the *New York World* and Mrs. Carruthers snapped on their return from a recent trip abroad

DEAL ON FOR SALE O TAMPA TRIBUNE

Col. Stovall Confirms Report Th Negotiations Are in Progress But Expresses Doubt As to Consummation

(*By Telegraph to* EDITOR & PUBLISHER)

PLANT CITY, Fla., May 19.—"A deal pending, but I don't know yet whetl or not it will go through," said Col. W lace F. Stovall, founder and publisher the *Tampa Tribune,* when called o long distance for confirmation of a N York report that he had sold the Tribu

Further than to confirm the report t a deal is on for the sale of his newspa property, Col. Stovall declined to co ment at this time.

From time to time, during past yea rumor has indicated as imminent a tra fer of the Tribune to new owners. Fr year to year, however, these rumors ha come to naught, Col. Stovall and t Tribune continuing to do "business the old stand" on Tampa street.

Col. Stovall's attitude did not indic any assurance that the present negot tions, which he admits are under w will be consummated by his retirem from the post of editor and publisher the Tribune. At this post within the sp of 35 years he has seen the city of Tam grow from a town of around 5,000 po lation to first place in the rank of Flori cities. With this growth of the city newspaper has grown to the point wh it is regarded as the best paying new paper property in Florida.

The Tribune has just recently mov from its home of years, on Tampa stre a half block north to the new 12-sto Tribune Building. Coincident with velopment of his newspaper proper Col. Stovall has engaged in the realty a business developments of his city on constantly broadening scale.

He is the owner of several of Tamp best modern office buildings and busin houses and for some years has been rat as probably the largest individual prope owner in Tampa.

COOLIDGE TO GREET N. E. A.

Will Welcome Editors at Washingt Following Richmond Meet

President Coolidge will greet delegat to the fortieth annual convention of t National Editorial Association when th visit Washington June 18, following bu ness meetings in Richmond, Va., Ju 1-3.

The Washington program will cons of an automobile ride to the points interest in the city in the morning, ter inating at the White House at 12:1 They will be guests of the local pape and Chamber of Commerce at lunche in the Willard hotel, and in the afterno those who wish to may attend the bas ball game between Washington and S Louis as guests. Those not wishing go to the game will be the guests of t Alexandria Chamber of Commerce in t afternoon.

Following their convention in Ric mond, the editors will make a tour historical points of interest in Virgin and West Virginia.

NEW BILLBOARD REGULATIONS

Superior, Wis., County Commissio Passes Stringent Rules

A new billboard ordinance passed b the Superior, Wis., county commissio which closes another chapter in the co troversy between officials and billpostin concerns there, declares that no bil boards shall be erected that are of com bustible material; that they shall not b erected in a residential district; that the shall be removed from any street or alle a distance equal to their height; and th a license fee aggregating 20 cents square foot be charged.

Within one year all billboards no about the city must be torn down u less they conform to the ordinance.

CURTIS TABLOID LAUNCHED IN PHILADELPHIA

Morning Sun Appears as North American Is Merged with the Public Ledger—Conservative In Appearance—Carries A. P. Reports—N. A. Staff Members Make Other Connections

(*Special to* EDITOR & PUBLISHER)

PHILADELPHIA, May 20.—After its last edition went to press last Saturday night the *Philadelphia North American*, the oldest daily newspaper in America, ceased to exist as a separate entity and on Tuesday Philadelphia witnessed the birth of *The Illustrated Sun*, a neat tabloid six-day morning daily, possessed of the North American's Associated Press membership.

Coincidentally the Curtis morning paper appeared with this new title: *Public Ledger and North American*, both on the first page and at the top of the first page of the business section.

The sale of the North American to Cyrus H. K. Curtis, announced in last week's EDITOR & PUBLISHER, was a distinct surprise to every person actively associated with the publication until within 24 hours before the deal was formally put through and was one of the biggest events in journalism in this city in many years. It was followed by a lively scramble among local newspapers to obtain North American staff men and features.

Employes of the North American were notified just three days in advance that they would be retained on the staff only until the last issue went to press on Saturday night. They received the legal two-weeks' pay from the Wanamaker estate, the seller.

E. A. Van Valkenburg, from his home at Wellsboro, Pa., this week indignantly denied a report that he had been associated in the sale and had had previous knowledge of the transaction.

To EDITOR & PUBLISHER he made the following statement:

"It is rough on me to have it appear that I not only knew in advance of this transaction, which destroyed the North American, but was actually a party to it. I had not the slightest advance knowledge of it and the fact is I had done everything in my power to perpetuate and preserve the North American. I ended my connection with the paper six months ago, but my affection for and belief in the newspaper did not end and my deepest concern was for a faithful and able staff, my associates and friends in instances for more than a quarter of a century. I had advised them all to stick together and fight it out to victory. I resigned from the North American effective Nov. 13, 1924, disposed of my stock holdings the following month, and left Philadelphia permanently April 21, 1925. Please make it crystal clear to the newspaper craft that I had nothing to do with the sale of the North American and deplore it."

The *Philadelphia Inquirer* sought to get the North American circulation, especially out-of-town, where it had been especially strong. It took over James L. Farley, the North American circulation manager, all of his roadmen and his entire staff of solicitors. They were given carte blanche to visit every North American subscriber and if possible to transform him into an Inquirer reader.

The Inquirer also took over Mrs. Anna B. Scott, nationally known for her "Market Basket" and cooking recipes and is featuring her. It got also James C. Isaminger, well-known sporting authority, whose "Sportlight" has been a North American feature for many years. It added to its feature service Collyer's Racing Comment.

It went after all of the North American correspondents in New Jersey, Pennsylvania, Maryland and Delaware. Then it announced the addition of two pages to carry news covering this territory, where the North American was unusually strong.

The Public Ledger announced in its editorial page that North American subscribers would be served with the Public Ledger and North American. The Inquirer sent personal letters and representatives to North American subscribers and offered the Inquirer service. *The Philadelphia Record*, the only other morning daily, announced its "bulldog" sales had "doubled" on the first night the North American had not made its regular appearance.

The same condition regarding the circulation battle exists in the advertising field. The Inquirer took over several North American solicitors. *The Evening Bulletin* got a few.

In the editorial department, these changes have occurred: Charles N. Christman, former city editor of the North American, went to the Evening Bulletin. J. St. George Joyce, Jr., assistant city editor, went also to the Bulletin, as did Fred C. Shanfelter, night city editor. Charles R. Martin, who "made up" the North American news section, went to the Sun, the new tabloid publication issued, beginning last Tuesday, by the Public Ledger.

Ross Kauffman, assistant sports editor, went to the Evening Bulletin. Paul Gottlieb, political editor, went to the *Evening News*, another daily tabloid, where he became assistant to the publisher, Lee Elmaker, former secretary to Congressman Vare, who is credited with a majority ownership of the News.

Louis Wilgarde, reporter, went to the Sun. Louis R. Winter and James F. McGovern, reporters, went to the Evening Bulletin. Paul Warner, who was the North American telegraph editor, went to the copy desk of the Inquirer. J. M. Combs, "slot man" at the North American, is on the Sun staff, as also is Harold Somerville, copy reader.

The Public Ledger took over the Edgar A. Guest daily poem and the "Confessions of a Wife" feature, together with an illustrated fashion feature. The Spelling Bee, which the North American had built up until, it was claimed, 387,000 school children were spelling in 8,062 schools in Pennsylvania and New Jersey, was discontinued.

At the Public Ledger office it was stated that the circulation consolidation was entirely satisfactory to the management of that newspaper and that all the features and staff members of the North American that were desired for the Public Ledger, the Evening Ledger and the Sun were retained.

Just after the North American "sent away" its last edition last Sunday morning, the entire staff went to the Elks' Home, where they were guests of Charles Grakelow, grand exalted ruler of the Elks and Director of Welfare in Mayor Kendrick's cabinet. On Sunday morning there appeared on the first page of the North American, this farewell:

1771-1925

With this issue of The North American, the oldest daily newspaper in America ceases as a distinctive factor in the journalism of Philadelphia. After this date it will be merged, by purchase, with another journal, and if it follows the usual course of newspaper history even its name will soon disappear. The management which has been directing this newspaper for the last six months wishes to express its deep appreciation of the loyal support of the hundreds of thousands of readers, who have shown their steadfast approval of the paper's endeavor to keep its news clean and honest, its editorials fair and fearless, and a genuine desire to protect the public interest wherever threatened.

To this we add our thanks to the hundreds of loyal employes, many of whom have given the best years of their lives to the upbuilding of the paper, and all of whom contributed to its character and growth. To these, now about to be scattered after years of pleasant and even affectionate association go hopes for peace and prosperity in whatever walks they may find themselves.

THE NORTH AMERICAN COMPANY.

Near this announcement, on the same page, was this:

ANNOUNCEMENT

With the issue of today The North American ceases publication as a separate newspaper, and beginning tomorrow, Monday, it will be consolidated with The Public Ledger. The combined editon will be published daily and Sunday and will contain all the best features of The Public Ledger and The North American.

All mail subscribers of The North American will be served with the combination Public Ledger and North American at the same rates until the expiration of their subscriptions, and all subscribers who have any other contracts, whether the paper is delivered by mail or carrier, will be served with the combined Public Ledger and North American until their contracts have been fulfilled.

Commencing next Tuesday, The Public Ledger Company will publish for general sale and distribution every weekday morning a tabloid illustrated newspaper to be called The Sun. It will have a complete news report, with Associated Press dispatches, and will include many features with wide popular appeal.

The Illustrated Sun, published by the Public Ledger Company, saluted Philadelphia newspaper readers with the following first-page statement:

GOOD MORNING PEOPLE!

The Sun's Good Morning to Philadelphia and the world in general is a promise that it will resolutely try to deserve its name. It will toil to shine cheerfully and to make all things of importance brightly visible. It will be guided by a great ambition to be cheering—even on rainy days, when it must shine alone. Yet nothing of interest or significance will ever escape its penetrating rays. The Sun's news will be ably condensed from its own full Associated Press Service and the work of its own news staffs. Its photographic cameras will be everywhere taking pictures for its readers. It hopes—no, it intends—to have the best news picture pages in the world.

The Sun, as you can see, now that it is in your hand, is designed to be a paper for busy men and women who may find pleasure or benefit, or both, in a swift survey of the world's doings every morning. Briefly and briskly it will tell all the facts and leave out as much of the writing as can be spared.

To all readers and all advertisers The Sun states its case in a word by saying that it wishes greatly to be welcomed and is aware, at the same time, that if a welcome is to mean anything it must be deserved.

EDITOR OF THE SUN.

It is a thirty-two page half-size paper, in conservative tone, as tabloids go, and with a distinct news policy, many brief items in neat make-up. Its slogan is: "A compact newspaper for busy people." Few stories were carried to half-column length, and the average length of story probably would not exceed two sticks. There is liberal display of news pictures, with a double truck of such art in the center fold, and a full page of sport pictures in the sporting department. There are four comic strips, scattered through the pages, and a run of small features, with a page given to a serial story. There are numerous small cuts to illustrate stories, a financial page and a page given to radio and vital statistics.

The paper was handsomely patronized by advertisers in its first numbers.

The mast-head gives the following personnel: Cyrus H. K. Curtis, president; John C. Martin, vice-president and treasurer; Charles A. Taylor, secretary; David E. Smiley, editor-in-chief.

The Sun is being produced in the Public Ledger office by the same staff that gets out the Public Ledger. The only changes have been the addition of several editorial workers who went to the Sun from the North American.

The Philadelphia Record protested against the sale of the North American in an editorial headed, "An Independent Voice Stifled." In part, the editorial read: "We may say with entire candor that we do not believe the destruction of any effective instrument of service to the people against predatory politics to be a wholesome achievement from the standpoint of the public interests. When a voice of protest is gagged; when, by any means, a spokesman of the independent press is muzzled, a blow is struck at the general welfare which may not be felt at the time, but which sooner or later is bound to have its evil consequences.

"Attempts at monopolizing the expression of public opinion, whether or not commercially profitable, are inimical to the development of those special virtues on which this Republic is founded. Even those who did not agree politically with the North American will regret its passing on the broad grounds that we have attempted here to set forth. Philadelphians and Pennsylvanians have lost a spokesman who may not always have been right, but who, at least, was always able, honest and earnest."


ILLUSTRATED

THE SUN

A COMPACT NEWSPAPER FOR BUSY PEOPLE

THE WEATHER Cloudy

VOL. I—No. 3 PHILADELPHIA, TUESDAY, MAY 19, 1925 TWO CENTS

WOMEN PLEAD FOR CONDEMNED BOY

DEATH SENTENCE FOR CAVALIER IS WIDELY DECRIED

General Outburst Is Heard Against Electric Chair for 15-Year-Old Lad

Will He Go to Death Chair?

SHIP-SCRAPPING PLAN WILL START WITH 200 CRAFT

Majority of Board Ready to Accept Program of Chairman O'Connor

New face on the streets of Philadelphia, tabloid newspaper produced by the Public Ledger organization.

Frank P. MacLennan Married

Frank P. MacLennan, editor and publisher of the *Topeka State Journal*, and Mrs. Madge Overstreet Wright, of Kansas City, Mo., were married May 18, at the Westport Avenue Presbyterian Church in Kansas City. Mr. and Mrs. MacLennan will go to Asheville, N. C., for their honeymoon, returning to Topeka, June 1. Mr. MacLennan had been a widower several years. He and his daughter, Miss Mary MacLennan recently returned from a trip to Egypt and the near East.

Right to "Neutrodyne" Established

Unauthorized use of the trade mark "neutrodyne" was denounced by Presiding Justice George W. Simpson, of the New York Commercial Frauds Court, recently in a test case brought by the American Fair Trade League. In holding the defendant, the Greater Atlantic and Pacific Radio Company, Inc., for trial in the Court of Special Sessions, Magistrate Simpson declared that the term neutrodyne belongs exclusively to Louis A. Hazeltine and may be used only by him and by the licensees of the Independent Radio Manufacturers, Inc., under the Hazeltine patents and trade marks.

F. J. Wolf Joins Denver Company

Frank J. Wolf, of Denver, has taken over the interests of Victor Neuhaus, pioneer Denver publisher of foreign language newspapers, in the Colorado Herald Publishing Company and has moved to a new $40,000 plant at 1950 Curtis street, Denver, where he will continue publishing the *Colorado Herald, Denver Jewish News, Motion Picture Weekly, Community Herald, Colorado Labor Advocate, Denver Jobber* and several other semi-weekly, weekly and monthly publications.

HEARST RECOMMENDS PROMOTION FUND FOR EVERY NEWSPAPER

Says Consistent Conscientious Attention Should Be Paid To Building Up Reputation And General Prestige As a Basic Policy

EVERY newspaper should have a definite fund for promotion, and the most important thing for which this fund can be spent is developing general reputation and prestige, according to William Randolph Hearst.

Mr. Hearst's ideas upon this subject were recently told at length in an article on "The Importance of Good Promotion," written by him for *Exchanges,* a private memorandum for Hearst executives. With Mr. Hearst's permission, EDITOR & PUBLISHER herewith reproduces the article in full:

"It is a most singular thing that newspaper men do not believe in promotion, although it is the commodity they deal in. When they promote at all, they generally promote badly, hurriedly, carelessly, thoughtlessly. They do not give promotion the consistent and conscientious attention that such an important thing requires.

"I consider promotion so important that if any of our papers were going to buy six features and not promote them, I would advise that we should buy three and spend the remainder of our money promoting those three. I am sure we would by so doing accomplish more both in circulation and prestige.

"To paraphrase the old Southern Colonel's opinion of whisky—all promotion is good, but some promotion is better than others.

"Good promotion is promotion intelligently adapted to the definite object you wish to achieve.

"There are several things which newspapers should achieve. First, and most important, are general reputation and prestige.

"Very seldom does our promotion aim at this; and yet it is the thing which a newspaper needs most and the thing that is most valuable to any newspaper.

"I don't think we could accomplish the most by a campaign for general reputation and prestige. It would be too general to be interesting. But we should always have that object in mind in our promotion.

"We usually advertise some sensational subject that we think will be good for immediate circulation. The result is that people who don't read our paper see only promotional references to sensations and, consequently, may be disposed to consider our papers sensational. Thus we are interfering with our growth in many quarters, as well as injuring our general reputation, because a lot of people refuse to take a paper they think sensational. Such promotion causes even our own readers to regard the paper with less pride and approval than they should, and our own readers are not provided with talking points with which to discuss their paper.

"Considering the requirements of our situation, I would like to make a definite rule that nothing is to be advertised regarding our papers that is not positively creditable—not merely negatively creditable, but *positively creditable.*

"I would like our promotion to pick out the dignified and important things, and the inspirational things in our newspapers, and advertise them widely and persistently.

"These will bring just about as much circulation as the sensational things, as it is mainly the *promotion* which brings circulation. People buy the paper to see what all the publicity is about, if the promotion is persistent enough.

"But, promotion of the important and inspirational things will do something even more valuable than getting some immediate circulation. It will smooth the way and grade the path for future growth. *It will remove prejudices which are obstacles to growth.* It will make the best people want to take the paper and think they ought to take the paper on account of its worth. It will give our own readers pride in the paper and opportunity to praise it—and our own readers are our best salesmen. Many people have the wrong impression of our papers, not because of what we publish in them, but because of what we publish about them.

"Our business is to make these other people have the right impression. We should absolutely cease advertising the sensational things, which give them the wrong impression and advertise the creditable things which give them the *right* impression.

"Finally, we must and shall set aside a certain percentage of our gross income for promotion; and nothing should interfere with that promotion fund. Every paper should establish, after consultation with the executive committee, that percentage of receipts for itself and then proceed to expend it with the utmost care and thought.

"I would like to have every publisher present a statement at the end of each quarter setting forth how he had spent his appropriation and what the results were, as far as he could determine them. I think there should be some award to the paper that makes the best promotional record during the year and that the decision on this important question should be made by vote at the annual conference."

KELLY TO JOIN A. N. P. A.?

Kellogg, Labor Chairman, Denies He Will Resign at This Time

Harvey J. Kelly has been appointed chairman of the special standing committee (on labor affairs) of the American Newspaper Publishers' Association, a dispatch from Spokane stated this week, adding that Mr. Kelly would remain as manager of the Pacific Northwest Newspaper Publishers' Association until his successor is appointed.

H. N. Kellogg, for many years chairman of the A. N. P. A. committee, informed EDITOR & PUBLISHER that he had not resigned and had no intention of resigning at this time. A. N. P. A. headquarters declined to comment, in the absence of L. B. Palmer, manager. C. H. Taylor, *Boston Globe,* member of the committee, referred inquiries to Mr. Kellogg. Other members could not be reached this week.

Nevins Joins N. Y. World Staff

Allan Nevins, editorial writer, has joined the staff of the *New York World.* In addition to editorials, he is writing a book review column under the title "First Readings," replacing the "First Reader," conducted by Laurence Stallings, now spending a leave of absence in Europe. Mr. Nevins was formerly with the *New York Sun,* and before that was editorial writer for the *New York Evening Post.* From 1913 to 1918 he was editorial writer for the *Nation.*

INSPECT RUM ROW

17 Reporters Make Four Day Tour of Liquor "War Zone"

Seventeen newspaper reporters and photographers returned to New York May 16, following a four-day "rubberneck" tour of Rum Row on board the U. S. S. Pequot, giving the public firsthand news of the coast guard campaign against rum runners.

Leaving New London, Conn., May 13, the Pequot steamed to positions off Montauk Point, L. I.; Newport, R. I.; Fire Island Inlet, L. I., and Atlantic City, N. J. During the trip the reporters boarded the U. S. S. Mohave to interview Commander W. H. Wheeler, who is in general charge of the operations of the coast guard rum fleet. An "over-the-side" interview with the commander of a rum ship was also held. Twelve rum boats were seen, in comparison with the 68 off shore before the rum war began.

One newspaper woman, Margaret Ball, of the *Springfield* (Mass.) *Republican,* made the trip, which was said to have been far from smooth sailing.

Among the newspaper men on the trip were Walter Bobin, Associated Press; William J. Losh, chief of the Washington bureau, United Press Associations; Robert S. Thornburgh, International News Service; Glenn Tucker, *New York World;* Bob Dorman, NEA Service, Inc.; Morris Judd, *New York Sun;* Dudley Nichols, *New York Evening Post;* Percy Stone, *New York Herald Tribune;* and M. Colmstock, *Boston Post.*

The inspection trip was made possible by Lt. Commander Stephen S. Yeandle.

DRAMA CRITICS UNITE

"First Nighters" Organize in New York with Metcalfe, President

Dramatic critics of New York daily newspapers and editors of theatrical trade papers have formed an organization called "The First Nighters." They will take possession of the third floor of Keen's Forty-fourth street Chop House, which will serve as club rooms and a work shop.

The officers, who will serve one year, are James S. Metcalfe, *Wall Street Journal,* president; Stephen Rathbun, *Sun,* first vice president; Heywood Broun, *World,* second vice president; Edward E. Pidgeon, *Journal of Commerce,* third vice president; George Van Cleve, *American,* treasurer; Bernard Simon, *Morning Telegraph,* recording secretary; Max Lief, *Daily News,* corresponding secretary; Kelcey Allen, *Women's Wear* and *Daily News Record,* librarian.

The Board of Governors is made up of Alexander Woollcott, *Sun;* Gilbert W. Gabriel, *Telegram-Mail;* Kelcey Allen, Fred McIsaacs, George S. Kaufman, *Times;* John Anderson, *Evening Post;* Edward E. Pidgeon; John MacMahon, *Daily Mirror;* Sime Silverman and Jack Lait, *Variety,* and James S. Metcalfe.

Ralph King Is Dead

Ralph S. King, 37, assistant city editor of the *Waukegan* (Ill.) *Sun* who less than a year ago went to jail for 30 days for contempt of court rather than betray the source of information in a news story, died in Waukegan, May 15, of an infection of the kidneys. King wrote a story about alleged corruption among public officials in North Chicago. He was summoned into court and directed to tell the source of his information, but refused. He brought a typewriter to his cell and wrote daily stories of jail life, including an exclusive story for EDITOR & PUBLISHER.

St. Louis Star Elects

T. L. Ryan, general manager and treasurer, and Frank W. Taylor, Jr., managing editor, were added to the board of directors of the Star-Chronicle Publishing Company, publishers of the *St. Louis Star,* at the annual meeting of the stockholders, May 14, thus increasing the directorate from five to seven members. James T. Pettus, a vice-president of the International Shoe Company, was elected a director to succeed W. Christy Bryan. Officers elected are: president, Elzey Roberts; chairman, Frank P. Glass; vice-president, Frank P. Glass, Jr.; secretary, Henry D. Sum; treasurer, T. L. Ryan.

Spencer Planning Seattle Meet

Lloyd Spencer, advertising manager of the *Seattle Post-Intelligencer,* is making plans for the convention July 20-22 in Seattle, Wash., of the Pacific Coast Advertising Clubs Association, Twelfth District, Associated Advertising Clubs of the World.

Canadian Papers Merged

Kincardine (Ont.) *Review,* of which Col. Hugh Clark, ex-M. P., has been editor and proprietor for 35 years, has been sold to J. J. Hunter, proprietor of the *Kincardine Reporter,* and the two papers will be merged as the *Review and Reporter* under the management of Mr. Hunter.

CLAGUE TO ADDRESS I. C. M. A. MEET

Managing Director and Chief Auditor Will Represent A.B.C. at Circulator's 27th Annual Convention, Colorado Springs, June 9-11

Stanley Clague, managing director of the Audit Bureau of Circulations, is expected to address the 27th annual convention of the International Circulation Managers' Association at Colorado Springs, June 9-11. His subject is scheduled as "Some Problems Which the I. C. M. A. Can Help A. B. C. Solve for the Good of the Newspapers and the Bureau."

The Bureau will also be represented by E. W. Chandler, chief auditor, who will speak on bookkeeping methods.

Other important speakers are on the program, which has been prepared under the direction of W. C. Hixson, of the *Syracuse* (N. Y.) *Post-Standard.* Interesting entertainment features are being arranged by Will A. Butler, of the *Colorado Springs Gazette and Telegraph.*

The Rock Island route has been selected as the official route for those leaving for Colorado Springs by way of Chicago. Train No. 7, which leaves Chicago June 7, at 10 A. M., and due to arrive at Colorado Springs the following day at 2:35 P. M., has been designated, and an effort is now being made for a special train. This matter is in the hands of J. N. Eisenlord, of the *Chicago Evening American.*

The Broadmoor Hotel will be official convention headquarters. The hotel is the property of Senator Penrose, one of the owners of the Colorado Springs Gazette and Telegraph.

The annual banquet is set for June 10 with Judge Ben Lindsey, famous juvenile judge of Denver, Colo., who will talk on newsboy welfare.

Other speakers on circulation topics will include Thomas J. Dowling, *Cleveland Press;* John Schmid, *Indianapolis News;* Charles Payne, *Indianapolis Star;* W. J. Harrison, *Los Angeles Herald;* J. C. Montgomery, *Detroit News;* David H. Smith, *Portland* (Ore.) *Oregon-Journal;* M. B. McNabb, *Omaha* (Neb.) *World-Herald;* Charles S. Wilson, *Columbus* (O.) *Dispatch.*

And also: H. C. Kloecker, *Cincinnati* (O.) *Enquirer;* Ralph Decker, *Rochester* (N. Y.) *Democrat & Chronicle;* E. C. White, *Houston* (Tex.) *Chronicle;* Harold Hough, *Ft. Worth* (Tex.) *Star-Telegram;* T. V. Armstrong, *Ottawa* (Canada) *Citizen-Journal;* H. H. Fris *El Paso* (Tex.) *Herald;* G. A. Fisher *San Francisco Chronicle;* and J. A. Mathews, *St. Paul* (Minn.) *Pioneer-Press.*

Robert S. Weir, association president, was forced to resign from the *Syracuse Journal* due to illness, and the Colorado Springs meeting will be presided over by E. R. Hatton, *Detroit Free Press,* first vice-president.

Other association officers are Charles Payne, *Indianapolis Star,* second vice-president; and Clarence Eyster, *Peoria* (Ill.) *Evening Star,* secretary-treasurer.

Sketches Replace Photographs

Press arrangements similar to a national convention, but lacking some of the most vital machinery, were afforded reporters covering the murder trial of William D. Shepherd in Chicago. Photographers were barred and the newspapers, for the first time in years, appeared with courtroom sketches instead of the familiar flashlight scenes. Along with the cameras, the court barred typewriters and telegraph instruments, but a special room was equipped with these facilities, just outside the court.

Havana Post Plant Burns

The plant of the *Havana Post,* English language daily, was wrecked by fire May 20. Arrangements have been made to continue publication from the plant of the *Havana Telegram.* The Post was established 25 years ago.

CITY EDITOR CONDEMNS "CANNED COPY"

'ault Lies with Newspaper Proprietors in Not Demanding Right of Access to Principals for Reporters, Says Dwight S. Perrin, New York Herald Tribune.

)WIGHT S. PERRIN, city editor of the *New York Herald Tribune,* ected president of the Newspaper Club New York, May 4, made an emphatic ea this week for return of the day of e working newspaper man.

"Press agentry," he declared, "has een altogether too convenient an in- itution for lazy reporters, who have come quite content with canned hand- uts.

"The business of reporting is in dan- er of degenerating into a sort of green ap messenger service, because of the me-saving labor-saving mimeographs f press agents, better known in many otable cases as suppress agents," Per- in said.

His statement was, in a sense, response o a letter sent the *Three-Em-Dash,* fficial monthly publication of the club e heads, by a New York press agent who requested the opinion of a compe- ent news editor on publicity work.

"Publicity work," in Mr. Perrin's opin- on, "is decidedly harmful to the news- apers, and therefore to the public which the newspapers represent."

Realizing, however, that glittering eneralities are more glitter than value, e proceeded to dissect the phrase "pub- icity work" in scientific manner, placing ad in one group and good in another efore, like an Arrowsmithian doctor, he would essay a controlled remedy.

Mr. Perrin, in the end, would not play ponsor to any quack nostrum.

"The only remedy I can see," he said, 'is highly improbable and impossible."

"Dr." Perrin's pessimistic prescription s:

"Let the owners of newspapers get ogether and serve notice on Wall street, Broadway and Fifth avenue, all the news- makers of the town, any town, in terms somewhat as follow:

"'We are not going to print your stuff any longer unless you allow our own men to get the news from principals themselves.

"'We want our reporters to see J. P. Morgan when necessary, not his secre- tary or his publicity expert.'

"The newspapers would be bound to win. But my remedy is highly impos- sible. The present publicity system is fostered and encouraged by the men who own newspapers. Managing editors, city editors, and news editors cannot stop it."

Whereupon, Mr. Perrin wasted another match on his pipe, which soon died out, and continued to survey the present pub- licity system from all angles.

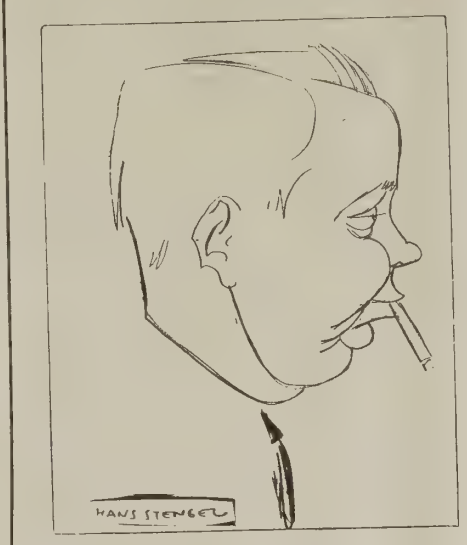
"The Ivy Lees," he said, "are becom- ing boastful. And why not? There are too many reporters today content with typed-out statements. Their only intel- ligent question often is 'Have you got any canned copy with you?'

"Ivy Lee himself boasts of young men who come to him on stories, accept his mimeographs, slip them in their pockets, and return to their offices without asking a single question.

"Thus men get jobs, the most important function of which is to keep news out of the newspapers.

"What the newspaper business needs most of all today is a return in large numbers of working newspaper reporters. Of course, there is no complete lack now. Newspapers would fail miserably did not staffs number some men like Mul- roy and Goldstein who won last year's Pulitzer Prize."

Mr. Perrin divided publicity into two general classes: the typed statements handed out when a question of public interest is at issue; and the ordinary run of space-grabbing copy. The former cheats the reader and therefore the news- paper, he pointed out, while the latter cheats the newspaper and, therefore, the reader.



What the newspaper business needs is the return in large numbers of working reporters.
—DWIGHT PERRIN

"Both classes have become too con- venient," he continued. "In the case of the statements, newspapers seem gradu- ally to have come to accept them as 'the best that can be done,' which very recently has occasioned loud boasts from publicity quarters.

"Publicity experts say the average re- porter is not intelligent enough to deal with the subjects, on which they act as sort of swing door between their bosses and the press. Unfortunately there is a large measure of truth in their assertion. Young men are no longer being trained in correct news gathering methods. They are not getting first hand contacts with the men who actually make the news.

"Possibly the annual situation at Al- bany is typical. There, in the legislative buildings, conveniently placed for the newspaper correspondents, is a large table measuring probably 10 by 12 feet. To this table the press agents of legis- lators, committees, and lobbying organ- izations bring their stuff and lay it out in about 15 or 20 piles. The correspond- ent enters and takes his pick. The day's story is thus prepared and pre- digested for him."

"The second class, the promotion story, the insertion of which should be paid for, is primarily a matter of mail clog- ging and wastebasket stuffing.

"Not long ago personal solicitation was the chief method employed by press agents to obtain free space in New York newspapers. This seems to have gone out of fashion.

"Now the publicity copy is accompan- ied by a letter written by a vice-president or publicity director. The stationery used is often very handsomely engraved, and bears an imposing list of directors of the business which wishes its news published in the newspaper. The pub- licity expert writes that he is confident the directors would be pleased if the attached mimeograph appeared on the release date in print.

"I got a novel request this morning," said Mr. Perrin, pausing to reach into his bulging wastebasket.

The copy he produced from the hellbox was of the "letter with story attached" variety. The letter was written on the stationery of the National Surety Com- pany, capital $10,000,000.00; William B. Joyce, chairman; E. A. St. John, presi- dent; Joel Rathbone, vice-chairman. The heading was further illuminated by the picture of a spread eagle perched on a globe, upon which was printed "World's Largest Surety Company"

In all this dignity, W. L. Barnhart, as- sistant sales manager, proceeded in a let- ter addressed to the managing editor to bid politely for free space for a story attached.

"We are sending you a stamped and self addressed envelope," read the novel request, "and will greatly appreciate it if you will have your secretary mail us a copy of your story."

"Can you picture the managing editor carefully watching editions to see that his secretary clipped out the 'free' story and mailed it to the 'grabber'?" asked Mr. Perrin.

"Press agentry has come to such a pass," he continued, "that New York city desks continually get telephone calls from what turn out to be press bureaus.

"The voice on the phone informs the desk there will be an important story should a reporter call at a given office at a certain time. Reporters are sent there and become free messenger boys carrying useless canned copy. Thus the publicity experts have become so expert they no longer do their own work.

"An outrageous development of the publicity system in the last two or three years is the free space requests being made by exhibits and expositions, so called. Some are of public interest. Oth- ers decidedly are nothing in the world but advertising schemes, such as electrical de- velopment expositions, radio shows, and the like.

"It has become the newspaper custom to give almost unlimited space to such affairs, when the space should be paid for, or else stories of more interest to the pub- lic used.

"Then there are drives of the Salvation Army, Cathedral, Orphans Home, or what not—all worthy charities, but I some- times feel newspapers are too generous in assisting in money raising for others at the expense of their news columns.

"Friday and Saturday, for Sunday re- lease, are the two biggest days for the mail-clogging agents. On the Herald Tribune we throw away more than 50,000 words of mimeograph copy every week- end as absolutely worthless. The less harmful we use.

"For there is a test to which publicity copy can be put. There is, to my mind, such a thing as legitimate publicity. If the free release has sufficient reader inter- est, we often stamp it as a press agent story and use it.

"And again, the flotation of a big bond issue by J. P. Morgan & Co., which, while a remarkable free advertisement, has suffi- cient interest to the bankers, financial men, and public in general to make its use in the news columns legitimate.

"Nevertheless, I do not see how any newspaper man could think otherwise than that the present publicity and hand-out era, is proving harmful to the newspa- pers."

The newspaper man who holds this de- cided opinion today was once a press agent himself. He has the advantage of being able to see both sides of the ques- tion. His present conviction, therefore, would seem the more valuable.

At one time, Mr. Perrin was in charge of the publicity department of Goldwyn Pictures Corporation, under F. B. Warren, former owner of the *St. Louis Star,* then vice-president and general manager of the motion picture concern.

He started newspaper work on the *St. Louis Times,* working there from 1908 to 1912, when, at 22, he went to Reno, Nev., to become city editor of the *Reno Gazette.* Without doubt city editor meant an all-round training in Reno. At any rate, after experience there, Perrin was able to come to New York and get work without much difficulty on the staff of the *New York Evening World,* under Charles Chapin, which meant more good training. From the Evening World, he went to the *New York Morning Tele- graph* and from there to the Tribune to work in the Sunday department.

At this point, his newspaper career was interrupted by his fling in the moving picture world. After his Goldwyn con- nection, he went back to the Tribune to resign again to rejoin Mr. Warren as as- sistant general manager of the Associated Producers, a moving picture company, which lived about a year. Mr. Warren then organized the F. B. Warren Cor- poration and made Mr. Perrin vice-presi- dent and general manager.

This title Mr. Perrin shortly dropped to become again a reporter on the staff of the old Tribune. After a few months he was made night city editor. Six weeks before the New York Herald was pur- chased by the Tribune, he left the latter newspaper to become the Herald's city editor. The prodigal's last return was at the time of the merger of the Herald and Tribune a year ago.

OFFER REPORTING PRIZE

Columbia Journalism Alumni Found Annual $100 Award

To encourage good reporting, a group of graduates of the School of Journalism, Columbia University, have founded the Franklin Matthews Prize in news writ- ing. Under this award, $100 will be given each year to a student in the school who writes the best published news story or feature article during the school year. Announcement of this prize in honor of the late Franklin Matthews, one of the members of the first teaching staff of the School, and a former executive of the *New York Times* and *Sun,* was made on behalf of the Alumni Association of the School.

At the annual meeting of the Associ- ation, M. S. Rukeyser, financial editor of the *New York Evening Journal* and a member of the Faculty of the School, was reelected president; Carl Dickey, man- aging editor of *World's Work,* vice-pres- ident; Ben Franklin, rewrite man on the *World,* treasurer, and M. Lincoln Schus- ter, head of the publishing firm of Simon & Schuster, book publishers, secretary.

Announcement was made of plans for a series of addresses at the School next year by leading editors and publishers, who will speak as guests of the Alumni Association.

Florida Daily Moves

Due to increased business, the *St. Petersburg* (Fla.) *Daily News,* a tabloid has moved to larger quarters.

NEWS MEN WELL TREATED IN GERMANY RETURNING CORRESPONDENTS SAY

Dispatches from Republic Uncensored and No Hindrance Met from Foreign Office, Declares Smith and Groat, A. P. and U. P. Men from Berlin

PRAISE of the freedom allowed newspaper men in Germany was given this week by Carl D. Groat and Charles S. Smith, correspondents for the United Press Associations and the Associated Press, respectively, in Berlin. Mr. Groat has returned permanently to this country to take charge of incoming cables in the New York U. P. office. Mr. Smith, following a brief vacation here, expects to return to his Berlin post.



CHARLES S. SMITH

Both reported the recent German political campaign, which resulted in the election of President von Hindenburg, and expressed personal views on the changing Republic, during interviews with EDITOR & PUBLISHER.

"The real story is coming out of Germany," Mr. Groat declared. "American newspaper men are granted more liberty in sending interpretive dispatches from there than from any other country at the present time. There is no censorship of any kind. Dispatches all go through without mutilation or delay."

Mr. Groat said that the idea American correspondents were at the "beck and call of foreign office officials" was "an entirely false impression."

"All American news writers in Berlin are extremely free in their reports about Germany," he said. "Their stories are often unfavorable to the government, but they are written without any molestation or hindrance from the foreign office."

Mr. Smith was of the opinion that the chief difficulty in getting news out of Germany was the lack of direct cable facilities, a situation, which, he pointed out, was speedily being remedied.

"Since the Versailles treaty, there has been no difficulty as far as censorship is concerned," he declared.

"Interest in Germany has increased all over the world, and the volume of copy filed from there has reached a new high record. The number of correspondents in Berlin now is several times as great as before the war."

An interesting sidelight of German publicity methods during the Hindenburg campaign was told by Mr. Groat.

"During early stages of the campaign, Hindenburg managers didn't seem to care for close relations with the American press. Then the German newspapers began to give a heavy play to conjectures as to what America would do if Hindenburg was elected, forecasting in some instances that big financiers would close down on loans.

"At this point the campaign managers got busy. Getting in touch with about six American correspondents, they told each an exclusive interview with Hindenburg would be arranged for him.

"But the correspondents were deluded. The wonderful exclusive interviews turned out to be largely duplications, and were arranged so that in general the questions answered were only those which Hindenburg's managers wished to be answered."

Both A. P. and U. P. men were certain the election did not mean any swift return to a monarchy. Should a monarchy return, Mr. Smith said, it would be constitutional.

"There is no question of monarchial government returning to Germany at this time," Mr. Groat said.

"It is true the monarchist elements are seeking to get back powers and privileges held under the Kaiser. And, to a certain extent, these monarchists are succeeding.

"When the so-called revolution came at the end of the war, the German laboring man was at the top. Now he has lost most of this power and has become a fairly subsurvient employe.

"But, if the illnesses of infancy are survived—and Hindenburg, consulting with Luther rather than the jingoes, appears to be making a successful start as a doctor—Germany will grow up to be a real Republic."

Sentimentality elected the Republic's president, both correspondents agreed.

"Hindenburg was his own platform, his own speeches; he said absolutely nothing during his campaign," Mr. Smith said. "His election was a question only of his life and his record."

"The 'old woman' vote elected Hindenburg," was the way Mr. Groat told the same story.

Living conditions in Germany are returning to normalcy, the correspondents said, and both recalled with sighs inflation days. Mr. Groat told how he with two colleagues in 1923 had hired a special train consisting of locomotive, baggage car, and passenger coach for the equivalent of $95 to take a trip from Munich to Essen to interview General Ludendorff.

Mr. Smith is probably the most traveled of all A. P. correspondents. He joined the service 20 years ago, following graduation from the University of Iowa and training on the *Omaha Bee, Des Moines Capital, Washington Post* and *Washington Times*. During the war, he made a complete circuit of the world, and has criss-crossed it many times. He has been in Berlin during the past five years. At the time of the "Red Terror," 1917-18, he was in Russia. His first work in the foreign field for the A. P. in 1905 when he was sent to South America. In the war he was correspondent for the A. P. in London, Belgium, France and Holland. Returning to London again, he was sent from there across the United States to China to take charge of the Chinese service. Then he crossed Russia to complete the circle at London at the time of the armistice.

Mr. Groat has been with the United Press nearly 13 years. He joined the association from the *Washington Times*. He first went abroad as correspondent on Wilson's second trip to France, where he remained until 1919. In 1921 he was appointed Berlin manager, retaining this post since, with the exception of a brief leave of absence in May, 1922.

U. P. BERLIN CORRESPONDENT ARRIVES IN NEW YORK



Carl D. Groat, United Press Berlin correspondent, with Mrs. Groat and their two children returned to this country last week. Mr. Groat will take charge of incoming cables in the U. P. New York office

Ink Bureau Issues Cost Manual

The Printing Ink Cost Bureau, which was organized Sept. 18, 1923, at a meeting in New York called by the United States Chamber of Commerce, to permit the co-operation of the entire industry in the matter of uniform cost methods, has prepared a manual which sets forth the uniform methods for determining costs as passed upon by the Bureau. It presents not only methods of cost determination but model balance sheet and profit and loss statements.

DAILY AGAIN COLLECTS RAIN INSURANCE

For Second Successive Year Milwaukee Journal Safeguards Realty Advertisers in Its Building Number

For the second successive year, the *Milwaukee Journal* has collected rain insurance taken out on its annual Real Estate and Building number.

The seventh annual edition of this number was issued on Sunday, May 3. Insurance to the amount of $5,000 was taken out covering all real estate advertising in the issue where the individual advertisement was 15 inches or more. The insurance was collectable in case one-tenth of an inch of rain fell between 2:00 and 5:00 P. M.; and in such case the Journal guaranteed to run the advertisements protected, the succeeding Sunday without additional charge. Rain fell the greater part of the afternoon and the Journal re-ran the advertising on Sunday May 10, according to its agreement.

Considerable uncertainty was evidenced by insurance men when the Journal sought rain insurance on its building number again this year. Following their experience of a year ago, when the Journal collected for rain which fell on April 27, the date of its sixth annual issue, 15 general agents in the north central territory, in session in Chicago, decided that such insurance was undesirable and that the newspaper did not have an insurable interest. When this position was brought to the attention of the Journal this year, representatives of the newspaper demurred. They argued that the paper was, in effect, the agent of the advertisers and purposed, by taking out insurance, to protect them against loss due to weather conditions that would prevent prospective buyers visiting the lots or inspecting the homes which the real estate men had for sale. The only way in which the advertisers could be safeguarded, it was argued, would be for each advertiser to take out insurance covering only his interest, which would have meant sixty or seventy policies of very small amounts; a situation not to be desired by the insurance companies.

The insurance was handled by the Auer agency, Milwaukee, and the policy taken out in the Ohio Millers' Mutual Fire Insurance Company.

Alumni Association Reunion

Robert E. MacAlarney, managing editor of the *Ladies' Home Journal*, Dr. Talcott Williams, director emeritus of the School of Journalism, Columbia University, and Dr. John W. Cunliffe, director, will be the principal speakers at the annual dinner dance of the Alumni Association of the Columbia University School of Journalism Saturday evening, May 16, at the Hotel Commodore. M. S. Rukeyser, financial editor of the *New York Evening Journal* and a member of the teaching staff of the school, will be toastmaster.

Pittsburgh Dispatch Asks Dissolution

The Dispatch Publishing Company, publisher of the Pittsburgh Daily Dispatch, filed a petition in the Court of Common Pleas of Allegheny County praying for a decree of dissolution. The hearing on the petition will be held on May 25 at 9:30 a. m. George P. Grise is president of the company, which suspended publication several months ago after the paper had been issued for about six weeks.

Newspaper Executives Named Directors

George M. Burbach, advertising manager of the *St. Louis Post-Dispatch;* Homer Bassford, secretary of the *St. Louis Times;* Elzey M. Roberts, publisher of the *Star* and E. Lansing Ray, president of the *Globe-Democrat*, have been elected directors of the St. Louis Convention and Publicity Bureau.

$3,000,000 PLANT FOR CINCINNATI ENQUIRER

William F. Wiley, General Manager, Announces Complete Plans for Fourteen Story Stone and Marble Structure—To Be Completed Within a Year

(*Special to* EDITOR & PUBLISHER)

CINCINNATI, May 19—What will probably be the most modern newspaper plant in America if not in the entire world, will be constructed by the *Cincinnati Enquirer* in the 82nd year of its history, according to an announcement made today by William F. Wiley, general manager and personal representative of the publisher and owner, Edward Beals McLean, who also owns the *Washiigton Post.*



WILLIAM F. WILEY

The new Enquirer building, which it is hoped will be completed within a year, will cover a ground area of 117 by 190 feet, facing on Vine street and running back to College street and will be 14 stories in height. With two deep basements underlying the superstructure, the entire floor area of the building will be equivalent to eight acres of steel and concrete construction fireproofed throughout.

Except for the air courts and light courts which will be faced with fireproof brick, the exterior of the building will be of stone and marble. The approximate cost of the building will be $3,000,000.

Five stories of the building will be occupied by the plant of the Enquirer, in addition to the basement and subbasements, the latter being utilized for the storage of roll paper and for the installation of a real system co-ordinating with the presses on the basement floor. The other nine stories of the superstructure will be utilized for rental purposes to business and professional men.

Practically the entire basement floor will be given over to the new press facilities of the Enquirer. There are to be installed at the outset 16 units of high speed presses which will occupy a space approximately 165 feet in length. Room is being provided for a duplication of this installation to care for future expansion. There will also be located on this floor one of the largest color presses in the Middle West, capable of producing color work in any desired quantity and number of pages. Here also will be a mezzanine gallery for the accommodation of visitors who may desire to see how a great newspaper is made. The stereotype foundry will also occupy space on this floor.

On the first floor a center hall will provide entrance to the counting-room as well as to the seven elevators. In the rear of the counting-room will be the offices of the circulation department. Printed copies of the Enquirer will be conveyed from the basement to the mailroom by mechanical carriers. A recess in the building will provide space for 13 motor trucks which will convey the paper to every section of the city. On the second floor, the Vine street side will be occupied by the advertising department while the College street side will house the art-gravure rooms. These latter will include not only the presses but the necessary photographic and engraving departments.

The third floor will be given over to the composing and typesetting department of the Enquirer and the photo-engraving department will occupy part of it.

The entire fourth floor will be occupied by the editorial rooms, which will be grouped about a statistical library and "morgue", a fireproof room in which are to be kept the valuable collection of photographs, drawings, maps, cuts, and biographical material. On this floor also will be installed a small hospital for employes who are ill or injured.

The administration offices and the general accounting department of the Enquirer will occupy a large portion of the the fifth floor. On the College street side will be placed a cafeteria for the benefit of employes. An assembly room will provide accommodation for the convocation of employes as well as for entertainments and dances.

All departments and all floors will have ample locker space, together with the highest grade of lavatory facilities, baths being provided for all departments. Rest and reading rooms for men and women employes will be a feature of the new structure.

The Enquirer will continue to operate at its present location during construction of the new plant. It will be erected in three separate units all of which will tie together in perfect unison when completed.

The achievements of the *Cincinnati Enquirer* during the past decade will have their culmination in the erection of this structure. Credit for this growth and development is largely due to the executive ability of William Foust Wiley, who for 17 years was the editorial head of the Enquirer and who since 1918 has been the general manager having charge both of the editorial and business management.

A native Ohioan, born in Tarlton, Pickaway County, Mr. Wiley began newspaper work as a Washington correspondent of the Enquirer at the age of 25, and so won the confidence and admiration of the late John R. McLean, then publisher and owner, that six years later when the reorganization of the Enquirer staff was made, Mr. Wiley was made managing editor.

For 17 years he remained in that capacity, occupying the post longer than any predecessor, even including Mr. McLean himself. In 1918 he was again promoted being made general manager in charge of the paper.

The proposed building is the second reconstruction of the Enquirer in less than 20 years. A little more than 15 years ago the plant was practically rebuilt, provision being made at that time, it was believed, for many decades of growth and expansion.

Speaking of this development, Mr. Wiley said: "Within one short decade from this reconstruction it became apparent that the Enquirer had already reached the peak of its mechanical facilities and had begun to find itself in the embarassing position of being unable properly to take care of its advertising and circulation volume. Since the present structures were erected a revolutionary advance has been made in the art of newspaper printing. The Enquirer press room, though large and commodious when erected, does not now lend itself in dimensions to the installation of the modern printing press, nor has it been found possible in any way to alter or add to present equipment to take care of the greatly increased circulation and the larger sized papers now being published.

"Coupled with the serious deficiency in black and white equipment it was found impossible to place anywhere in the present building additional or larger color and gravure presses. These are indispensable to the production of an acceptable and attractive Sunday newspaper.

"Primarily then the Enquirer has been compelled to provide larger quarters for its accommodation in the interest of obtaining proper and adequate press facilities. Having undertaken to solve this major part of its difficulties, it was determined to proceed with the erection of the most modern newspaper plant in America if not in the entire world."

ARCHITECT'S DRAWING OF NEW CINCINNATI PLANT



The new home of the Cincinnati Enquirer will rise 14-stories above the street. Five floors will be devoted to the newspaper, the remainder to offices.

TOLEDO BLADE PLANS MILLION DOLLAR HOME

Takes Option on Property in Heart of Downtown District—Expects to Build Three or Four Story Plant

Construction of a million dollar home for the *Toledo Blade* was forecast this week when option was taken by the Toledo Blade Company on a triangular piece of property bounded by Beech, Huron and Superior streets, Toledo.

The site chosen for the Blade's new building, within a block of the *Toledo Times* and the *Toledo News-Bee* buildings, is ideal from both news and distribution viewpoints. The new Toledo civic center, which includes police headquarters, courthouse, county jail and numerous city offices, is only a block away. Similarly interurban and bus stations are within a block.

Detailed plans for the new Blade building have not been drawn.

The deal means a new three- or four-story home for the Blade. As tentatively outlined, the building will occupy the entire Beech street frontage of 335 feet and 100 feet of frontage on Huron and Superior streets. The main entrance to the proposed Blade building will be in Superior street.

The property is regarded as one of the largest and most valuable in the downtown district.

The plans contemplate the immediate removal of the buildings already on the property to make way for the Blade.

Across the Beech street frontage is one of the city's numerous triangle parks, which will insure adequate lighting.

Farm Organ Sold

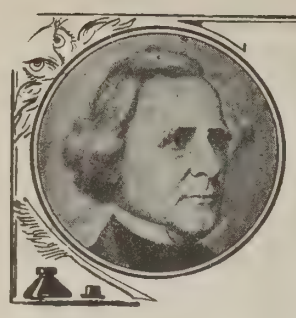
The *Sioux Falls* (S. D.) *Farmer & Breeder,* semi-monthly, established in 1878, has been sold at sheriff's sale to the Seaman Paper Company. Arrangements have been made, however, to continue the publication under a trusteeship. G. Y. MacMillan has been president and manager and H. G. McMillan, editor. H. A. Bereman, for the past 10 years with the publication has joined the *Sioux Falls Daily Argus-Leader* as an editorial writer. He succeeds Bryton B. Barron who sailed from Seattle, May 8, to take a teaching position in Manila.

Friendly Given Businses Bureau Post

Edwin S. Friendly, business manager of the *New York Sun,* was this week elected a member of the advisory council of the merchandise section of the Better Business Bureau of New York. This week he was also a member of the reception committee of the Fifth Avenue Association, when that organization gave a luncheon May 13, to the International Police Conference in New York.

Osaka Ball Team to Play Here

The baseball team of the *Osaka Mainichi,* Japanese daily newspaper, has arrived in this country from Japan to play a series of games with American teams.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER FORTY-ONE

Mr. Bennett Devotes Closer Attention to His Papers — His Splendid War Record—Marriage, Death and Burial— Prizes Donated and Charities Established by Him

IT is interesting to note that after Mr. Reick had deserted the Herald, and Mr. Bennett spurred on to put all his wonderful energies into its management, that it responded readily to his talented touch. Office gossip had it that he was bound to "beat Reick and the Times, if he had to reduce the price of the Herald from three cents to one cent to do it!" The price was finally reduced to one cent on August 22, 1916, and the circulation rose steadily thereafter from its low average of 130,000 daily.

Mr. Bennett announced that he was both the "Editor and the Managing Editor of the Herald," and kept his Executive Committee under strict control. With Mr. Frank B. Flaherty, a man who had risen from the ranks of the mailing department, as publisher; with such able subeditors as Ohl, Brown, Kelley and Burke, the Herald responded to the magic lash of the editorial whip, and entered the period of the Great War, better equipped, probably than any other paper in the world, to give all the news and get its share of the big advertisements.

Handicapped as he was by being an absentee from the palace in Herald Square, it is interesting to recall the marvellous results of Mr. Bennett's skilful and judicious management of his great property.

The very fact that he was in the midst of the mighty upheaval in Europe, as a permanent resident, was of the greatest value to the Herald.

When the war began in 1914, Mr. Bennett at heavy cost, organized a splendid corps of able and energetic correspondents, typified by such ambitious young journalists as the late Don Martin, who sacrificed his life on the altar of duty.

Mr. Bennett, himself, manfully and courageously continued to publish the Paris Herald, when on Sept. 11, the near approach of the German armies to Paris, resulted in several members of his staff deserting him. Greatly incensed at their action, he went to the office, declaring he would bring out the paper himself, "with the assistance of the printers' devil," and he did.

Acting both as managing editor and reporter, and having been married the day before, these were certainly strenuous days for the famous newspaper proprietor. He obtained a big "beat" in his interview with the new American Ambassador, but the censor prevented its publication.

At this critical time, the European edition of the Herald was the only paper published in Paris; all the others either had suspended, or were being issued intermittently at Bordeaux. Americans returning from Europe were loud in their praise of the Paris Herald, which throughout the days of stress and strain, kept them in touch with home. The Parisians also were grateful, for without the Herald, they would have been kept in total ignorance of the dramatic, tragic and vital events that were happening in their own country.

Refugees regarded the feat of publishing the Herald as unexampled in the history of journalism. It was at this time that it had a page story, fully illustrated, of the first air battle in the history of war.

During the early period of the war, Mr. Bennett put in long hours of work in his office on the Champs Elysses, in Paris. He not only originated the general policies of his three papers, but also looked after the minutest details. From the New York office, regularly came current files of the Herald, in which each item was marked for identification, with name of the writer in blue, and of the editor in red. He read each article critically, and any corrections or suggestions were promptly cabled. He was not at this time a gentleman of leisure, but an earnest and indefatigable worker.

When the United States entered the war, the Herald's slogans—"It stands squarely behind Old Glory," and "Its loyalty never questioned," briefly defined its patriotic stand. Throughout the long drawn out and agonizing strain of the conflict, the Herald ever supported the Government, and its record is one that every American can feel proud of.

On Thursday, Sept. 10, 1914, Mr. Bennett was married to Baroness George de Reuter, widow of Baron de Reuter, and who was Miss Maud Potter of Philadelphia. The civil ceremony was followed by a religious service in the American Protestant Episcopal Church, where the groom had been baptized the day before.

In July, 1916, he, his wife and a stepson came to New York, when, Mr. Bennett sitting in his beautifully furnished sanctum, always kept in readiness for his sudden arrival, again personally supervised the publication of his papers.

Apropos of Mr. Bennett's marriage, Town Topics published the following clever verses:

J. G. B.

THE juvenile bridegroom who long hath forsworn
All festive occasions which lasted till morn,
Unless they were wholly and totally male,
Doth lower his flag—may his shade never fail!

Yea, never where matrons or maids would frequent
Was James Gordon Bennett allured by their scent;
To his yacht he would stick as a commodore true,
With a few Gallic Counts and a Baron or two.

Except when—oh,well, what the devil's the use,
We've all had our loves scattered far and profuse,
And though no exception to rule he may be,
Who lives but is equally heedless as he!

But James settles down unto marital ways,
And the staff of the *Herald* gets oh, such a raise,
That the nearby cafés with such unwonted wealth
Are filled with excuses for drinking his health.

His wife from her pictures should surely well fit:
She's a mouth most determined, a brow that's well knit,
Though it's sad to break off from our bachelor Jim,
At seventy-three it is better for him.

The Old-Timer.

After a pleasant sojourn in America, with a visit to Newport, Mr. Bennett and family sailed from New York to Bordeaux on Nov. 11, 1916, braving the imminent dangers of the submarine infested waters of the Channel.

It proved to be Mr. Bennett's last visit to his native city, and was his final farewell to the palatial Herald Building in Herald Square.

In November, 1917, he contracted a severe cold, the effects of which, coupled with the strain of his editorial labors, brought on a delicate state of health. In December, to obtain the benefits of a milder climate, he and his wife went from Paris to Beaulieu, where, however he grew worse, and eventually bronchial pneumonia developed. His physician and intimate friend, Prof. Albert Robin, was summoned from Paris. Again Mr. Bennett's marvellously robust constitution triumphed and surmounting the crisis, he seemed to be on the road to recovery, when on April 23, 1918, he suffered a relapse. Symptoms of uraemia made their appearance; his heart finally gave way, and on Friday, May 10, his birthday, an alarming change for the worse took place; the paroxysms of choking were more frequent and severe, and on the evening of the 11th he became unconscious, and so he remained, practically till the end, with his wife by his bedside, and in his 78th year.

Mr. Bennett died at a quarter to five on the morning of May 15, 1918, in his Beaulieu residence, the Villa Namouna, of heart failure.

His body was conveyed to his Paris residence, and the funeral took place on May 23rd, in Trinity Church, being attended by members of the French Government and the Diplomatic Corps. His remains were buried in Passy cemetery, near his home in the Avenue D'Iena.

At 6 A. M., New York time, the hour of the funeral in Paris, (eleven o'clock) all activities in the New York office in Herald Square were suspended for fifteen minutes, while the big shell tolled a requiem out of respect for the deceased.

The tributes to the great editor were numerous and impressive, while John Wanamaker sent a beautiful wreath to be placed on his tomb.

Mr. Bennett's death was sincerely mourned by his employes in New York, who had cause to respect him as always just and generous in his relations with them. Mr. Robert E. Livingston, at the time of his death gave this estimate of him:

"Without exception Mr. Bennett stood foremost among the journalists of this country for two generations. He was above all else a news gatherer and news publisher.

"With him it was a matter of getting the news wherever it was to be found, and at no thought of expense.

"Less was known of the multifarious activities of Mr. Bennett by Herald readers than of any other personage, for the reason he refrained from self-exploitation, either in the Herald or other newspapers. His name was never used in the Herald or Telegram. I was always a great admirer of James Gordon Bennett."

(To be continued next week)



Repeated Leadership in Automotive Advertising

58,968 More Lines Than the Second Paper During the First Four Months of 1925

How The News Leads Again

Total Automotive

NEWS .....434,676 Lines
Second Paper..375,508 "

News Lead 58,968 Lines

Sunday Automotive

NEWS .....258,872 Lines
Second Paper..236,824 "

News Lead 22,148 Lines

Week Day Automotive

NEWS .....175,504 Lines
Second Paper..138,684 "

News Lead 36,820 Lines

AUTOMOTIVE advertisers continue to prefer The Detroit News during 1925 as they did through 1924.

And the reasons are obvious. Through no other medium is it possible to reach so many home dwellers and prospective buyers of automobiles or equipment in the Detroit territory, for no other newspaper so thoroughly covers its field or has its great circulation.

Through The Detroit News automotive advertisers are able not only to reach practically every home in Detroit but also to cover the rich suburban territory and a great state population as well.

And Detroit News circulation is good result getting circulation. It is circulation that represents buying power, for readers of the automotive pages of The News have confidence in what The Detroit News prints and are therefore guided by its advertising. For years the automotive pages have been printed expressly for the reader, and are full of live, newsy items. In it he finds practical suggestions of value to him, new routes for his Sunday spins, touring information for his vacation periods and a host of things a man wants to know about his automobile.

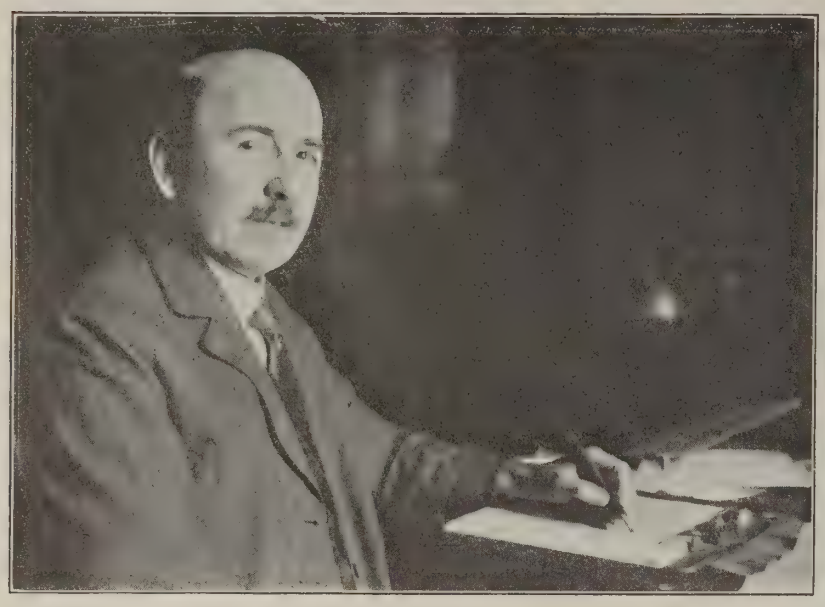
Automotive advertisers are well aware of the attention getting value of The News which is reflected in their advertising results. That is why The News printed 58,968 more lines of this class of advertising than any other Detroit paper. Whether selling the highest priced car or a low priced automotive accessory, advertisers have found The News to be singularly more resultful than any other Detroit medium.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Public Can't Be Led or Driven—M. F. FERGUSON

MANY editors constantly harrangue themselves, and whomever they can find to listen, on their duty towards the public.

"We must be the vanguard of civilization", they say, "forever leading the ignorant into paths of wisdom and virtue, and steering them away from damnation pitfalls."

Melville F. Ferguson, managing editor of the *Philadelphia Record*, sees his duty rather differently, and said so in an interview with the writer this week.

"We cannot lead the public," Mr. Ferguson said. "And we cannot drive them. We can meet their demands in moderation.

"A newspaper, quite unlike a preacher, must give the public what it wants, within the limits of decency. If a newspaper becomes too ardent a preacher of what the public does not want, its circulation is apt to walk out, and leave it preaching to empty seats.

"But, in catering to the public's sense of humor, a vulgar thing at best, and the public's craving for sensation, we can exclude from publication the more nauseating of scandals, and feel, thereby, we have made some effort to curb, if not drive or lead.

"In other words, the public wants crime news. A newspaper must supply this demand, but need not give it out in alopathic doses. We need not exploit crime and stick it out as a bargain attraction in the newspaper front windows."

If the public, as a mass, cannot be lead, Mr. Ferguson does not despair of his reporters, and he believes an editor's duty is so to control his staff that it produces a newspaper that is a fair, accurate, undistorted mirror of its community.

Thus he has drawn up a code of reportorial ethics for the Record, the enforcement of which he makes his special task. Of 25 rules which make up the code, the following five are underscored:

"Get both sides of your story. When the circumstances reflect upon any accessible individual or group, learn what is to be said in explanation or defense. Fairness and justice demand it.

"Be accurate. Remember that in most cases the story you write will be read by some people who have first-hand knowledge of some of the facts. They will be quick to detect inaccuracies, and to characterize the paper as unreliable if it prints statements at variance with their own observation.

"Keep your personal opinions, or the supposed opinions of the paper, out of your story. Stick to facts. Interpretations and comment belong in the editorial columns.

"Avoid ridicule except when it is conveyed by a plain recital of facts. Nothing makes enemies more quickly; and one enemy of the paper exerts more influence than ten friends.

"Never write a story that you cannot successfully defend when an irate reader comes to the office to demand a retraction. If you keep this rule strictly in mind all the time you will keep out of libel suits."

Mr. Ferguson this month celebrates the thirtieth anniversary of his connection with the Record. He started as a reporter in 1896. Then he became assistant to the managing editor, later becoming editorial writer. He held the latter position until last summer when he was made managing editor following the promotion of John P. Dwyer to editor and president of the Record.

He is author of a book recently published by the Century Company, called "Motor Camping on Western Trails", which tells how he was spurred to a year of gypsying over trails that began in Philadelphia, ran to the Middle West, the Northwest, down the Pacific Coast, on to Hawaii, and back over the Southern route, northward to Chicago, and thence to the starting point.

Sophie Loeb Given Testimonial

Sophie Irene Loeb, of the *New York Evening World*, and president of the Child Welfare Committee of America, Inc., was presented with a bound testimonial signed by all delegates to the Child Welfare Conference held in New York this week.

Public Inspects Daily's New Home

Harrisburg (Ill.) *Daily Register* formally opened its new plant to the public May 14.

247,320

was the average net paid daily circulation of The Baltimore Sun (morning and evening combined) for

The Six Months Ending Mar. 31

For the same period, the average net paid per issue circulation of THE SUNDAY SUN was

182,031

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

FORESHADOWED EVENTS

June 1-3—Newspaper Editorial Ass'n., annual Convention, Richmond, Va.

June 1-3—Second District, A.A.C.W., annual Convention, Bethlehem, Pa.

June 3-5—Ninth District, A.A.C.W., annual Convention, Centerville, Ia.

June 8-10—Insurance Advertising Conference, Summer Convention, Briarcliff, N. Y.

June 9-11—International Circulation Managers' Ass'n, annual Convention, Colorado Springs, Colo.

June 18-24—Alabama Press Assn., summer meeting, Foley, Baldwin County.

DELEGATES SCARCE

Canadian Editors Shy at Prospect of Four Months' Australian Trip

It is reported that considerable difficulty is being experienced in obtaining Canadian delegates to the Imperial Press Conference to be held this fall in Melbourne, Australia.

The length of the trip, requiring some four or five months' absence from home, and the prospect that there may be a Dominion general election this year prevents a good many newspaper men from undertaking the journey. Under the arrangements made by the Imperial Press Union, the Canadian delegation will be limited to eight.

The delegates from Great Britain will arrive in Canada on July 18 and will sail from Vancouver on the new Canadian-Australian liner "Aorangi" on July 29, intervening time being spent in sightseeing in Canada. Arriving in New Zealand on Aug. 17, ten days will be spent visiting that Dominion. The party arrives in Sydney, Sept. 2, and after a two-weeks' tour of New South Wales and Queensland, reaches Melbourne for the sessions of the Conference about the middle of the month. After the meeting tours of Victoria, Tasmania, South and West Australia will be made as guests of the Australian press. The return journey to Canada will be started either Sept. 24 or Oct. 22. The British delegation will return home by Suez and the Mediterranean.

Western Daily Beats the Klan

Armed with sawed-off shotguns and revolvers, citizens and police guarded the plant of the *Colorado Springs Gazette and Telegraph* recently, following an exposure of Ku Klux Klan activities during a local election. The newspaper published the original application blanks to the Klan of political candidates after the latter had denied they were affiliated with the hooded order. Threats of violence were sent the newspaper. No damage resulted, however, and anti-Klan candidates were elected by large majorities.

The Standard Union is purchased and paid for by Brooklyn people who read it.

No "inducements"—but all the news.

R. F. R. Huntsman.
President

LARGEST BROOKLYN CIRCULATION OF ANY BROOKLYN NEWSPAPER

Buyers *of a* Great 3,000,000 Market Right in Your Hand



The Cleveland Plain Dealer has been recognized for years as one of the country's great newspapers. Year after year its position as the dominant advertising medium in Northern Ohio has become more firmly fixed in the minds of advertisers. For the Plain Dealer is not only the family newspaper of Cleveland, but is read and followed religiously by thousands of buyers throughout Northern Ohio.

The Sales Manager of today knows that the Cleveland market is considerably more than just Cleveland. He knows that the city of Cleveland is divided into districts that differ greatly in their buying power. He knows, too, that within easy access of Cleveland are numerous smaller jobbing centers that are essentially parts of this great 3,000,000 market as Cleveland itself.

And this Sales Manager—ever alert for better and more economical ways of accomplishing his ends—knows that he can adequately cover the buyers of this prosperous market with one newspaper at one advertising cost.

Measure the Plain Dealer by any standard —circulation, quality or results—and you'll find it capable of doing the job for you in Northern Ohio.

No matter what kind of merchandise you sell, no matter whether your problem is reaching the jobber, the retailer or the consumer—the Plain Dealer can help you.

The Cleveland Plain Dealer

in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

EDITORS ADMIT LIBEL IN PUBLIC STATEMENT

R. W. Ernest and Paul V. Hester of Anaheim (Cal.) Plain Dealer Say They Maliciously Slandered Local Pastor During Election

Characterized by a most frank admission of criminal libel, the final issue of the *Anaheim* (Cal.) *Plain Dealer,* a daily newspaper, appeared May 8, after a career of 27 years.

In the last issue of the paper, R. W. Ernest and Paul V. Hester, publishers of the Plain Dealer, confessed to numerous falsehoods in charges printed during a recent municipal recall election against the Rev. J. A. Geissinger, pastor of the Methodist Church in Anaheim.

At the same time, the pastor dismissed a $90,000 libel suit against the newspaper, in consideration of the publishers printing the retraction and paying Geissinger's attorneys in the libel action a $5,000 fee.

During the recall campaign, the Plain Dealer championed the side of the Ku Klux Klan, which at that time was in control of the Anaheim municipal government. Dr. Geissinger was a supporter of the opposition ticket, which carried the election.

In their open confession of having printed falsehoods against the pastor, the publishers of the Plain Dealer said in part:

"Both of us realize that, even though those articles appeared during a hotly contested campaign, they went beyond all bounds and were without foundation. The articles in question charged Dr. Geissinger with being a trouble-maker wherever he went, with disrupting the various churches he has served, with playing dirty politics, and directly accused him of organizing the bootleggers and old soaks of Anaheim to break down law and order and carry the election for an open town. Dr. Geissinger also was accused in these articles of being a pacifist and with disloyalty during the war, just escaping the hand of the law again and again.

"The Plain Dealer was drawn into this vicious personal attack in its support under recall of councilmanic candidates it backed last spring, and which had the backing of the Ku Klux Klan, but the attack on Dr. Geissinger was wholly without warrant, as he had vigorously championed law and order and religious liberty, and he was not a candidate for office, nor was he in any official relation with the U. S. A. organization, backing the recall.

"We wish to say that the statement that he was ever summoned before the Council of Defense for any personal lapse or any phase of disloyalty is wholly untrue. Nor was he ever in any pacifist meeting, much less ever present, as the Plain Dealer charged, when the Stars and Stripes were stepped upon.

"The Plain Dealer now recognizes that it was wrong in representing that Dr. Geissinger and the U. S. A. organization were working to restore liquor conditions in Anaheim.

"The Plain Dealer wishes also to correct another misrepresentation concerning Dr. Geissinger. We told our readers just before election that the threatening letter sent to him and which he published was a fabrication invented by himself or his friends for political effect. We had no right to make such a charge, as we had no information to that effect.

"The Plain Dealer has had for several years past an honest pride in the work and success of the White Temple under the direction of Dr. Geissinger and has seen it become one of the leading churches in Southern California during the last five years. Dr. Geissinger's work elsewhere has borne similar results and the Plain Dealer maliciously slandered him when it tried to make the people believe that he had been a builder of churches and a wrecker of congregations.

"We make these statements cheerfully and willingly, having sought to make them and to try to undo some of the injury we have done to Dr. Geissinger, his work and church here, and to the city at large. We have sought to do something to restore harmony to our community.

"We trust this frank statement of our guilt will have some weight in bringing about a reconciliation on the part of many former friends and a better understanding on the part of all citizens."

The *Anaheim Bulletin* recently purchased the plant of the Plain Dealer and merged the two papers.

Woman Publishes Weekly Unassisted

Mrs. J. S. Holden of Fort Gibson, Okla., whose husband, the late Col. Holden, was a pioneer newspaper publisher of the old Indian Territory, credits herself with being the only woman in the United States who produces a weekly paper and circulates it, entirely unassisted. Each week she gathers news, sets the type, operates the press and distributes the finished product—the *Fort Gibson Independent.* She recently resumed control of the plant in which her husband published a weekly for many years.

To Revive Iowa Weekly

Hubert F. Mottet, Iowa City (Ia.) newspaper man, who recently took over the *Riverside* (Ia.) *Leader,* will revive the *Van Horne* (Ia.) *Record* which he shut down several months prior to his Riverside venture.

Start Work on New Plant

Ground for the new addition to the *Madison Wisconsin State Journal's* publishing plant, was broken recently. In the new building space for the editorial and business departments will be triple that now occupied.

Perry, Okla., Daily Sold

W. K. Leatherock of Augusta, Kan., has purchased the *Perry* (Okla.) *Daily and Weekly Journal* from C. P. Penfield and Ned Willett, Giles W. Farris, former state printer of Oklahoma, will become editor.

Two Iowa Papers Incorporated

Articles of incorporation of two Iowa newspapers were filed in Des Moines last week. The *Marengo Republican,* with $25,000 capital, and the *Williamsburg Journal-Tribune,* with $35,000 capital, operated by the Farquhar interests, were the incorporating publications. James S. Farquhar of Cedar Rapids is president and Irene Farquhar, vice-president of each company; E. A. Moynihan is secretary-treasurer of the Marengo newspaper and R. W. Childress of the Williamsburg publication.

Kerr Joins Marion Star

Harry B. Kerr, for the last three years managing editor of the *Springfield* (O.) *Daily Sun,* has resigned to become managing editor of the *Marion* (O.) *Star.* He was formerly managing editor of the *Akron* (O.) *Beacon-Journal.*

Prints 252-Page Edition

The *Charlotte* (N. C.) *Observer* issued a 252-page Progress and Prosperity edition, May 18. This was said to have been the biggest newspaper ever issued as one edition in North Carolina.

Des Moines On Air Route

Des Moines, Ia., will be an official stop on the trans-continental air mail route, Carl F. Egge of Omaha, superintendent of the air mail service, announced recently.

Markell of Times Goes Abroad

Lester Markell, Sunday editor of the *New York Times,* sailed May 13, from New York to spend two months vacation touring Europe.

New California Weekly

William A. Maxwell, as editor and publisher, has started a new weekly paper at Carlsbad, Cal., the *Carlsbad Champion.*

Virgin Islands Editor Jailed

Rothshild Francis, editor of the *Emancipator,* Virgin Islands newspaper charged with libel, was sent to jail for 3 days for a paragraph critizing a native policeman. A protest against the arrest was filed with President Coolidge May 18, by the American Civil Liberties Union.

Unions Want Convention Broadcast

Several unions belonging to the International Typographical Union have asked that the proceedings of the national convention to be held in Kalamazoo, Mich. next August be broadcast by radio. Walter A. Landon, Kalamazoo, is chairman of arrangements for the convention.

Iowa Weeklies Merged

Mrs. Clara Spencer, publisher of the *Audubon* (Ia.) *Advocate,* weekly, has purchased the *Audubon Republican* and merged the papers under the name of the *Advocate-Republican.* The Republican was owned by H. J. Hoagenakker, W. E. Williams, editor of the Advocate for the past six years will be editor and manager of the consolidated papers.

Furay Visits Alma Mater

James H. Furay, vice-president of the United Press Associations, visited Creighton University, Omaha, Neb., of which he is an alumnus, May 11. He returned to New York headquarters of the United Press May 13.

Debs to Edit Socialist Weekly

Eugene V. Debs will edit the *American Appeal,* new socialist weekly to appear shortly, it was announced this week in Chicago.

Iowa Daliy Celebrates Anniversary

The 30th anniversary of the *Nevada* (Ia.) *Journal* was celebrated this month

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the

Publishers Financial Bureau—Babson Park, Mass.

"The Largest Statistical Community in America"

For Wet Mat Printing Results with Dry Mat Facility use Certifieds!

To produce your newspaper as economically as possible is a laudable ambition. But to save a few pennies at the sacrifice of the best possible printing is not an economy but a fallacy.

Just ask yourself these questions. Does my stereotyper now have to steam his dry mats in order to condition them; does he have to oil them; does he lose considerable time (and patience) in packing his mats closely; does he find it necessary to iron out buckles and sinks in casting or between casts?

If he does, just add the cost of the extra time wasted on to the initial cost of your dry mats to arrive at their true cost.

Then try Certifieds. Note how readily they are conditioned without steaming; note that only a minimum of packing is required in the open spaces; note that they do not have to be oiled to prevent sticking to the plates; note how they stand up for cast after cast; and note the absence of buckles, wrinkles and sinks.

And then compare the printed pages, and you will understand why some publishers use Certifieds for special work such as first pages, souvenir numbers, and why many, many more publishers use Certifieds exclusively.

Compare, is all we ask and we'll leave it to you whether Certified Dry Mats are not only, what publishers and stereotypers everywhere acclaim them to be, the best yet, but the most economical to use as well.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

There is no substitute for the best—use Certifieds

Made in the U.S.A.

tolerance

A cardinal principle of Scripps-Howard editorial policy is—*tolerance.*

Scripps-Howard Newspapers do not advocate ideas merely because they are *new* or because they are *old.*

But new ideas, as well as old, are given a *hearing*—and new groups of thinkers are thus given a *voice*—so that the people may judge for themselves. Scripps-Howard editorial policy wins a loyal, solid reader-audience—an audience of people who *think.*

Scripps-Howard Newspapers

BRAINS AND ENTHUSIASM WIN OVER BLUFF AND BRAG IN SELLING

Real "Fighting" Salesmen Substitute Ideas and Specific Knowledge for Desk Pounding and Loud Talking—The "Real Article" Discussed

By CHALMERS L. PANCOAST

OUT in the wide open spaces of the West, when the great annual round-up was pulled off to gather in the cows and calves for the market, "Ride 'Em Cowboy," was the spur-up slogan. It made the buckeroos ride and ride hard, stick to leather and get their rope on a cantankerous cow.

Today in the business world the modern intensive sales-drive requires spurring up the sales force to make desperate efforts to lasso and corral more orders. In the mad drive for business the American salesman is being glorified just as Ziegfeld has glorified the American girl. The man who can get into the battle-for-orders and come out ahead of his brother salesmen is decorated with a distinguished service medal-name, such as:—Super-salesman, High-powered salesman, A Heavy-hitter, Go-getter, Ace-closer, Master-mind, Star, Heavy-weight, High-pressure-ace, Two-fisted, Hard-boiled, Fighting and High-jumping salesman.

It is in these carefully desk-planned sales drives that salesmen are required to spin the whirling top of fate. When a sales force enters into a so-called "big sales drive" a salesman comes out of the fray either a bum or a hero. It all depends on their luck—as they call it.

Every firm with a sales problem today—and all have plenty of problems—is on the lookout for men who can accomplish next to the impossible. The demand is for men who can wade in where even wonder-workers fear to tread.

Since this is the day of the high-powered salesmen, the fighting salesmen, what is the peculiar make-up or characteristics that distinguish the super-salesmen from his non-combatant, order-taking brethren?

There are two kinds of fighting salesmen—those who fight with their mouths and those who fight with their brains. In the old days, before the demand for intensive sales drives, it was just a matter of the ground-covering, order-takers to say —"Feet do your stuff." But today it is more than just a job of hot-footing it from prospect to prospect. It is up to the high-pressure salesman to say "Brains do your stuff."

The mouth-fighting salesman is a blow-hard, a one-time booster. He usually is better at selling himself to his boss in the office, than he is out on the firing line. He is a great artist in painting the picture of "What I said and What he said." The chances are he never said half he tells his boss.

These noise-making salesmen, who make their boss believe they are wonder-workers, are not so good when they face an audience that knows the difference between bluff and facts.

These are the fellows who throw their mouths into gear and their brains do not even turn over. They frequently get by for a time with their loud-mouthings but they are not the real fighting salesmen of today.

Bluff and bragging never sold goods and never will. Human nature is such that false front always inspires a desire to look below the surface. That is where the bluffing salesman loses out—there are none of the real fighting qualities beneath the surface—he is like a hollow log.

Some of the so-called "super-salesmen" play the subtle game—they operate through petticoats. Perhaps their sister's cousin's aunt plays bridge with the buyer's uncle's sister—this gives them a back-door entrance to the business. They always have some back door to sneak in through and creep upon the buyer with a blackjack in one hand and an order blank in the other.

There are salesmen who watch for advantages through acquaintances or friends to get an edge on an order. They are great on plans but short on performances.

Many clever super-salesmen resort to tricks and subterfuges to obtain an audience or make a sale. It is called the indirect selling. A cleverly thought out plan of getting to the men higher up through friends or relatives or some one with influence.

But dodging the straight method of selling by trickery is not fundamentally sound. Such methods, while considered clever and necessary tools to be used by the high-pressure salesman are not honorable and do not win rewards.

There is always a bad kickback when adroitness is used instead of straightforwardness. The only applause such selling methods receive is from sales-managers, who often in desparate straits will resort to subtle methods, because they are not heavy enough themselves to sell on straight lines.

The real fighting salesman does not resort of trickery, subtle methods, ladies'-entrance tactics or gum-shoe methods. He has two very outstanding characteristics—sincerity and enthusiasm.

I have met some real fighting salesmen. They were modest and quiet, and they were sincere in their selling talk and put their arguments over so enthusiastically there was a big-fist punch to their work.

The genuine high-powered salesmen today are "square shooters"—honest and direct in speech and action. They have grit, enthusiasm, sincerity and a never-quit spirit.

I recently made a close study of a sales organization that was made up of men who were considered a real bang-up gang of go-getters. In every sales outfit there is always one man who stands out head and shoulders above the others. It was so here. One fellow was mild-mannered with honest eyes. The others were faster and louder talkers. The quiet, patient chap had a personality that enabled him to make friends and hold them. He was not a spell-binder or an orator. He "knew his groceries" and had the courage to argue his story to a finish. He also possesed a quiet, bulldog tenacity, planned his work carefully and used aggressive sales tactics.

He did not blow-off around the office about what he had done or was going to do. He was not constantly trying to tell the boss that he was a wonder-worker.

By some he was greatly misjudged. Simply because he did not make a loud noise within hearing of the big bosses they spoke of him as a nice boy but not forceful enough. They thought he lacked punch and staying qualities.

But his manager was betting on this lad to come through. He had seen this salesman in action, and he knew that he was a man who used his talk and energy where it would get results.

At the end of the year the quiet, mild, direct salesman led in sales. He was the super-salesman, the high-pressure man of the gang.

While the others were seeking applause by big talk around the office this salesman was using both his head and his feet.

The scrappy, mean-tempered salesman is by no means the fighting type. The fellow who thinks he can get an order by antagonizing the buyer, usually has a yellow streak down his back wide enough to drive a truck down. A mad prospect becomes a sore and dead prospect—and I have never known a man to buy anything from the salesman who made him mad or insulted his judgment.

The coward and bully with his big talk and promises is not a fighting salesman—he is a finished salesman—he is usually through before he gets started.

In studying a great many sales organizations, I have found that the winning qualities are about as follows:—honesty, hard work, enthusiasm, good health, knowledge of goods, tact, diplomacy and patience. A man who puts these in his sample case has something which sells him for all time. If he fights with these weapons he does not have to be reselling himself at every call.

I have known fellows who thought fighting meant talking in a loud voice and hammering desks excitedly. This violent action only trademarked them with the wrong brand. They became known as one-time salesmen, and are a first cousin to the confidence man.

The fighting salesman of today, fights on faith. He has faith in himself, faith in his company, his product and his fellowmen.

THREE DAILIES BROADCAST KENTUCKY DERBY

THREE daily newspapers May 16 broadcast descriptions of the Kentucky Derby as that classic was being run. They were the *Chicago Tribune*, over WGN; the *Washington Post*, using WCAP, station of the Chesapeake and Potomac Telephone Company; and the *Louisville Courier-Journal and Times*, over WHAS.

The Louisville Courier-Journal and Times chartered a captive balloon, which they sent aloft over the center of the race track. Observers in the air telephoned the story to the broadcasting station where it was put on the air.

It was the first time since the advent of radio and in the history of the Derby that the famous race had been described to thousands miles away as it was being run.

Publishing Company Incorporated

The Wynnewood (Okla.) Publishing Company has been incorporated, with $2,500 capital, by M. B. Carley, W. E. Showen and Flora B. Carley, all of Wynnewood.



Get Your Readers to build their own cook books in a card index box out of the columns of your paper.

A card index box with the name of your paper on it and a card index recipe on your woman's page. Think that over. Now being used by Detroit News, Columbus Dispatch, Indianapolis News, Louisville Times and a score of other papers. Write us for terms and particulars of our plan.

THE U. P. C. NEWS SERVICE, Inc.
243 West 39th Street, New York

The INDIANAPOLIS NEWS

A DAILY cartoon by Kuhn builds reader interest in The Indianapolis News — the Great Hoosier Daily.

The intense reader interest that The News possesses accounts for the super-responsiveness that News' advertisers receive.

FRANK T CARROLL
Advertising Manager

Chicago Office
J. E. Lutz
The Tower Bldg.

New York Office
Dan A. Carroll
110 E. 42nd St.

On May Twelfth, 1925

Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

Oakland, California

Carried

114,156 Agate Lines

of

Paid Advertising

In a 64-Page Paper

Local Advertising - 96,236 Agate Lines
National Advertising - 6,832 Agate Lines
Classified Advertising - 11,088 Agate Lines

This is the biggest volume of paid advertising ever printed by any newspaper in Northern California in any regular week day issue

Business Is Good in Oakland, California
Located on continental side of San Francisco Bay, where Rail and Water meet

Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

65,000 Average Net Paid Daily and Sunday Circulation

ONE OF THE WEST'S GREAT NEWSPAPERS

WILLIAMS, LAWRENCE & CRESMER CO.
National Representatives
225 Fifth Avenue, New York City
360 North Michigan Avenue, Chicago

PRESS AGENT TELLS ADVERTISING MEN HOW HE "PUTS IT ACROSS"

Bernard Sobel of Ziegfeld Enterprises Reveals That "Real News" Cannot Be Told—Says It Is "Fortunate" Public Believe His Fakes

AN amazingly frank confession of theatrical press agent tricks by which the public is deceived in regard to current productions was made by Bernard Sobel, publicity director of the Ziegfeld Theatrical Enterprises in an address before the advertising staff of the *New York Times,* May 20.

In addition to inventing stories and stunts "which cannot always be carried out because of expense and circumstances," Mr. Sobel revealed that the "real news" is kept under strict censorship of the publicity department.

"Real news about the production centers down to the amount of receipts, a fact that you never dare tell, and changes in the cast, a fact that you never dare disclose."

"Illness of members of the cast is another thing you never disclose," he continued, "for the reason that these things are detrimental to the show business."

It is "very dangerous" to let the public know that a star has been replaced by another person at a lower salary because the public would say that it is no longer the original cast, Mr. Sobel naively said.

In one place he remarked it "was fortunate" that the public believed one of his handouts because it put a fake "story" of a stowaway prima donna "over."

Following are excerpts from Mr. Sobel's address:

"I am going to outline a few of the various processes and phases of theatrical publicity. Everybody here knows everything about the theatre, and for that reason I am going to tell you the many things we strive to do in gaining publicity for a show. The first thing that we do is to present real news in regard to a theatrical production. This is, perhaps, the very best kind of publicity, because it is real news. Messrs. XWN and WZ are going to produce a new play called 'JONES 2D,' written by Miss Herrin, and the show will be presented at the Astor Theatre on April 21. There is your initial statement about a show. That constitutes news and everybody reads this and everybody wants to know about Jones. That very simple statement may be played up in many ways so that the news angle is still there, and yet a great deal of space can be gained from that simple statement.

"I will illustrate by telling you what I did when 'Louis XIV' was first bought. I sent out the statement that Mr. Ziegfeld would present 'Louis XIV.' at such a theatre on such a date, and I kept sending out this information regularly. Then, after the papers had presented this fact to the public, I would get a new story on the same old one. Consequently I decided that I would let them in on the actual meaning of the title a little bit further. So I requested the newspapers not to print the title 'Louis,' but to spell the name 'LOUIE.' This is something of a deviation from ethics, but even the New York Times accepted the supposed correction and changed the name.

"Some weeks after the new spelling was established I let the public in on more information, so instead of letting the newspapers use the Roman figures I asked them to change it to 'THE 14TH.' These changes puzzled and amazed the whole public, which had naturally been led to expect a historical production.

"Another thing that you have to do in theatrical publicity is to keep the show alive after it is once started. Now, I might tell you here—and this is a secret which my fellow press agents might not be willing to admit—that if a play is a good one it will sail on regardless of press agents. I do not believe this is true from observation of *many, many* plays on Broadway. I feel that the public must know continually about a production, and I certainly know how much cumulative publicity Ziegfeld has had in the past. Yet it is necessary to keep his name before the public all the time to keep the public curiosity whetted in regard to him and his productions. This is where the difficulties of press-agenting begin. The longer a production runs the less chance there is for any news concerning that production. Real news about that production centres down to the amount of receipts, a fact that you never dare tell, and changes in the cast, a fact that you never disclose. Illness is something that you never disclose. These things are detrimental to the show business.

"After the show runs three or four weeks some producer thinks that he can get a person who is competent to take the place of another person playing an important part, but at a lower salary. Such a change may take place, but it is very dangerous to let the public know, as the public would say that it is no longer the original cast. Sometimes, however, the change in cast is so well known that the publicity agent has to let the public know about it. He has to do it in some original way that will renew the interest of the public and let them want to see the new play. In the case of 'Adrienne,' Miss Siegel, prima donna, left the cast. We could not merely state that someone was to take her place. We had to announce an actress with personality and well qualified to take the part. Hence our story stated that a stowaway prima donna, who watched the prima donna during rehearsals and learned the lines and then crawled to the garret room and there did all the dances that the prima donna did and finally had managed to get the leading rôle of Adrienne. Fortunately, the general public believed this, and the story of the stowaway prima donna went over.

"There is nothing too sacred for my sacrilegious touch. I learn that a Prince and Princess of some Russian empire or other minor municipality are coming to America, and without waiting for matters of formality, I send out a notice to the Times and other publications that Prince and Princess ——— are to be the guests at the Follies on such and such a night. If this information comes out on Monday I try to give the formal announcement on Tuesday. In the meantime I send invitation postal cards to the Prince and Princess in midocean in order to satisfy the Times and also the ethics of my conscience.

"The holiday is always a very valuable thing for the press agent in tying up one's production with Memorial Day, Fourth of July and others. I put over a story concerning Mother's Day. I told the public that mothers of the Ziegfeld Follies Girls were going to have a special entertainment on the back stage. The mothers were there, but there wasn't any entertainment. It is not that I trick the public and the press, but that I cannot always carry out the complete stunt because of expense and circumstances.

"There are one or two more things that I wish to say about publicity. One is the use of the cartoon. The Times has its own cartoonist. Other papers within the last year have been a little more hospitable and have permitted wandering cartoonists to present their cartoons.

"In conclusion let me say that the whole process of theatrical publicity has undergone a startling change within the last four, five or six years. If you are followers of the drama you will note that the standard of the current play is far ahead of the plays of bygone days. The press agent must reach the new kind of play developments. He must school himself in the technique of the present and the future. He must know current events and human nature. There is nothing too ridiculous for a press agent to do and there is nothing too lofty."

Fraternity Plans Alumni Smoker

The Columbia Chapter of Sigma Delta Chi, journalistic fraternity, will hold an alumni smoker May 23, in the Interfraternity Clubs Building, New York. Speakers will be Kenneth Hogate, managing editor, *Wall Street Journal;* James Wright Brown, publisher, EDITOR & PUBLISHER, Edward Howard, Assistant District Attorney; Herbert Bayard Swope, executive editor, *New York World,* who will welcome into membership William Preston Beazell, assistant managing editor of the World, and Lawrence H. Sloan, editor of the *Standard Daily Statistics,* who will act as toastmaster.

Buys New Newsprint Machine

The Minnesota and Ontario Paper Company is installing a new paper machine in its mill at Kenora, Ont. The machine will be capable of producing a sheet of newsprint 245 inches wide at the rate of 1,100 feet a minute.

1100 HONOR BAVASI AT DINNER

Prominent New York Circulator Presented with $1,000 Tea Set—Formerly Delivery Foreman, N. Y. Globe

More than 1,100 newspaper friends of Joseph Bavasi, owner of the Mutual News Company, attended a testimonial dinner in his honor, held at the Pennsylvania Hotel, New York, May 17. He was presented a $1,000 tea set.

Mr. Bavasi, known in New York newspaper circles as "Frenchy," formerly was delivery foreman for the old *New York Globe.* He left that newspaper to take a similar position with the *Post,* where he had charge of the delivery and of the circulation department for three years. He was associated with the *Tribune* later for two years before its consolidation with the *Herald,* and became owner of the news company on Jan. 4, 1924, when three newspapers, the *Times,* the *Tribune* and the *World,* decided to change their delivery system and operate jointly through the Mutual News Company.

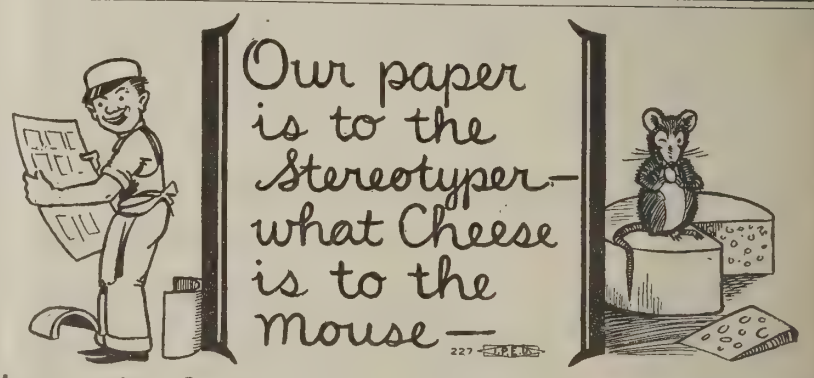
A large part of the efficiency in present-day handling of large quantities of newspapers, in several editions, is due to new methods inaugurated by Mr. Bavasi and carried out under his immediate supervision.

Representatives of every newspaper in the city attended the function, among them being Joseph D. Bannon, of the *American;* C. H. Sandkam, of the *Herald Tribune;* Norman Hoover, of the *World;* John Mansfield, of the *Journal;* J. M. Annenberg, of the *Evening Post;* E. Zoty, of MacFadden's; O. O. Scattergood, of the *Graphic;* Ed Cox, of the Hearst Publications; J. E. Hasenack, of the *Sun;* E. S. Friendly, of the *Sun;* Charles Flanagan, of the *Times;* Porter Carruthers, of the *Herald Tribune,* and Hugh O'Donnell, assistant business manager of the *Times.*

For those who accept the principle that want-ads furnish the surest test of reader confidence—and who will doubt it?—the want-ad pages of The Dallas News tell a convincing story.

Still, the fact that The News leads all Texas papers in number of want-ads will occasion no surprise among those who know their Texas.

The
DALLAS MORNING NEWS
Supreme in Texas



Announcing Our Ability to Again Serve the Public with

GENUINE FLEXITYPE DRY MAT

This is the original mat which gave such wonderful results before the war. It is carried in stock sizes in our St. Louis warehouse ready for immediate shipment.

For Results and Satisfaction in your Stereotype Foundry, use

FLEXITYPE DRY MATS

and for Wet Mats Use:

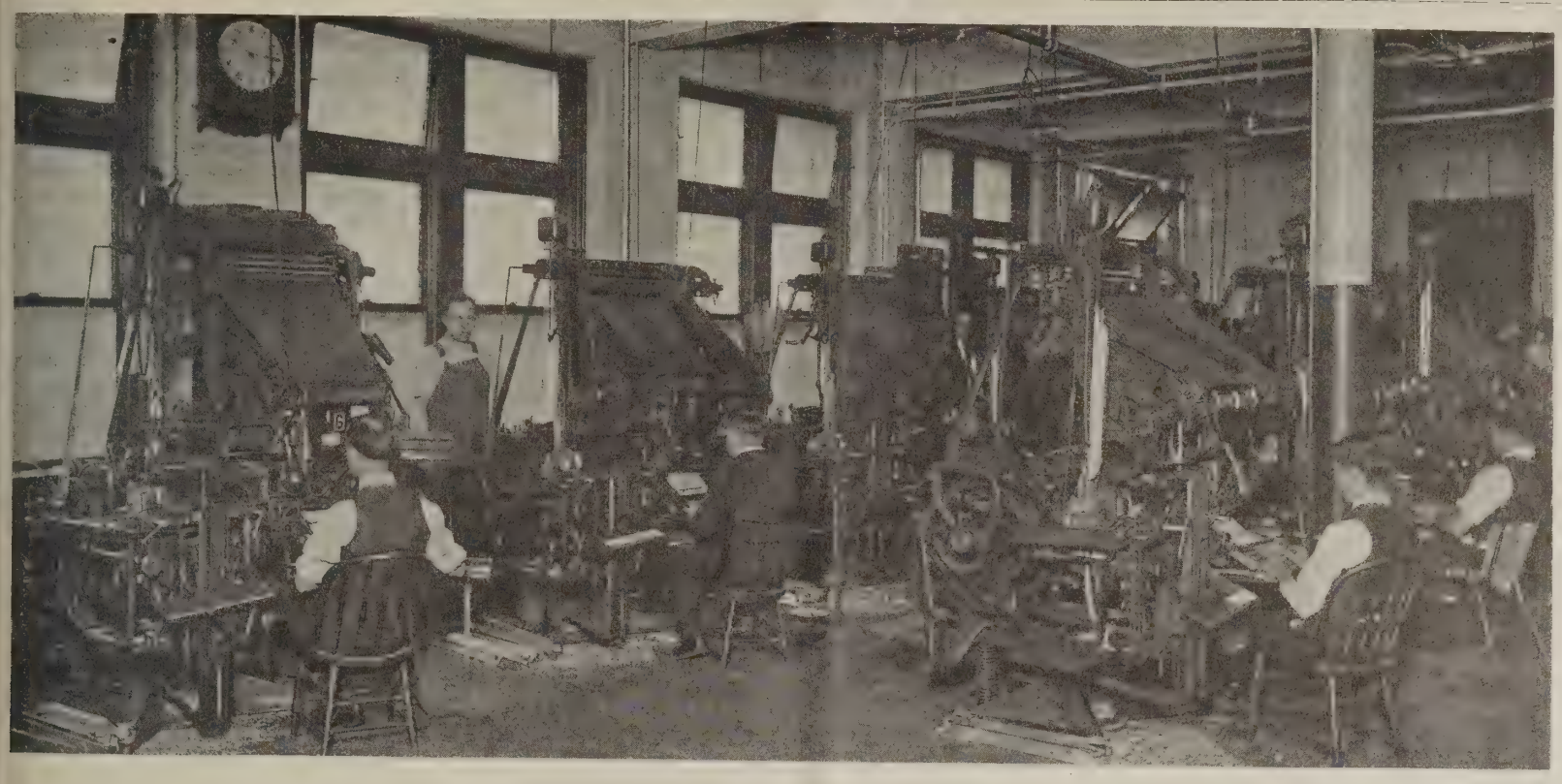
WEST INDIA CREAM STEREO TISSUE
RADIANT RED RAG
SUPERIOR MACHINE MATRIX

FURNISHED SOLELY BY

Brooks Paper Company

St. Louis, Mo.

AN ADVERTISEMENT WRITTEN BY A CUSTOMER



NO DISTRIBUTION
IN
THIS MODERN COMPOSING-ROOM

"In our composing-room," states the Niagara Falls Gazette, "are eleven Linotypes with a range of faces from agate to twenty-four point for straight matter, and up to thirty point for display. With this equipment, the old bugbear of distribution is entirely abolished. *On one occasion twelve forms were cleared and into the metal pot in twenty minutes.* Hunts for sorts, spacing or basing materials are unknown in this modern plant."

© TRADE **LINOTYPE** MARK ©

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

530 25.3-F

COMPOSED ENTIRELY ON THE LINOTYPE IN THE SCOTCH SERIES

EDITORIAL

EASY ESCAPE FOR GUILTY

THE new anti-publicity rule of the Federal Trade Commission is not, as has recently been claimed, a protection for the unjustly accused. The order, promulgated by Chairman Van Fleet and Commissioners Hunt and Humphrey, being a majority of the commission, is as follows:

"From and after this date, (April 6) in the settlement of any matter by stipulation before complaint is issued, no statement in reference thereto shall be made by the Commission for publication. After a complaint is issued, no statement in regard to the case shall be made by the Commission for publication uptil after the final determination of the case.

"After a complaint has been issued and the answer of the respondent has been filed, or in case the respondent fails to file an answer by the rules provided, the papers in the case shall be open to the public for inspection, under such rules and regulations as the Secretary may prescribe."

The settlement of "any matter by stipulation before complaint is issued," without publicity, obviously provides an exit for others than the innocently accused.

When a complaint is issued by the commission a public document has been filed and when public documents are not immediately available to public inspection a practise has been established which is very unsafe, according to all legal precedent in this republic. It does not require a legal mind to perceive in this new rule several farsical means of escape for guilty parties who fear publicity much more than a cease and desist order.

In his able dissenting memorandum, concurred in by Commissioner Huston Thompson, Commissioner J. F. Nugent made this significant remark:

"I believe that the purchasing public have the right to know from the Commission's public declaration the names of those manufacturers and merchants who, wilfully and deliberately, by misbranding, false and misleading advertising, adulteration of their products, etc., have robbed them of their money. I am of the opinion that, in that event, it would necessarily follow that such of the customers of the class referred to as became familiar with the facts, would discontinue patronizing them and divert their trade to their honest competitors, and that the latter are entitled to such increased trade by reason of their honesty and square dealing."

We repeat, the Federal Trade Commission is a broken arm, and the forces of honest advertising, carrying the banner of truth, owe it to their cause to fight to restore this lost power.

Knickerbocker Press, of Albany, N. Y., asks whether a crimeless newspaper would publish the assassination of Lincoln or McKinley or the black crime of Sarajevo, and says that a newspaper which does not print the news of a crime becomes an inferential accessory to that crime.

MORE PULL; LESS PUSH

STRIKING economics were expounded last week at Houston by John Benson, of Chicago, when he declared that there are too many merchandise dealers and jobbers and that advertising must "build up more consumer pull and reduce selling push all along the line." He told of the futile struggle of inefficient retail business and declared that the chain-store and mail-order house are destined to abolish the little, incompetent stores and make local shops mere supply depots for public convenience. "Advertising would make salesmanship unnecessary," he said. "Copy should be interesting, informative, sincere and specific."

Progressive newspaper administrations are striving to hook up chain-store activity with local advertising. Such executives also look forward to huge future mail-order advertising traffic. Incompetent retailing is rapidly taking its own life in every city. The new science lies in distributing meritorious merchandise, which is able to stand the tests of national advertising, in larger volume, at lower price and at smaller profit margin.

By 1930 this country will have witnessed a revolution in co-operative production and marketing and in mail-order and local retail distribution.

There is such a thing as carrying the pretty girl picture feature to extremes, as Heywood Broun points out in a humorous criticism of a caption which recently appeared in a New York paper, reading: "Miss Lillian Molton, of No. 299 Park avenue, caught by the photographer as she returned to her home from a shopping tour."



He that tilleth his land shall have plenty of bread: but he that followeth after vain persons shall have poverty enough.—Proverbs; XXVIII, 19.

CORRECT PUBLICITY STAND

WHEN an advertising agency submits to a newspaper a piece of free publicity and the editor or manager discards it, will that act affect the agency's future choice of the paper as an advertising medium?

It is a question that has bothered many publishers.

N. W. Ayer and Son, in a letter to a publisher, make the emphatic declaration that publicity which is sent out by that agency, whether used or unused, has no bearing whatsoever upon the agency's choice of advertising media. The letter reads, in part, as follows: "Our advertising lists are not made up with reference to the papers that use or reject the publicity articles we distribute. So you can use it all or throw it all into your waste basket with complete assurance that in either event you will not be affecting our consideration of your paper as an advertising medium."

Furthermore N. W. Ayer and Son declare that they "vouch for the accuracy of all the material we release," that they send publicity only to news desks and expect editors to decide whether it is interesting enough to print and they positively assert that they do not take publicity work for profit or to defeat advertising, but as an accommodation to clients.

This is a clear and admirable statement and is decisive as regards that agency. If an advertising agency must handle publicity it should be on that basis. Advertising which is contingent upon the publication of free publicity is obtained at a very high cost; publicity which is sent to newspapers through advertising channels is off its course; publicity which is intended to take the place of advertising is a cheat; publicity which is mere partisan commercial propaganda is a fraud upon readers and an imposition upon publishers; and the meanest traffic we know of is that of the agency which proposes to feed its advertising to magazines and its free publicity to newspapers.

The letter from N. W. Ayer and Son is a real refreshment.

The true story of how a little business became a big business through newspaper advertising is the most telling argument in selling space to beginners.

May 23, 1925 Volume 57, No. 52

EDITOR & PUBLISHER
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James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

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Chicago: L. B. Gilmore, 30 North Dearborn Street.
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Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

THE NORTH AMERICAN SALE

SOME protest follows the merging of the *Philadelphia North American* with the *Public Ledg* occasioning the loss of the oldest newspaper America as a separate entity. The North Ameri was a newspaper of character and remarkable in pendent courage. E. A. Van Valkenburg, in his made it a strikingly bold and effective champion a concept of progressive Americanism. It was belo by many thousands of readers and also raised a of enemies, as all fearless newspapers must. It well-edited and had periods of apparently sound p perity.

That any degree of censure should fall upon Cy H. K. Curtis for his part in the transaction would unjust. The fact is that the pressure to sell c from the Wanamaker heirs and Mr. Curtis' purch was a natural business move. He did not buy suspend publication of a soundly successful newspa He did buy a newspaper that had lost its gui spirit and was on the market because its owners no journalistic ambition and were dissatisfied their profit returns.

In selling the North American the Wanam heirs had, we are told, only a commercial mo They desired to make a real-estate investment greater profit. They did not care for the N American for what it represented to the journ craft.

Mr. Curtis manifestly could not have continue North American as a rival to his Public Ledger it must be sold it was evident good business for to buy it and merge the two morning newspa The criticism that a free voice was ruthlessly s by Mr. Curtis, is not fair.

Schools of journalism that turn out crops youths imbued with the idea that press-agent which preys on newspapers and deceives t reading public is a legitimate and profitab occupation, are distinctly disserviceable American journalism and extremely doubtf educational enterprises.

ELIHU ROOT'S RETROSPECT

IN the twilight of life, admitting all of the encies of old age to criticise youth, Elihu believes that there is today a far greater in in public affairs in the United States than ever b better understanding of the duties of citizenship, honest elections, better administration of public more humanity and compassionate grace amon people, more broad-minded treatment of affairs, standards of education and of individual conduc patriotism.

We hold that the newspaper is the strongest influence in the affairs of government and citizenship. With all their admitted faults, the papers of this country do sustain the foundati the republic. Fight for honest and able news and you fight for the highest ideals of free g ment and progressive individual life.

If it does not seem reasonable, fair or t don't pass it into print.

HARRY'S HARRIED HEART

ADVICE to lovelorn men is a new feature *New York Evening World*. There ar ful letters from Trembling Tommy, Dick and Heartsick Harry, detailing their "She will not listen to my pleas until I have $200, and this will take three years—should I "She is going out every night with that Boile Bum, but I know she loves but me." "When looks at you like that, is a man justified in ing?" And, of course, many letters about th ence of a new moon on heartstrings.

All letters are seriously answered, exactly same spirit as the perennial advice to lovelorn The feature will be thoroughly enjoyed by readers, and there appears to be no lack, in thi age, of men wearing hearts on sleeves.

PERSONALS

ILTON McRAE, veteran newspaper owner and publisher, spoke recently fore the San Diego Advertising Club. is topic was "Forty Years in Newspardom."

Victor Hanson, publisher of the *Birmingham News,* and Mrs. Hanson have turned from a three months' cruise in e Mediterranean.

Arthur Capper, Kansas publisher and nited States Senator, addressed the Adrtising Club of Minneapolis and the St. aul Association last week, speaking on gricultural conditions.

E. E. Brodie, publisher of the *Oregon ity Enterprise,* who recently resigned as inister to Siam, has abandoned his prosed tour of Europe. Mr. Brodie left ankok on May 8, and will arrive in eattle on June 21 en route to Oregon ty.

E. B. Jeffress, business manager of the reensboro (N. C.) *Daily News,* has en elected Mayor of Greensboro for a rm of two years.

Henry B. Hale, editor of the *East artford* (Conn.) *Gazette,* recently rerned from a trip to Florida.

Arthur M. Keene, editor and publisher the *Taft* (Cal.) *Daily Midway Driller,* ith Mrs. Keene, will leave San Fransco June 6 on the steamship President arfield for a three months' round-theorld tour.

Willard Dillman, poet and publisher of e *Excelsior* (Minn.) *Minnetonka Recd,* has written a "Pageant of the Northen," which will be presented as the osing event of the Norse-American entennial celebration in St. Paul June 9.

F. S. Fullerton, publisher of the *Orion* Ill.) *Times,* is to be host to neighborod newspaper publishers at the Orion ountry Club June 5.

Claude McKay, editor of the Sydney Australia) *Daily Guardian* and of *mith's Weekly,* arrived in Chicago last eek.

IN THE BUSINESS OFFICE

ARTHUR LE COMTE, circulation director of the *Kansas City Journal-ost* since October, 1921, has resigned, ffective June 1.

Edward Dunbar, advertising manager the *Boston Globe,* and Mrs. Dunbar iled last week for a six months' journey rough England and France.

Harold E. Grimes, formerly with the *ort Worth* (Tex.) *Record* as secretary id treasurer, and with the *Ardmore* Okla.) *Ardmorite* as vice-president and anager, has joined the *Ashville* (N. C.) *imes* as business manager.

Elson Hommell, for the past three ars advertising manager of the *Brownsille* (Pa.) *Telegraph,* has resigned to in a local taxi company in which he rently purchased a half interest.

James J. Barrett, for the past eight ars advertising manager of the *Corng* (N. Y.) *Leader,* has resigned to join e advertising department of the *Buffalo ening News.*

Fred L. Weede, former general manger of the *Erie* (Pa.) *Herald,* has engged in the real estate business in iami, Fla., as a member of the firm, e, Brooks and Weede, Inc.

Peter J. Tehaney, manager Hearst blications, Inc., San Francisco, is act-g temporarily as business manager of e *San Francisco Call.*

IN THE EDITORIAL ROOMS

AMUEL CAHAN of the *New York World* art department is sailing with rs. Cahan for an 8 weeks' tour of urope, July 11, on the S. S. France.

F. Lauriston Bullard of the *Boston rald* editorial staff with Mrs. Bullard, sled on the steamship Pittsburgh for four months tour of Europe.

Joe Cornish of the editorial staff, *coma* (Wash.) *News Tribune,* is editor of a new magazine, *"The Tacoman,"* which made its first appearance in May.

Llewellyn Totman, formerly with the *Duluth* (Minn.) *News Tribune* has joined the staff of the J. E. D. Meador's Trucraft Pictures Corporation as scenarist.

George Cochran has joined the staff of the *Charlotte* (N. C.) *Observer* as telegraph editor.

Miss Ruth Young, real estate editor of the *Columbus* (O.) *Dispatch,* has resigned and gone to New York, where she will sail for Plymouth, Eng., to marry Howard A. White, of the American Consular Service.

N. J. Levinson, editorial writer on the *Portland* (Ore.) *Telegram,* and one of the most widely known newspaper men on the Pacific Coast, is reported as recovering from a serious illness.

David S. Owen, Minneapolis, Minn., newspaper man, has resigned to become secretary of the Minot (N. D.) Association of Commerce.

George Garner, for many years Washington correspondent of the *Boston Globe,* now editing the *Manufacturers Record* of Baltimore, attended the Southern Exposition at the Grand Central Palace last week.

Patrick J. Ryan has been made city editor of the *North Adams* (Mass.) *Transcript,* succeeding the late Matthew W. Naughton.

Albert J. Ashworth, night suburban editor of the *Springfield* (Mass.) *Union,* has resigned to enter the automobile accessory business in New Haven, Conn.

Paul M. Dunn, has joined the staff of the *Newton* (Ia.) *Daily News.*

W. E. Reck of Springfield is the new editor of the *Wittenburg Torch,* published at Springfield.

W. P. A. Wright, who has been with the *Newton* (Ia.) *Daily News* for some time, has rejoined the *Des Moines Evening Tribune-News* staff.

Albert Sylvester has resigned from the city staff of the *Springfield* (Mass.) *Republican.*

Selig Steinberg, of Greenwich, Conn., has joined the city staff of the *Springfield* (Mass.) *Republican.*

Louis Greenberg, sporting editor of the *Atlantic City* (N. J.) *Daily Press,* has been assigned to the sporting editorship of the new *Sunday Press.* John Thorbahn is associated with him.

Arthur Clarke, news editor of the *New York Herald Tribune,* is sailing for a month's vacation in London, May 30.

Margaret Goss, of the *New York Herald Tribune's* sporting department, is now running her "Women in Sport" column daily as well as Sunday.

Quinn Martin of the *New York World,* and Mrs. Martin, returned this week from a month's visit in Paris.

Ashby Lovelace, of the *Buffalo News,* has joined the copy desk of the *New York Sun,* replacing Luther Price, who is recovering from a serious illness. Edward DeLong, formerly of the Kansas City Star, has joined the Sun's re-write staff, succeeding Robert Shafer, resigned to join a Boston newspaper.

Terry E. Stephenson, managing editor of the *Santa Ana* (Cal.) *Daily Register* has been elected president of the Santa Ana Rotary club.

McCready Huston, associate editor of the *South Bend Tribune,* has returned to his desk after a few days in New York, where he has been in conference with Scribner & Co., his publishers. Mr. Huston's first novel will be brought out by Scribner's in September and will be entitled "Hulings' Quest."

Talcott W. Powell is leaving the *New York Herald Tribune* local staff to become general manager of the *Middletown* (N. Y.) *Herald.*

Miss Helen Herr, for 11 years on the staff of the *South Bend Tribune,* has resigned.

Charles T. White, of the *New York Herald Tribune,* is spending his vacation on his farm at Hancock, N. Y.

FOLKS WORTH KNOWING

W. H. HOSKINGS, the business manager and one of the directors of the recently merged *Long Beach* (Cal.) *Press-Telegram,* is one of the best known newspaper executives on the Pacific Coast.



W. H. Hoskings

Mr. Hoskings has served his apprenticeship in practically every branch of newspaper work. His entrance into the business started by carrying papers while attending grammar and high school at Grass Valley, Cal. Later he journeyed to Fresno, where he learned the mechanical end of newspaper work on the *Fresno Herald.*

A few years later he went to Grass Valley again where he became city editor of the *Grass Valley Union,* At this time he also served as the correspondent for the Associated Press as well as the *San Francisco Examiner* and the *Sacramento Bee.*

About nine years ago he came to Long Beach, deserting his editorial work to become the advertising manager of the *Long Beach Press.* During the war, he was promoted to business manager.

With the merger last September of the *Long Beach Daily Telegram* and the *Long Beach Press* he assumed the duties of business manager for the merged paper, was elected second vice-president of the publishing corporation and also became one of its directors.

His entire life has been devoted to newspaper work.

Edward H. Collins, the *New York Herald Tribune's* railroad expert, is building a large house at Larchmont, N. Y.

HOLDING NEW POSTS

BRUCE ROBB, from news editor, *Halifax* (N. S.) *Herald,* to *Moncton* (N. B.) *Transcript.*

Alfred Willoughby, from news editor, *Evansville* (Ind.) *Press,* to rewrite, *Baltimore* (Md.) *American.*

Gabriel Caffrey, from city editor, *Bloomfield* (Ia.) *Messenger,* to city editor, *Ames* (Ia.) *Daily Tribune.*

Weldel Elkholm, from Cynwyd (Pa.) *News,* to staff, *Atlantic City* (N. J.) *Ventnor News.*

Norvelle Wallace Sharpe, Jr., from assistant editor, *Atlantic City* (N. J.) *Gazette-Review,* to police reporter, *Atlantic City Daily Press-Gazette.*

Ralph C. Rockafellow, from editorial staff, *Printer's Ink,* to assistant general manager, *National Republic* and *Outdoors Pictorial,* of Washington, D. C.

PRESS ASSOCIATION NOTES

HARVEY MOTT has been appointed manager of the Harrisburg, Pa., bureau of International News Service, succeeding Vincent Sweeney, transferred to the New York headquarters' staff.

George Holmes, of the International News Service, Washington staff, is temporarily assigned to the I. N. S. New York office, relieving James L. Kilgallan, on vacation.

J. Cicott Cummings, associate editor of the *Hamilton* (Bermuda) *Mid-Ocean,* has been appointed Bermuda correspondent for Universal Service.

C. J. Zahradka, in charge of the statehouse bureau of the Associated Press at St. Paul, motored to Dayton, O., for his vacation this month.

MARRIED

CLYDE TUTTLE, sporting editor of the *Columbus Ohio State Journal,* to Miss Irene R. Madden last Saturday.

Jack W. Howerton, advertising manager of the *Cuero* (Tex.) *Daily Record,* to Miss Pauline Hughes, of Yoakum, Tex.

William H. Willcomb of the composing room, *Lynn* (Mass.) *Daily Item,* to Miss Margaret Benedict of the business office, last week.

ON THE MECHANICAL SIDE

EUGENE BURNS, formerly employed in the composing room of the *Wilmington* (Del.) *Evening Journal,* is now a compositor on the *Atlantic City* (N. J.) *Ventnor News.*

Joseph Joyce, formerly of the N. W. Ayer & Co. composing room, is now working the monotype of the Amusement Publishing Company, Atlantic City, N. J.

William Francis Elsbree of the *Boston Globe* composing room was given an informal party by the staff last week on the occasion of his 81st birthday.

WITH THE SPECIALS

JOSEPH L. HOEY, associated with the New York office of Wm. J. Morton Company, newspaper representatives, New York, will spend his vacation abroad, sailing May 23 on the S. S. Colombo. He will be gone two months, visiting Naples, Rome and Paris.

Kimball-Mogensen Company, publishers' representatives has been appointed to represent the *Santa Barbara* (Cal.) *Press, Bellingham* (Wash.) *American, Eugene* (Ore.) *Guard,* and *Santa Cruz* (Cal.) *News.*

PREPAREDNESS

The keystone of the Central Press Association's daily illustrated news-mat service is preparedness art on potential news events.

The ancient wise man who expressed himself to the effect that "a picture is worth 10,000 words," should have added, "If it's TIMELY." The Central Press full service gives you a wealth of timely art for use with the big stories while they're breaking, as well as covering all of the events pictorially "on the spot."

Ask our clients about our preparedness art on New Year's, Lincoln's Birthday, the presidential conventions, election and inauguration, opening of the baseball season, 150th anniversary of the Revolution, Mother's Day, Spanish-American war anniversary, Kentucky Derby, Memorial Day, July 4, Labor Day, Columbus Day, Armistice Day, Christmas. All this in addition to complete advance pictorial protection on the world and polar flights, important trials and appointments, wars and upheavals, and all sporting events.

Write now for sample proofs of our service.

The Central Press Association

V. V. McNitt, President. Central Press Bldg. Cleveland, O. H. A. McNitt, General Manager.

James B. Allen, publishers' representative, Toronto, has been appointed Ontario representative of the *Kingston Daily Standard*. He has also been appointed Quebec representative of the *Sherbrooke* (Que.) *La Tribune*.

H. H. Conger Company, publishers representatives, of San Francisco and Los Angeles, have moved their San Francisco office from the Holbrook Building to the Sharon Building, 55 New Montgomery street. In the future Mr. H. H. Conger will be in active charge of the San Francisco office and Mr. Charles I. Moody will be the manager of the Los Angeles office.

Ray Furber who for the past two years has been connected with Hanff-Metzger, Inc., in their contract department, and who previous to that was for three years with the James Advertising Agency as assistant production manager has joined the New York staff of the Julius Mathews Special Agency as solicitor.

S. C. Beckwith Special Agency has been appointed national advertising representative for the *Philadelphia Daily News* and the *New Kensington* (Pa.) *Daily Dispatch*.

D. A. C. Killen, for the past four years connected with Los Angeles newspapers, has joined the Los Angeles office of the Kimball-Mogenson Company, publishers' representatives.

SPECIAL EDITIONS

HARRISBURG (Ill.) DAILY REGISTER, 80-page Pageant of Progress edition, May 13.

Halifax (N. S.) *Morning Chronicle*, 60-page Tourist edition, May 4.

Rockwood (Tenn.) *Times*, 16-page Welcome Civitan edition, May 7.

Duluth (Minn.) *News Tribune* a Own Your Home edition Sunday May 10.

Boston (Mass.) *Herald*, a special section devoted to real estate, May 17.

Huntsville (Ala.) *Daily Times*, Progress edition, May 19.

Wichita Falls (Tex.) *Daily Times*, 70-page Eighteenth Anniversary edition, May 14.

Sherman (Tex.) *Daily Democrat*, 40-page World Ad Club edition, May 12.

NEW PLANTS AND EQUIPMENT

CHICAGO JOURNAL recently purchased an additional Intertype.

Charlotte (N. C.) *News* has purchased an additional Ludlow machine and equipment for handling dry mats.

St. Louis Post-Dispatch recently added three new Intertypes.

Long Beach (Cal.) *Morning Sun*, now located on West First street, has taken a lease on new quarters at 233-237 East Third street and will move within 40 days.

Unadilla (N. Y.) *Times* recently purchased a new Intertype.

CHANGES OF OWNERSHIP

GEORGE A. HASTINGS has bought *Garden City* (L. I.) *News* from the Davenport Press and is now editor and publisher of that publication which is published on Thursday. Mary Maud Jones is associate editor.

J. P. Dotson, former publisher of the *Fargo* (N. D.) *Forum and Tribune*, has bought J. H. Freeman's interest in the *Moorhead* (Minn.) *Daily News* and succeeds Mr. Freeman as manager.

Marshall Messenger and the *Marshall Morning News*, two of the oldest newspapers in Texas, have been sold to Joe Herrin and his sister, Mrs. Jean Herrin of Herrin, Ill. W. A. Adair had been owner of the Messenger for 40 years and Homer Price proprietor of the News almost as long. The new owners are graduates of the school of journalism at the University of Missouri.

Frank A. Bryce, manager of the job printing department of the *Ypsilanti* (Mich.) *Daily Press*, has purchased the *Grand Ledge* (Mich.) *Times* and the *Grand Ledge Independent*, weekly papers, and will combine the two under the name of the *Independent*. He will take possession June 1.

J. E. Sweeney, former city editor of the *Waseca* (Minn.) *Journal* has purchased the *Janesville* (Minn.) *Argus* from J. A. Henry who has retired after 47 years of newspaper work.

Walt Clark, Abingdon, Ill., dean of central Illinois weekly publishers, has retired and his *Abingdon Argus* has been sold to the Community Newspaper Company of Galesburg, Ill.

SCHOOLS

A SCHOLARSHIP, the first ever given to students of the Department of Journalism, University of Minnesota, is announced by Dean F. J. Kelly. One hundred dollars will be paid annually to the student who writes the paper of most practical value to members of the Minnesota Editorial Association. It will be known as the E. J. Stillwell journalism scholarship and is the gift of L. R. Baswell, vice-president of the Minneapolis Paper Company. It will be continued for at least three years.

Journalism class of the Michigan State Normal College at Ypsilanti was taken on a special trip of inspection through the plant of the *Detroit News* last week.

Ohio State University chapter of Sigma Delta Chi has elected to membership the following: Joseph H. Aston, Norwood; Eric J. Bender, Cleveland; Herbert G. Fickes, Steubenville; Malcolm H. Galbraith, Columbus; Luis S. Quianio, Pangasman, P. I.; Russell H. Reeves, Cleveland; Maurice M. Siegel, Cleveland; Norman Siegel, Cleveland; Howard R. Thompson, Marietta; Benjamin E. Williams, Cleveland.

Marquette Tribune, student newspaper at Marquette University, Milwaukee, was awarded first place this year in the annual contest conducted among the state's collegiate publications by the Wisconsin Intercollegiate Press Association.

Rome (N. Y.) *Daily Sentinel* on May 6, was published by students from the Department of Journalism at Syracuse University. This was the fourth annual experiment, the students in previous years being in charge of the *Norwich Sun*, *Geneva Daily Times*, and the *Oswego Daily Times*. The twenty-two students making up the staff were under the supervision of Prof. John O. Simmons, acting head of the Department of Journalism, and his assistant instructor, Samuel Cahan.

Students in the Chicago division of the Medill School of Journalism have formed the Editors' Club, to publish a monthly humorous magazine.

ASSOCIATIONS

CANADIAN Weekly Newspapers Association, Manitoba Division, held its annual meeting in Winnipeg May 8. Roy Sayles, Toronto, manager of the C. W. N. A., delivered an address. Fred C. Norris, Elkhorn, retiring president, was unanimously elected an honorary president. M. S. Watson, Deloraine, was chosen president; W. V. Udall, Boissevain, first vice-president; J. Offer, Rivers, second vice-president and Roy Fahrni, Gladstone, secretary-treasurer.

Publishers' Representatives Association of San Francisco, organized one year ago, with thirty members, elected officers for the following year at their meeting of May 7, as follows: Chairman, Don Gilman, *Christian Science Monitor*, succeeding R. J. Bidwell; vice-chairman, James A. Townsend, Butterick Publications, succeeding Robert J. Davis, Gilman, Nicoll & Ruthman; second vice-chairman, H. C. Worden, McGraw-Hill Publications; secretary-treasurer, W. B. Flowers, Capper Publications, succeeding L. W. Clark, Associated Farm Papers; publicity director, David Sandberg, *Western Advertising*. A "Code of Ethics" which is to be used as the basis for the formation of a Publishers Representative Departmental of the Pacific Coast Advertising Clubs Association at the July Convention at Seattle was adopted.

Montreal Press Club members turned out in force May 9 to honor at a banquet to three conferes who had recently been distinguished by receiving from the Government of France the title of "Officer d'Academie". These were Oswald Meyrand, chief editor of *La Presse;* Leopold Houle telegraph editor of *La Patrie* and Eugene Beaulac, city editor of *Le Canada*. R. W. Lipsett, president of the Club, presided.

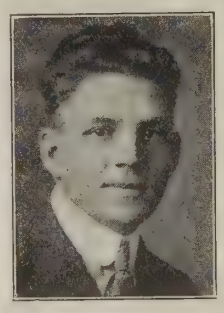
Washington Press Association will hold its annual meeting in Spokane, August 21-22, O. H. Woody, president and publisher of the *Okanogan Independent* has announced. Mr. Woody also announced the creation of a cooperative advertising agency for the purpose of bringing to the front northwest manufactured products and to aid country newspapers with their advertising work. The agency became operative April 1.

Union Printers' Mutual Aid Society of San Francisco gave its annual ball

(*Continued on page* 26)

ASSOCIATION CHIEFS

ALFONSO JOHNSON, business editor of the *Dallas News*, is the first newspaper man to be elected president of the Dallas Advertising League.



ALFONSO JOHNSON

The Dallas club was host to the international convention of the A. A. C. W. in 1912 when the "Truth" motto was accepted. It is the outstanding club of the Southwest and was instrumental in the organizing of many of the Texas clubs by helping Gurney Lowe in introducing the Neosho plan of community development.

Mr. Johnson was formerly U. S. Trade Commissioner to Japan and was business manager of the *Japan Advertiser* for two years. He is grand vice president of Alpha Delta Sigma, the national honorary advertising fraternity.

Mr. Johnson's appointment as trade commissioner was due to a survey of advertising possibilities in Japan which he made while doing newspaper work there; the results of the survey have been published in a number of magazines. An illustrated feature story by Mr. Johnson, "Selling Newspaper Space over the Hibachi" was published in the EDITOR & PUBLISHER.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

FOUR MONTHS' LEADERSHIP

The New York Times in four months this year published 9,052,696 agate lines of advertising, 337,380 lines more than in the corresponding months of last year and an excess over the next New York newspaper of 3,569,500 lines.

	The New York Times. Agate	Next New York Morning Newspaper. Agate
Dry Goods and Women's Specialty Shops	2,079,258	1,383,920
National	2,070,772	1,334,002
Real Estate	1,287,836	644,382
Financial	1,010,396	506,228
Automobiles	500,988	387,486
Books & Periodicals	358,844	115,276
Men's Wear	310,456	217,032

This large volume was attained by The New York Times despite a rigid censorship which excludes many thousands of lines each month.

Another Two-Machine Newspaper

Endorses Ludlow

MR. C. E. Broughton, Editor, Press-Telegram, Sheboygan, Wisconsin, writes: "We want to take this opportunity to recommend to newspaper plants the Ludlow which has given such satisfaction here. It is now four years since we put in our machine and we have recently added a new one. We have only words of commendation to offer. We consider it indispensable for a newspaper in a city of 40,000."



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

San Francisco: 5 Third Street
Boston: 261 Franklin Street
New York: 63 Park Row
Atlanta: 41 Marietta Street

LUDLOW QUALITY COMPOSITION

MERCHANDISING IN SUMMER

A Complete Service

The Things To Take To The

HOUSEHOLD GOODS
MEDICINES
NOTIONS
SUMMER READING
SPORTING GOODS
TOILET REQUISITES
TRAVEL ACCESSORIES
FOODS AND BEVERAGES
CLOTHING

THE SUMMER SHOPPER GUIDE





PLACE YOU GO

MOUNTAINS

SOMETHING NEW UNDER THE SUN

SHORE

Classified Advertising

A TWELVE WEEK'S CAMPAIGN
June Fifteenth to September Fifth

Display Advertising

How To Obtain Your Share of Everybody's
Vacation Money

124 PIECES *of* PROMOTION COPY
84 ILLUSTRATED PIECES

Name of
Newspaper

WINDOW CARDS ∴ POSTERS ∴ PRICE TICKETS

Thank you for a most generous response, Publishers, thank you

C. M. RUSK'S CONSOLIDATED MATERIAL RELEASE SERVICE THE TELEGRAPH BUILDING HARRISBURG, PA.

Copyright Applied For—C. M. R., 1925

(*Continued from page* 24)

May 16. The Society which has been organized about 35 years is a strictly beneficial organization, with a membership close to 300 and a treasury of over $10,000. In case of sickness, the society for 52 weeks pays a weekly benefit of $10 after which $5 per week is paid indefinitely.

Easton (Pa.) Advertising Club recently elected John E. Stempel, instructor in journalism, Lafayette College, president; Ammond Umholz, advertising manager, *Easton Express,* vice-president; Floyd Lear, Industrial Engraving Company, treasurer, and P. N. Welsh, advertising manager, Laubach Store, secretary.

Atlantic City (N. J.) Journalists' Club will dissolve at its next meeting. A majority of the working newspaper men formerly members of the Journalists' Club are now active members of the Atlantic City Press Club.

Connecticut Editorial Association met for its May convention in Manchester, Conn., Saturday, May 16. Following a banquet the visitors inspected the plant of the *Manchester Evening Herald.* Addresses were made by Willard E. Rogers and Everett R. Smith. Twenty-five members attended.

Associated Press Editors of Ohio recently elected G. M. Payne, telegraph editor *Cincinnati Times Star,* president; Richard Cull, *Dayton News,* vice-president; Walter J. Reck, Columbus correspondent, secretary, and Charles Spencer, *Newark Advocate,* member of the advisory board from Ohio.

Advertising Council of the Chicago Association of Commerce elected Homer J. Buckley, president of Buckley, Dement & Co., chairman, at a recent meeting of that body. Other officers elected are: John H. Logeman, first vice-chairman, and Ray H. Schaeffer, second vice-chairman.

Columbus (O.) Advertising Club recently elected H. H. Maynard, a professor in Ohio State University, president. Other officers are: First vice-president, John P. Balkam; second vice-president, John Q. Doty, *Columbus Citizen;* secretary, R. A. Warfel, Columbus Chamber of Commerce; treasurer, C. A. Anderson.

Eastern League Baseball Writers' Association recently elected John M. Greene, of the *Hartford* (Conn.) *Courant,* president; James C. Keefe, *Waterbury* (Conn.) *American* vice-president; Victor M. Wall, *Springfield* (Mass.) *Union* secretary-treasurer.

Penwomen's Club, a women's journalistic organization has been formed in Atlantic City. The club will meet every Tuesday for luncheon and is composed of resort social editors and publicity workers. Mrs. Ada Taylor Sackett is president.

Catholic Press Association re-elected F. C. Scanlon of the *Brooklyn* (N. Y.) *Tablet* president at its 15th annual convention in St. Louis May 17. Benedict J. Elder of the *Louisville Record* was chosen secretary.

Intercollegiate Newspaper Association of New England was perfected at a meeting of 30 representatives from 14 New England college weekly newspapers in Boston, May 15.

Adrian (Mich.) Typographical Union elected O. A. Louth president at the recent annual election. Julius Shober was elected vice-president; P. J. Ulrich, secretary-treasurer; and Frank McLaughlin, sergeant-at-arms.

Scranton (Pa.) Advertising Club recently elected John C. Sweeney, advertising director of the International Correspondence Schools, president.

Advertising Club of St. Louis' annual boat ride will be held on the evening of Thursday, June 11.

Southeastern Nebraska Press Club will hold a Strawberry Festival at Brownville, Friday, June 5.

Obituary

J. H. BEARDSLEY, 51, editor and publisher of the *Kingsley* (Ia.) *News,* 33 years, died May 13 after several weeks' illness.

MRS. SARAH B. LAWRENCE, 79, writer for the *Boston Herald,* died at her home in Boston, Mass., May 16.

MRS. FANNIE CHASE, formerly a society editor on the *Haverhill* (Mass.) *Evening Gazette,* died at her home in Haverhill, May 16.

R. C. PARK, 80, former editor of the *Woodhull* (N. Y.) *Republican,* died at his home in that village recently.

CHARLES J. HAINES, 63, head proofreader of the *Minneapolis Tribune,* for several years and in 1918 president of the Minneapolis Typographical Union, died May 6.

GEORGE EDWARD STACY, 52, theatrical advance agent, former dramatic editor of the *Springfield* (Mass.) *Union,* died in New York May 17.

GEORGE SMART, managing news editor of *Iron Age,* and former chairman of the New York Editorial Conference died May 16.

EDWARD HAMILTON, for 26 years a reporter on the *Greenville* (O.) *Tribune,* died a few days ago at Alexandria, Ind.

ELMER C. SALISBURY, 42, part owner and editor of the *Somerset* (O.) *Press* died a few days ago.

E. WILL GREENE, managing editor of the *Albion* (N. Y.) *Orleans Republican,* died at his home in that village after a week's illness.

ARTHUR C. PRESSLAND, 60, special auditor of the Campbell-Ewald Company since its founding, died at his home in Detroit last week after an illness of six months.

THOMAS C. JUDKINS, an old-time news paper man, dropped dead in San Francisco May 4. At one time he published the *Fresno Republican.* He also had charge of the Washington Bureau of the Associated Press. In 1893 he was Secretary of the California Commission to the World's Fair. He was admitted to the California bar 30 years ago and had been practicing law in San Francisco.

Orville L. Hose, 57, for many years editor of the *Expositor Forum* at Sonoma, Cal., is dead.

CIRCULATION PROGRESS

California "Bug" Was in the Blood of Robert J. Corrigan



Robert J. Corrigan

IN September, 1919, Robert J. Corrigan went to California to become circulation manager of the *Los Angeles Examiner,* thereby fulfilling an early ambition. Now after nearly six years there, he out-boosts the most ardent California booster.

His first circulation management was on the *Detroit Free Press,* where he spent two years from 1906 until 1908. Previously he had been three years city circulator of the *Indianapolis Star,* and before that had served an apprenticeship on the *Cincinnati Post,* fighting it out in turn as a canvasser, road man, newsboy superintendent, city circulation manager and country circulation manager.

From Detroit he returned to the Indianapolis Star as circulation manager, remaining until 1912. The California "bug," he recalls, was in his blood at this early date, and he began his gradual trek westward, spending on the way a number of years as circulation manager of the *St. Louis Star,* and then two years in charge of the *St. Louis Times* circulation.

In 1916, just prior to reaching California, he went to Denver, returning to the service of the Shaffer group, which operates the *Rocky Mountain News* and *Denver Times,* and also the *Indianapolis Star,* with which he had previously been connected.

10 AUCTIONEERS FINED

Plead Guilty to Charge of Misrepresentation Preferred by B. B. B.

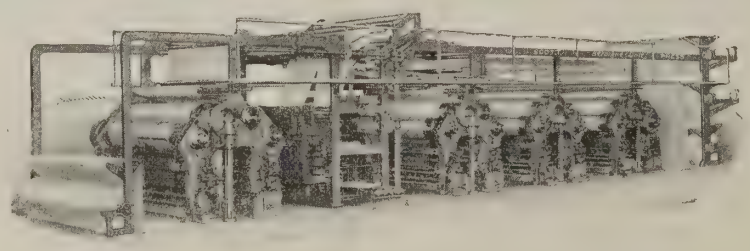
Ten Boston auctioneers were fined $75 each recently following their arrest on charges of misrepresentation preferred by the Boston Better Business Bureau.

In several of the auction rooms raided by the police at the instance of the Commission, nickel was being sold as silver, glass as diamonds, nickel as platinum, paper as leather, gold plate as solid gold and celluloid as jewelry.

Twenty-six articles purchased by Vigilance representatives at auctioneers' sales for $119 were later appraised at $49.21 as a fair retail price. They were represented by the auctioneers as being worth $661.

Readers, results and revenue — we build these three "r's" for a newspaper's classified medium.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia



"Straight Unit" Intermediate Folder Octuple Press.

Consisting of four floor fed units and two heavy duty 64-page folders. Like other Scott Presses, this machine can also be supplied with a substructure and arranged to feed from paper rolls underneath the printing floor.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY
Main Office & Factory - - Plainfield, N. J.
New York Office - Brokaw Bldg, 1457 Broadway
Chicago Office - - - Monadnock Block

THE SOLID SOUTH

Today more than ever the term "The Solid South" is descriptive of the section of this country that has shown such stupendous advancement during the past years. The term was originally used to designate merely her political attitude, but today she stands *Solid* in everything. Here *Solid* enterprises are run by *Solid* business men on *Solid* principles in *Solid* American cities influenced by *Solid* newspapers. Here, more than anywhere else is found a *Solid* foundation upon which has gradually and firmly and enduringly been built a monument of Industrial Solidity.

Solid Industrial development must necessarily make for an equally great and *Solid* buying power. Evidences of this can be seen on all sides and in all fields. For instance, the South has one-third of the area—one-third of the population and three-fifths of the coast line of the United States. The South spends over $400,000,000 annually, for good roads. The South's agricultural production has an annual value of $6,350,000,000, while its manufactured products show an annual valuation of more than $9,100,000,000.

The advertiser who overlooks the Southern market is losing a wonderful opportunity.

Many lines, undeveloped because they have had no constructive newspaper advertising, have left open the way for unusual development of many Northern products. Get in touch with the newspapers listed on this page and become aroused to a genuine, constructive selling campaign in the South.

Advertise all your merchandise of merit in this list of Southern Dailies and be assured of

SOLIDITY — STABILITY — SAFETY

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham News ..... (E)	78,337	.18	.18
*Birmingham News ..... (S)	89,196	.18	.18
*Mobile News-Item ..... (E)	11,527	.05	.05
*Mobile Register ..... (M)	20,192	.08	.07
*Mobile Register ..... (S)	32,440	.025	.036
FLORIDA			
*Daytona Daily News..... (ES)	4,036	.035	.035
*Florida Times-Union, Jacksonville.. (M&S)	41,293	.10(S.12)	.10(S.12)
*Miami Herald ..... (M)	31,499	.07	.07
*Miami Herald ..... (S)	36,498	.08	.08
*Orlando Sentinel ..... (M&S)	5,743	.035	.035
††St. Petersburg Independent..... (E)	10,087	.04	.04
*Tampa Times ..... (E)	18,021	.05	.05
*Tampa Tribune (M) 28,522..... (S)	45,191	.08(.09S)	.07(.08S)
GEORGIA			
*Augusta Herald ..... (E)	15,753	.05	.05
*Augusta Herald ..... (S)	15,190	.05	.05
†Macon Telegraph ..... (M)	21,910	.07	.07
†Macon Telegraph ..... (S)	25,512	.07	.07
*Savannah Morning News (M), 20,479. (S)	22,072	.06(.07S)	.06(.07S)
KENTUCKY			
*Lexington Leader ..... (E)	19,498	.06	.06
*Lexington Leader ..... (S)	19,376	.06	.06
*Paducah Sun ..... (E)	9,275	.04	.04
NORTH CAROLINA			
†Asheville Citizen ..... (M)	14,066	.055	.055
†Asheville Citizen ..... (S)	14,540	.055	.055
†Greensboro Daily News ..... (M)	25,672	.08	.07
†Greensboro Daily News..... (S)	32,557	.07	.07
†Raleigh News and Observer..... (M)	30,270	.07	.07
†Raleigh News and Observer. ..... (S)	34,609	.07	.07
*Winston-Salem Sentinel ..... (E)	16,031	.06	.06
SOUTH CAROLINA			
*Columbia Record ..... (E)	15,297	.05	.05
*Columbia Record ..... (S)	14,856	.05	.05
*Columbia State ..... (M)	24,657	.07	.07
*Columbia State ..... (S)	25,287	.07	.07
*Greenville News ..... (M)	21,518	.065	.06
*Spartanburg Journal ..... (E)	4,086	.05	.05
*Spartanburg Herald (M) 6,901..... (S)	9,606		
TENNESSEE			
*Chattanooga Times ..... (M)	27,545	.08	.08
*Chattanooga Times ..... (S)	27,606	.08	.08
*Nashville Banner ..... (E)	55,560	.11	.11
*Nashville Banner ..... (S)	55,471	.12	.12
VIRGINIA			
*Danville Register and Bee..... (M&E)	12,081	.05	.05
*Danville Register (Sunday)	7,774		
*Newport News Times-Herald..... (E)	7,827	.05	.05
*Newport News Daily Press..... (S&M)	5,706		
*Roancke Times & World News.... (M&E)	26,188	.07	.07
*Roanoke Times ..... (S)	17,815	.06	.06
*Staunton News-Leader (M), Leader.. (E)	6,662	.035	.035

* A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.

ADVERTISING AGENCY AFFAIRS

Philadelphia Agency Awarded Gold Medal—Rosenberg Forms Own New York Corporation—Crimmins Joins Newell-Emmett

YOUNG & RUBICAM, Philadelphia advertising agency, was awarded a gold medal for the "best planned and most artistic advertisement for 1924," at the fourth annual Commercial Art Exhibit, New York.

Arthur W. Munn, art director, was responsible for the winning copy, which exploited Postum under the caption, "Once in Every Woman's Life." The illustration accompanying the advertisement, drawn by Pruett Carter, received honorable mention.

More than 2,000 pieces of copy were submitted to the committee in charge of the exhibit. Of that number, 390 were selected as being representative of the finest advertising produced in America.

Louis Charles Rosenberg, for the past year vice-president of the Peck Advertising Agency, New York, has established an advertising agency under his own name, with offices at 171 Madison avenue, New York. Prior to his connection with Peck, he conducted his own agency at 25 East 26th street, New York. In his present venture, J. Dunn, for several years assistant production manager at Sherman & Lebair, will be in charge of production. Edwin S. Wadsworth, formerly treasurer of the Thomas Agency, has joined Mr. Rosenberg in an executive capacity.

D. J. Crimmins, for the past four years with Harry C. Michaels Company, and formerly with the Erickson Company, has resigned to join the contract department of Newell-Emmett Company, Inc.

Mrs. Anita Simpson, of the Chicago staff of Albert Frank & Co., was made president of the Women's Advertising Club of Chicago for the coming year, at the recent annual election of club officers. During the past year, she has been chairman of the club's program committee, and identified with many other of its activities.

The Midland Advertising Agency, Cincinnati, will direct all advertising for the Kodel Radio Corporation, it was announced this week. Lists will not be made up until July. General magazines, trade papers, and newspapers will be used.

The C. J. Oliphant Advertising Agency, Inc., will move May 20, to new offices in the Flatiron Building, 175 Fifth avenue, New York.

John C. McClure, who for many years operated his own business, "Christy Letters," has joined Buckley, Dement & Co., Chicago, direct mail agency.

WHAT'S WHAT IN THE FEATURE FIELD

P. & A. Claims Scoop On Hindenburg Pictures—Sir Philip Gibbs Writes On European Conditions—Wynne Creates "Step Word Puzzle"

P. & A. PHOTOS this week claimed a scoop of 24 hours in their handling of the pictures of the arrival of President von Hindenburg of Germany in Berlin. The pictures reached New York on May 18, and were transmitted to Los Angeles the same day by Telepix. They were taken May 11.

As soon as photographs were taken in Berlin the prints and negatives were sent by airplane to Cherbourg, including just one stop made at the French border for custom's inspection. With the co-operation of the United States lines, the package was at once transferred to the Leviathan, just before the ship sailed.

Sir Philip Gibbs has written a series of six articles on general conditions in Germany, France and Egypt, which are being handled by the McClure Newspaper Syndicate, New York, in weekly installments.

Arthur Wynne, who introduced the cross word puzzle in the *New York World* 12 years ago, has created a new feature he calls "The Step Word Puzzle." The patent and copyright are held by King Features Syndicate, New York.

Sol Hess, creator of "The Nebbs," visited with his former business partner in Minneapolis, last week. It was the 25th wedding anniversary of Mr. and Mrs. A. E. Madsen. Madsen and Hess were one time partners in a Chicago firm.

Ernest Bushmiller, formerly with the Red Magic feature section of the New York World Syndicate, is now drawing the comic strip "Fritzie Ritz'" for the same organization.

Penrhyn Stanlaws is drawing a series of 26 Sunday Magazine covers for newspapers through International Feature Service, New York.

Herb Roth of the *New York World* art staff is preparing a series of illustrated bedtime stories for the New York World Syndicate.

"Adventures of Junie and Jup," written anonymously, as though by a child, and illustrated by drawings done by the writer's child, is a feature added to the list of the McClure Newspaper Syndicate, New York.

The Universal Trade Press Syndicate, New York, has completed a survey of trade journalism. A questionnaire sent 102 trade paper editors covered such points as rates of pay for copy, principal editorial needs of trade journalism, opinions on standardization of make-up, etc.

Arthur B. Donegan has been added to the staff of the Kent Press Service. He will serve as city editor in the Chicago office, replacing Charles Delano who has been transferred to the Springfield bureau. Mr. Donegan was a staff reporter for the *Chicago Daily News*, and, more recently, assistant to Henry Justin Smith in the publicity department of the University of Chicago.

FLASHES

Another way to keep from eating too much is to buy a used car and keep it in running order.—*Spartanburg* (S. C.) *Sun.*

The silence of the Sphinx doesn't help much without the wisdom of the Sphinx. —*Columbia Record.*

Secretary Kellogg is said to be humanizing the State Department, but we won't altogether believe it until passports have been abolished.—*Philadelphia Evening Public Ledger.*

It took prohibition to demonstrate how rotten liquor could be.—*Columbia Record.*

It's always the silly season for some people.—*J. R. W. in Milwaukee Journal.*

A fortune is awaiting the man who can make a last year's hat look as good as new.—*Spartanburg* (S. C.) *Sun.*

New York's first woman candidate for alderman has appeared, running in what is called "the silk-stocking district." What could be more appropriate?—*Boston Transcript.*

DOROTHY DIX FEATURE WINS POPULARITY VOTE

Public Ledger Co., New Orleans, La.
Gentlemen: April 24, 1925

We canvassed several hundred of our readers recently, asking for an expression of opinion regarding the features of The Times-Picayune which were most preferred by them. The following tabulation of the five features receiving the highest number of votes will undoubtedly prove of interest to you:

DOROTHY DIX TALKS	514
THE GUMPS	309
DOROTHY DIX LETTER BOX	308
* * * * * * * * * *	244
* * * * * * * * * *	224

Very truly yours,
L. K. Nicholson, President
New Orleans Times-Picayune

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, P

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.
15 WILLIAM STREET NEW YORK CITY

An Influential Service Combination

—Editorial
—Advertising
—Promotion

EDITOR & PUBLISHER
NEW YORK, N. Y.

— and —

ADVERTISING WORLD
LONDON, ENGLAND

have joined forces and united their respective strength—affording unusual co-operation between the leading publications in the fields of journalism and advertising of North America and Great Britain.

A real connecting link between the two great English-speaking business fields—a single source of service and information on both sides of the Atlantic otherwise unattained.

Publishers, Equipment Manufacturers and Advertising Agents will be interested in the attractive combination circulation and advertising rates. For full details address New York office

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York City
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

UTY OF ADVERTISING CLUB TO RAISE STANDARDS AND ETHICS

C. McQuiston Tells of Place It Should Hold in Community —Should Develop Advertising Skill and Make Copy Dependable

By J. C. McQUISTON

IE passing of the old time peddler has created a condition which makes ossible for us to say that there is a nite, well-recognized place in our erican community life for the adver- ig club.

the old days, the peddler with his on his back sold us much of the chandise used in our homes. He e directly into the home and dis- ed his goods. Later, as our buying oms changed and we began to look more favor on the practice of buy- at a permanently established store, peddler also changed his selling habits became first the storekeeper, then merchant, and possibly the depart- t store proprietor.

s a peddler, he called personally on customers. He did not need to ad- ise. But when he became a store- er, he was, of necessity, leaving it his customers to find him. Quite a rast between searching out the cus- er, and leaving the customer to find storekeeper.

his evolution in business has made modern advertising a necessity, both hose who buy, and to the merchant sells. To those who buy, it is a ssity, to tell them, without need of ing many stores where they can buy ain goods, what are the merits of goods, and the prices; to the mer- t who sells, it is a necessity, to tell people that what he has to sell, its its and price.

s advertising is a comparatively new g, those who use it, do not know how best to use it. Some users ve it must contain misleading, even e, information to draw people to their es; others believe it has no effect ll on buying habits of the people, and se to use it. It is the work of the rtising club to develop among those should use advertising, a skill in use.

he chief purpose and aim of the ad- ising club is to raise the standard ethics of advertising, to make ad- ising truthful and dependable, to in- the purchaser that an advertised le has back of it reputation and a antee of faithful performance. The rtising club places a careful watch all advertising and the result of this lance has been largely to eliminate tionable advertising.

is in this responsibility that the ad- ising club has won a prominent place he community.

he advertising club has won a prom- t place in the community, in another ect, also, that of building up the com- nity. Whether you live in city or ge, you are keenly interested in your munity, because it is here that you your most valued possessions— nds, relatives and home environment d you recognize the benefit to it chools, churches, playgrounds, every- g that will tend to lift to a higher e the physical, moral and provide ern comforts. Because the com- cial well being of a community helps do this, anything that promotes a ite place in the community.

he benefits of a chamber of com- ce, a civic club, and like organiza- s that promote this well-being, are erally recognized. It is also a recog- d fact that an advertising club in community is the right arm of the nber of commerce or board of trade, ivic club, and so it assumes a defi- place in the community life. In- , in many communities, the advertis- club has been the forerunner of the nber of commerce or similar organi- n, and thus has played the trail the commercial prestige of the com- nity.

The advertising club is made up, naturally, of the most progressive in any community. They are public spirited men and women who are more interested in the advancement of their fellow men and their community as they are in their own advancement. The gathering together of such progressive men and women develops strong community fellowship; the force of their united efforts is reflected in great benefits to the community as a whole.

What cities are best known to you? Why are they best known? What influence was behind making them so well known the world over? Miami, "The Garden Spot of the World"; Atlantic City, "The World's Playground"; Rochester, "The Kodak City"; Pittsburgh, "Home of the 57 Varieties"; Kalamazoo, "Direct to you," and other cities have been given national and international prominence through civic advertising. And don't forget that civic advertising—the advertising of the community as a whole—is a direct product of the advertising club.

You may think an advertising club is made up wholly of advertising experts. Such is not necessarily the case. The ideal condition is that in which the greater part of the membership is made up of men who benefit from advertising in their business rather than men who actually follow advertising as a profession. There are, however, enough experienced advertising men as members to contribute of their training and experience to the club, that it may intelligently accomplish its purpose—that of placing advertising on a more efficient, truthful and ethical basis.

Advertising clubs are not a dream of the future. They are firmly established in nearly all our up-to-date communities. These local clubs are all banded together into a national association so that they can exert influence on questions of national as well as local interest.

If there is no club in your city or village, talk to your leading business men and citizens and help organize such a club and begin at once to place your community on a higher civic plane.

FIGHT "CURE" ADVERTISING

National Health Council Holds Conference with A. A. C. W.

A conference on deceptive advertising in relation to tuberculosis, venereal disease, and cancer was held recently in New York by the National Health Council in connection with the Associated Advertising Clubs of the World. Representatives of 37 organizations were present.

A resolution adopted at the conference urged the co-operation of responsible business and public health agencies in the eradication of advertising which promises cures for the above diseases. The conference also thanked periodicals and newspapers which have closed their columns to this type of copy, and commended the activities of organized advertising in promoting such standards of advertising that cures for tuberculosis, cancer and venereal disease cannot be recognized.

Among the newspapers represented at the conference were the *New York Times, London Daily Telegraph* and *Indianapolis News.*

Leeman Goes to Ayer Daily

Stockholders of the News Printing Company, Inc., publisher of the *Ayer* (Mass.) *News,* recently elected John L. Kennison president and A. L. Leeman treasurer and general manager.

DIEU ET MON DROIT

The Times

THE GREATEST POWER IN MODERN ADVERTISING

FOR nearly a century and a half The Times has been the outstanding national newspaper of Great Britain. Its great history, combined with an enterprising modern outlook; the authority with which it speaks, and the superb quality of its printing and production, maintain it in an unassailable position as the leader of the British Press.

And as it is the greatest force in journalism, so it is the greatest power in advertising. It is the one indispensable medium for all announcements intended for the wealthy official, professional and business classes.

Each day's issue speaks for itself. Both the volume and the character of the advertising carried by The Times prove how indispensable it is to the advertiser seeking an entrance to the British market.

Advertising men who visited England last year were able to test these facts on the spot. But The Times is at any time happy to supply further information. If you desire to know more of Britain's greatest advertising medium, get in touch with

The Times.

PRINTING HOUSE SQUARE
LONDON E. C. 4, ENGLAND



DURING 1924

The Times carried a greater volume of advertising than any other newspaper published in Great Britain.

When in ENGLAND read THE TIMES

CANADIAN PUBLISHERS MEET IN TORONTO



The "best meeting in the history of the organization" was the verdict passed by members of the Canadian Daily Newspaper Association (pictured above) in regard to their annual meeting held in Toronto, April 29. Officers of the association are George E. Scrogge, Toronto Mail and Max Empire, president; Hon. Frank Carrel, Quebec Telegraph, vice-president; and N. T. Bowman, Toronto Telegram, treasurer.

WEEK'S AD TIPS

Bauerlein, Inc., 1027 Hibernia Bank Building, New Orleans. Placing orders with some Southern newspapers for the Lorraine Mfg. Company, suitings and seersucker, New York.

Brockland & Moore, Inc., Federal Reserve Bank Building, St. Louis. Reported to have secured account of the Champagne Pipe Company, St. Louis.

Boston News Bureau Company, 30 Kilby street, Boston. Again placing orders with newspapers in various sections for the Eastern Steamship Lines, Inc., New York.

Buchanan-Thomas Advertising Company, Grain Exchange Building, Omaha. Reported will conduct an advertising campaign with Northwest newspapers for Paxton & Gallagher Company, "Butter Nut Coffee," Omaha.

Robert H. Dippy, 903 Fox Building, Philadelphia. Has secured account of C. Howard Hunt Pen Company, Camden, N. J.

George L. Dyer Company, 42 Broadway, New York. Placing schedules with newspapers generally for the U. S. Tire Company, New York.

A. R. Elliott, Inc., 53 Park Place, New York Again placing orders with newspapers in selected sections for John Duncan's Sons, "Lea & Perrins" sauce, New York.

Erwin-Wasey & Co., 840 Rush street, Chicago. Sending out general campaign on Postum Cereal Company of Battle Creek, Michigan.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City. Reported to have secured account of the Skelly Oil Company, Tulsa, Oklahoma.

Fox & Mackenzie, Inc., 1214 Locust street, Philadelphia. Reported to have secured account of the Pennsylvania Silk Hoisery Mills, "Priceless" hosiery, Bangor, Pa.

Harry M. Frost Company, 101 Tremont street, Boston. Reported to have secured the accounts of the Euclid Candy Company, "Love Nest" candy, Cleveland and the Wonder Mist Mfg. Company, polish, Melrose, Massachusetts.

Ernest J. Gou'ston Advertising Agency, 18 Tremont street, Boston. Has secured accounts of the Boston Cigar Company, Boston; Frick Bros. Company, "Elbo Ease" polish, New York and Halford Company, Halford, Worcestershire sauce, Sommerville, Mass.

Charles C. Green Advertising Agency, Inc., 450 Fourth avenue, New York. Has secured the following accounts: Nieblo Manufacturing Company, New York City, manufacturers of the "Reddy Tee:" Lyon Mfg. Company, Brooklyn, N. Y., manufacturers of Magnolia Balm and the Grand View Hotel, Lake Placid. Also sending out orders for Smith, Kline & French on Blue line and Dr. Hand's Remedies.

Charles C. Green Agency, 450 4th avenue, New York. Placing orders with newspapers in selected sections for Oceano Products Company, "Ocean-O" tonic, Newark, N. J.

Finley H. Greene Agency, Parsons Building, Buffalo. Reported to be placing orders with some newspapers in Western New York for the Harvey Seed Company, Buffalo.

Gundlach Advertising Company, 400 N. Michigan avenue, Chicago. Placing copy in the South and East for Deisel-Wermer Company.

Hall & Emory Agency, Graphic Arts Building, Portland, Oregon. Reported will place orders for the Montag Stove Works, Kenton, Oregon, and the Rasmussen Paint Company, Portland.

Hanser-Churchill Agency, 12 East 44th street, New York. Placing orders with some Western newspapers for the Pompeian Company, "Pompeian" olive oil, Baltimore.

Hommann, Tarcher & Cornell, Inc., 25 West 45th street, New York. Has secured account of the Freed-Eisemann Radio Corporation.

Philip Kobbe Company, Inc., 45 West 45th street, New York. Now handling account of the Aqua Oil Service Company, Inc., New York.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing orders with some New York State newspapers for J. Eavenson & Sons Company, Spredit soaps and creams, Camden, N. J.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Again placing orders with newspapers in selected sections for the Michigan Tourist & Resort Association, Grand Rapids, Mich.

MacManus, Inc., 82 Hancock avenue, East Detroit, Mich. Reported to have secured account of the Cadillac Motor Car Company, Detroit.

Pedlar & Ryan, Inc., 250 Park avenue, New York. Has secured the following accounts: Bristol-Myers Company, Ipana Tooth Paste, New York; Knox Hat Company, New York and Ovington's Gift Shop, New York.

Redfield, Fisher & Wallace, 105 West 40th street, New York. Has secured account of A. Kreamer, Inc., "Kreamerware" kitchen utensils, Brooklyn, N. Y.

Street & Finney, 40 West 40th street, New York. Has secured account of P. Derby & Company, Inc., Gardner, Mass., chair makers.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing orders with newspapers in various sections for the U. S. Rubber Company, fruit jar rings, New York.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Again placing orders with newspapers in selected sections for the Marshall Furnace Company, Marshall, Mich.

Van Patten, Inc., 50 East 42nd street, New York. Placing orders for G. L. Miller & Company, bonds, New York.

Yount Company, 705 State street, Erie, Pa. Placing orders with some Ohio and Pennsylvania newspapers for the Saegertown Mineral Water Company, Ginger Ale, Saegertown, Pa.

British Cabinet Writers Under Fire

A Labor member of the British House of Commons, May 25, will raise the question of whether Cabinet Ministers, while in office, are justified in contributing articles to newspapers on public affairs. Lord Birkenhead's activities as a press contributor are to be cited particularly. It has become a common custom for ex-Ministers to write for newspapers, and even for ex-Prime Ministers, since Lloyd George set the fashion.

Tumulty May Join Political Paper

Joseph P. Tumulty, formerly secreta to the late President Woodrow Wilso and now practicing law at the nation capital, is reported to be among the pro inent Democrats interested in *The N tional Democrat,* issuance of which the "official publication" of the Dem cratic Party has just been announced Congressman William A. Oldfield, Arkansas, chairman of the Democra Congressional Committee. Fred Steckman, a Washington correspond for many years, who was in charge publicity for the unsuccessful campai of U. S. Senator Oscar W. Underwo of Alabama, for the Democratic nomi tion for President last year, is to be e tor when the new publication sta May 30.

Snaps of Women Tennis Stars Bann

Directors of National Hard Cou Championship match at Torquay, E land, recently, refused to allow newspa photographers to snap women players action, declaring such pictures w "not nice."

In New Orleans It's

THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD.
INDIANAPOLIS, IND.

RADIO

The New York Sun publishes more Radio Advertising than any other newspaper in the United States

The Sun
280 Broadway New York

Beaumont and 20 mile area
Population over 150,000

Ranks in importance to the other four large Texas markets. Sales managers cannot cover Texas with only four papers.

The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL

cover the Fifth Market in Texas and the Third Market in Louisiana.

"Ask Beckwith—He Knows"

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

***Present average circulation 129,834**
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representative
Marbridge Bldg. New York, N. Y. **Lytton Bldg Chicago, Ill.**

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the information and review of editors and publishers, rather than for publication.

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
1425 G Street, Washington, D. C.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

EEKS TO FREE KOREA WITH PRESS AID

oul Editor Now in U. S. Studying Newspaper Methods—Hopes to Bring About Revolution Through His Paper

By Arthur S. Rudd

Duck Soo Chang, editor of the *Seoul ong A Ilpo* (Daily News), one of the gest and most powerful newspapers in Korea, is in America learning how to make his paper a successful instrument of revolution against Japan, which is he feels, "an oppressor nation." He is studying especially the "yellow press" for he believes that the crusading spirit of popular journalism is what his daily needs to successlly carry out the program which he s in mind.



Duck Soo Chang

Mr. Chang dropped his editorial duties Korea in the spring of 1923 after ming to the decision that he must know pre of journalism and of the world genally, if he is to accomplish the task freeing his people from the Japanese ke. His first summer was spent in rtland, Ore., learning to use English pre fluently than his oriental study of e language had enabled him to do. He en enrolled under Eric W. Allen, dean the school of journalism at the Unirsity of Oregon, for a year's special rk in journalistic subjects. Despite e handicap of having to struggle with e new language he did exceptionally od work and his written work is said have shown more careful preparation an many of his American classmates.

The young Korean spent the summer 1924 in an Oregon logging camp.

"Nearly all my people have to work ith their hands and I wanted to know mething of laboring conditions here for any of my problems have to do with e laboring classes," Mr. Chang exained.

Mr. Chang is now in New York workg for a Master of Arts degree in Politial Science at Columbia University. His esis is on the Marxian theory of govnment.

The Dong A Ilpo was started in 1920 d now has a circulation of 60,000. r. Chang was chosen editor by the ancial backers of the publication beuse they felt that his unusual experice and education especially fitted him r the post. Mr. Chang's life story ads like a novel.

He was born in Korea 29 years ago. ntil he was 11 years of age his father, ho was a farmer of the Confucian faith, ade the boy study the classics of Conicius. After the family's conversion the y was sent to a Christian school, where worked his way through high school the household servant of a Japanese ficer. This officer later took him to pan where Mr. Chang received his B. degree. While in Waseda university Tokio, Mr. Chang was the editor of Korean magazine.

In 1919 a revolution broke out against pan and Mr. Chang's ability as a nguist caused him to become connected ith important information-securing acvities of the revolutionists. He was ally caught and thrown into jail, where was stripped and beaten daily. His panese captors were unable to make m reveal the secrets of the revolution en by the use of a barbarous fingerinching torture device and the youthful gitator was thrown into a state prison. uring the eight months he was there read the New Testament through e times.

"The ideas of Christianity were so imessed upon me by these readings that ter editorial activities were influenced greatly," Mr. Chang said when discussing this episode.

After a short period of exile on an island in the Pacific, Mr. Chang was released to go to Japan and talk matters over with the Japanese minister of war. Though he made a bold plea for Korean freedom he was allowed finally to return to his own land, where he became editor of the first Korean daily.

Mr. Chang started at once to crusade for freedom. He was backed in his activities by Sung Soo Kim, wealthy educator and textile manufacturer, who is the main stockholder of the Dong A Ilpo. Because of the zeal of the editor and staff the paper was suppressed 20 times between its starting date, April 1, 1920 and September 30 of that same year. The activities of the Japanese police in suppressing the paper became so injurious that publication was suspended from September, 1920, until January, 1921.

Mr. Chang describes the publication of his paper as a sort of race between his staff and the Japanese police. The first paper that comes off the press is rushed to police headquarters in Seoul by a messenger boy. While the officials are censoring the sheet the circulation department are rushing as many copies on to the streets as they can print, but as only 15,000 of the total 60,000 circulation go to residents of Seoul, the police are usually able to stop a large part of the circulation if they see anything objectionable in the columns of the paper.

Mr. Chang's entire publishing staff is made up of about 70 people. The pages of his paper are about the size of an average eight column American daily.

Mr. Chang is one of the few orientals ever to be elected to Sigma Delta Chi, professional journalistic fraternity. His high scholarship at the University of Oregon and his popularity with his fellow students won him this honor last spring. In an interview published recently in "The Quill," fraternity publication, Mr. Chang said: "I shall do much to reform my paper. The editorials have been too high-flown for the general reader; the news has not been well-pointed, it has been too long, not well told."

Mr. Chang expects to spend about a year more in this country and several months in Europe and western Asia before returning to his editorial duties.

DAILY PRAISED FOR CRUSADE

New York Evening World Ends Sale of Obscene Matter to Children

A quiet crusade conducted by the *New York Evening World* caused the arrest early this week of two men, believed to be the source of salacious literature and pictures, peddled to public school children throughout Greater New York's five boroughs for several months.

The way the campaign was conducted brought praise from many sources. Children told the Evening World May 1, that sale of the obscene matter was going on. The daily obtained more information and concrete evidence and placed it in the hands of the police. No publicity was given the affair until after the arrests.

"Newspapers sometimes start crusades to increase sales and sometimes to get things done," was the comment of Oswald Garrison Villard, editor of the *Nation*. "The manner in which the Evening World has gone about this crusade proves its disinterestedness. It has acted quietly and got the forces of correction into action before advertising the evil, as so many censorship campaigns have done.

"This campaign of the Evening World's is as necessary as sewage disposal, and I am glad it is being so quietly and efficiently conducted."

Davenport's Home Being Razed

The old home of Homer Davenport, famous cartoonist, at Silverton, Ore., is being razed. The building, erected early in the 70s, has been a landmark and a point of interest to tourists.

London's House of Lords will install loud speakers. We elect them.—*Columbia Record.*

Mining Is Leading Activity In West Virginia

The mining industry classified according to principal products are bituminous coal, petroleum and natural gas, limestone, sandstone and clay.

The leading mining industry of West Virginia is that of bituminous coal, in which West Virginia is outranked in production only by one state of much greater land area.

West Virginia ranks first in output of natural gas, gaining about $40,000,000 annually therefrom. In petroleum output it ranks eighth.

All workers in West Virginia, regardless of the industry, are paid good, substantial wages, and for the most part have steady work.

Here is an ideal field for advertisers. For a small appropriation you can be a BIG advertiser in West Virginia.

The cities listed here are the principal marketing and distribution centers of the State.

		Circulation	Rate for 5,000 lines
Bluefield			
**Telegraph	(M)	11,532	.06
**Telegraph	(S)	16,254	.06
Charleston			
**Gazette	(M)	19,478	.07
**Gazette	(S)	23,643	.08
Clarksburg			
**Telegram	(E)	9,098	.04
**Telegram	(S)	10,385	.045
Huntington			
**Advertiser	(E)	12,901	.04
**Herald-Dispatch	(M)	14,742	.05
**Herald-Dispatch	(S)	15,000	.05
Martinsburg			
**Journal	(E)	4,825	.03
Morgantown			
††Post	(E)	5,089	.025
Parkersburg			
**News	(M)	6,864	.03
**News	(S)	8,614	.03
**Sentinel	(E)	8,527	.03

**A. B. C. Statement, March 31, 1925.
††Government Statement, March 31, 1925

STATE ASSOCIATION DELEGATES FORM PACIFIC SLOPE NEWSPAPER CONFERENCE



CLOSER co-operation among the various newspaper associations of Oregon, Idaho, Washington, California and British Columbia is the objective of the Pacific Slope Newspaper conference, which held its initial meeting at Portland, April 17 and 18. The session has already been printed in EDITOR & PUBLISHER. Among those attending and shown in the photograph were:

Upper row, left to right—Lincoln Lounsbury, Port Angeles, Wash.; Chapin D. Foster, Chehalis, Wash.; Harry N. Beall, Raymond, Wash.; Hal E. Hoss of Oregon City, president; J. Y. Wright, Livingstone, Mont.; Earle Richardson, Dallas, Ore.; S. L. Moorehead, Castle Rock, Wash.; Eric W. Allen, dean of Univ. of Oregon School of Journalism.

Lower row—Colin V. Dyment, University of Oregon School of Journalism; Arne G. Rae, Tillamook, Ore.; O. H. Woody, president, Washington Press Association; Guy Flenner, Boise, Idaho, Secretary of Idaho Press Association; Fred W. Kennedy, Seattle, Secretary; G. Lansing Hurd, Corvallis, Ore.; George Turnbull, University of Oregon School of Journalism, and Earl C. Brownlee, Forest Grove, Ore.

Daily Sent Plane to Houston

Corsicana (Tex.) *Daily Sun* sent an airplane to escort the special train which carried Corsicana delegates to the Associated Advertising Clubs of the World convention in Houston last week. At eight stops en route the plane released "good will" bombs announcing the arrival of the train. Lowry Martin, one of the publishers of the Sun headed the advertising delegation.

NEWSPAPERS "GRAND JURIES"

So Fresno (Cal.) Republican Editorial Declares

Asserting that "newspapers themselves are a form of grand jury," the *Fresno* (Cal.) *Republican* recently published an editorial in which the position was taken that newspaper proprietors should not be summoned for grand jury duty. The publishers of both Fresno newspapers were among the 30 citizens whose names were drawn.

"It is against public policy to have the editors or publishers of papers of general circulation put on grand juries," says the Republican's editorial. "The result of any such precedent, whatever might happen in this particular instance, would be detrimental to the public interest.

"It is well known that there has been expression of opinion, in the Republican for instance, of matters that are to come before the coming grand jury. On these matters the personal service of newspaper men in question on the grand jury would be at least ineffective. They might might have such a temperament as would permit them to act impartially. But they would not be above suspicion, either of positive bias, or of that equally bad result of 'standing up so straight as to lean backwards.' In either case the grand jury service of arriving at a fair basis for prosecution would be lacking.

"But there is a reason far more important than this for not placing the editors or publishers of newspapers on grand juries.

"Newspapers themselves are a form of grand jury. They do not merely publish the overt news. They search out the news. They ought, if they do their duty to the public, understand public situations in advance of the general knowledge of these situations that in fact is given to the public through them."

Newspaper Men As Fiction Write

Three members of the staff of the *New York Herald Tribune* are auth of fiction stories appearing in curr magazines. Walter Mills, editorial writ is author of "Jason" in *Harpers' Ma zine;* Morris Gilbert wrote "The Mo Behind the Chimney" for *College Hum* and Stanley Walker has a story Harpers' and another in *Century Ma zine.* Boyden Sparkes and How White, the latter society editor of Herald Tribune, are responsible for series of articles running in the *Satur Evening Post* on New York society to and 25 years ago.

Publisher Celebrates Golden Wedd

T. H. Preston, proprietor of the *Bra ford* (Ont.) *Expositor* and one Canada's best known newspaper m celebrated the golden anniversary of wedding on May 4. Mr. Preston star his career as reporter on the *Ottawa F Press,* was Ottawa correspondent of *Toronto Globe* from 1876 to 1882, ser as managing editor of the *Winnipeg S* for several years and purchased Brantford Expositor in 1890.

Veteran Celebrates 86th Year

J. E. B. McCready of the writing s *Charlottetown* (P. E. I.) *Daily Guard* recently celebrated his 86 birthday. was the recipient of a check and m congratulatory telegrams from friend the newspaper profession. Mr. Cready was editor of the Daily Guar for many years, and is now writin daily political column for that newspa

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

IT STRAIGHTENS CIRCULATION
"The Twisted Foot."
by William Patterson White.
Service for Authors, 33 W. 42d St., New York.

"STORIES"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Radio

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

DIRECT FROM PARIS
All phases European Radio News,
sold exclusively by city.
The Delano Service, 16, Avenue de l'Opera

Religious Features

THE ELLIS SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom by Dr. William T. Ellis. Twenty-five years in use. Non-Controversial. Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Converting Your Local Churches

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Churches in some towns are keenly alive to the opportunity of using paid space to stimulate church attendance. They realize that people are moved by the printed word, and they are glad to use this method of getting people to church.

In other towns constructive advertising by churches is not a new idea. Publishers can perform a helpful service if they will endeavor to persuade people interested in churches to pay for space which contains copy designed to attract people to worship.

Copy of this sort which has been used in a number of towns is available at a very small charge from the headquarters of the Church Advertising Department. Proofs will be sent on request.

CHURCH ADVERTISING DEPARTMENT
A.A.C.W.
383 Madison Ave., New York, N. Y.
DR. C. F. REISNER, President

WHAT OUR READERS SAY

Service Station for Publishers

May 11, 1925.

To EDITOR & PUBLISHER: I would like to write a line to congratulate you and EDITOR & PUBLISHER on the move you are about to make to the Times Building. From all that I hear, and from what I see printed in this week's EDITOR & PUBLISHER, your new quarters will be of the greatest service to out-of-town newspaper and advertising people, while their graciousness will, I am sure, correspond better with the very rapid expansion in circulation, importance and prestige that has attended the progress of your paper since you took charge of it.

F. DOUGLAS WILLIAMS,
General Manager, Reuters, Ltd., New

E. & P. in Australia

To EDITOR & PUBLISHER: Your EDITOR & PUBLISHER comes along and gives me the journalistic "hand-grip" regularly. It is full of interesting news.

GEORGE A. TAYLOR.
Building, Ltd., Sydney.

Oratorical Contest Praised

May 8, 1925.

To EDITOR & PUBLISHER: Permit me to congratulate you on calling attention in your issue of May 2, to the notable public service of the newspapers which are promoting the National Oratorical Contest. Sometimes I think that not even the newspapers themselves fully realize the extent and value of their services. Besides interesting the young contestants and their parents in the United States Constitution the newspaper space given to the contest has interested all classes of readers. I know this by requests which reach me from dentists, lawyers, business men, farmers, freight brakemen, farm women and even Congressmen who have been inspired to learn more about the Constitution. While not officially connected with the Oratorical Contest, which began the movement and have been glad to co-operate.

The last sentence in your story gives a wrong impression. Thirty-three states have passed a law requiring the teaching of the Constitution, but *not* since the first Oratorical Contest. Iowa passed the law in 1921, Rhode Island in 1922, others passed in 1923 and 1924 and five states have passed it in 1925. The movement for the law was initiated by the National Security League and sponsored by the Bar Association. The Oratorical Contest is a result of, rather than a cause of, the passing of the law. Such an authority as EDITOR & PUBLISHER is, I am sure, desirous of the accuracy of all stories and will understand my calling attention to this matter.

ETTA V. LEIGHTON,
Civic Secretary.

Cotton Contest in Dallas

May 14, 1925.

To EDITOR & PUBLISHER: Please accept our sincere thanks for the splendid story carried in the EDITOR & PUBLISHER of May 9, entitled "Dallas News Backs Better Farming Crusade in its Section." We appreciate this splendid co-operation on the part of a paper of the eminence of EDITOR & PUBLISHER, and assure you that we are doing everything on our part to make this state-wide Cotton Contest an asset to the cotton industry by encouraging increased yield per acre, reducing cotton acreage, and the planting of food and feed crops on land released from cotton.

VICTOR H. SCHOFFELMAYER,
Cotton Contest Editor.

Murchison Heads Des Moines Adsters

W. A. Murchison, advertising director of Younker Brothers' department store, was elected president of Des Moines Advertising Club at the annual meeting this week.

It covers an ideal test market used by

National Advertisers

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

9TH DISTRICT PROGRAM ANNOUNCED

Earl Pearson to Speak at Centerville, Ia., Meeting June 3-5—Merchants to Discuss Advertising

Programs of the ninth district convention of the Associated Advertising Clubs of the World in Centerville, Ia., June 3 to 5, went out this week.

A smoker and informal entertainment will open the meeting the night of June 3. On Thursday Earl Pearson of New York will talk of the vigilance and educational work of the clubs. A member of the Curtis publications advertising staff will talk and Dwight Swinford of the *Kansas City Journal* will tell of "Breaking Down the Barrier Between the Farm and the Merchant."

Friday, E. H. Aberdeen of the Westinghouse Electric Company, Chicago, will discuss and illustrate model show window decorations; Otto Mooney, whose cash store in Temple, Okla., has been an example of advertising effectiveness, will tell his experiences; Ambrose D. Folker, manager of research, sales and advertising for Montgomery Ward & Co., will tell how mail order houses get results through advertising; Fred Anderson, Cozad, Neb., whose store in a town of 1,200 did a $300,000 business, will tell some trade secrets; James A. King, Mason City, Ia., will discuss "Rebuilding Our Jerusalem"; A. Myrhum, manager of the western department, *Chicago Tribune*, will speak on "Adequate Newspaper Campaigns Properly Merchandised Pay Big Dividends"; G. A. Buckley, vice-president of the Electrical Distributing Company, Chicago, will talk on "Advertising and Distribution"; H. E. Kiester, Advertising Corporation, Waterloo, Ia., will discuss "Behind the Scenes in Advertising"; and Louis Lau, Burlington, will be one of the banquet speakers.

Civic clubs of the community will have charge of the entertainment of the visitors and visits to the big gypsum and coal mines will be features of the sightseeing tours.

WARNS OF OIL FRAUDS

W. P. Green, Vigilance Chief, Turns Attention to Colorado Fields

Public co-operation in an effort to prevent an anticipated flood of fradulent oil transactions, capitalizing upon the development of valuable oil territory in Colorado, is being urged by William P. Green, acting director of the National Vigilance Committee of the Associated Advertising Clubs of the World.

Mr. Green pointed out that the National Vigilance Committee in New York already is in receipt of considerable literature from oil stock promotion companies in Colorado. Some of these companies may be legitimate, but the advertising of others shows evidences of fraud.

"Practically all of this literature," he stated, "is being sent through the United States mails. As yet little newspaper advertising has been attempted, because the promoters have discovered that reputable publications do not want their copy."

"FIRST IN PUBLIC SERVICE"

The World
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

THIRTY CITIES SHOW APRIL LINEAGE GAIN

NEWSPAPER lineage totals from dailies in 30 principal cities for April showed a gain of 409,028 lines over 1924, according to figures compiled by the *New York Evening Post* Statistical Bureau.

Total lineage for April, 1925, was 127,764,173 lines as compared with 127,355,145 lines in April, 1924.

The table follows:

	1925	1924	Gain
†New York	14,484,214	14,243,344	240,870
Chicago	7,827,468	7,923,456	95,988*
Philadelphia	7,921,326	8,051,479	130,153*
Detroit	5,673,178	5,221,762	451,416
Cleveland	4,210,722	4,361,475	150,753*
St. Louis	4,751,360	4,559,000	192,360
Boston	6,431,712	6,437,542	5,830*
Baltimore	4,653,973	4,736,734	82,761*
Los Angeles	7,141,925	7,828,474	686,549*
†Buffalo	3,995,259	4,035,704	40,445*
†San Francisco	4,852,730	4,786,440	66,290
†Milwaukee	3,062,321	3,387,080	324,759*
Washington	4,358,080	4,454,738	96,658*
Cincinnati	3,668,700	3,747,000	78,300*
New Orleans	3,844,277	3,115,601	728,676
Minneapolis	3,120,522	3,048,430	72,092
Seattle	2,802,058	2,852,808	50,750*
Indianapolis	3,427,305	3,220,206	207,099
Denver	2,466,660	2,193,184	273,476
Providence	3,028,332	3,020,354	7,978
Columbus	3,473,700	3,564,331	90,631*
Louisville	3,296,050	3,236,994	59,056
St. Paul	2,532,642	2,574,740	42,098*
†Oakland	2,405,018	2,195,886	209,132
Omaha	2,012,087	2,255,687	243,600*
Birmingham	2,550,240	2,453,024	97,216
Richmond	1,990,296	1,984,038	6,258
Dayton	3,159,268	3,209,094	49,826*
Houston	2,624,720	2,432,696	192,024
Des Moines	1,998,030	2,223,844	225,814*
Totals	127,764,173	127,355,145	409,028

†Note references under individual newspaper lineage of these cities. *Indicates loss.

1893 SERVICE 1925

as visualized by

BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 West 45th St. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles
Holbrook Bldg., 58 Sutter St. San Francisco, Calif.

Imperial



in the City of Tires

THE Imperial Plus Plan finds itself at home in Akron, inasmuch as the Plus Plan and the manufacturers of tires for which Akron is noted are aiming at the same goal. Tire manufacturers are making tires that will give the longest possible wearing life. The Plus Plan has for its aim the lengthening of the working life of type metals.

In Akron, the Beacon-Journal and Times-Press have been unanimous in choosing the Imperial Plus Metal Plan. They selected the plan to keep their metal FIT and thereby lengthen its life. The publishers of these splendid papers have taken a real step in the direction of reliability and economy in newspaper publishing.

Hundreds of publishers, large and small, many of whose papers have been featured in this column from time to time, are using the Plus Plan in their shop. The experience of these hundreds of publishers certainly should be an incentive for you to investigate this Plus Plan.

Get the Plan— Read it Through

The application of an economical systematic Plan to your metal will add years to its working life. Let us tell you how. Send for a copy of the plan now.

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



NEW JERSEY PRESS FETES N. Y. TIMES EXECUTIVES



Executives of the *New York Times* were guests of the New Jersey Press Association at dinner given recently at the Times building. Following the dinner the New Jersey editors and publishers inspected the publishing plant. The group which attended the dinner is shown above.

NEW ENGLAND DAILIES ELECT J. T. MURRAY

Business Manager, New Bedford (Mass.) Standard and Mercury Named President at One-Day Boston Convention

(*Special to* Editor & Publisher)

Boston, May 19.—James T. Murray, business manager of the *New Bedford* (Mass.) *Standard and Mercury,* was elected president of the New England Daily Newspaper Association at the annual meeting held at the Copley-Plaza Hotel here today. He succeeds Samuel E. Hudson, publisher of the *Woonsocket* (R. I.) *Call.*

Major Henry H. Conland, general manager of the *Hartford* (Conn.) *Courant,* was chosen vice-president. A. H. Fuller, publisher of the *Brockton* (Mass.) *Enterprise,* and James M Langley, publisher of the *Concord* (N. H.) *Monitor-Patriot,* were re-elected treasurer and secretary, respectively.

The board of governors chosen follows: Maine, William H. Dow, general manager, *Portland Express-Advertiser;* Massachusetts, Theodore T. Ellis, publisher *Worcester Telegram and Gazette,* and *Robert T. Wright,* publisher, *Haverhill Gazette;* New Hampshire, John A. Muehling, general manager, *Manchester Union and Leader;* Connecticut, William J. Pape, publisher, *Waterbury Republican and American;* Vermont, Howard C. Rice, publisher, *Brattleboro Reformer;* Rhode Island, George B. Utter, publisher *Westerly Sun.*

The meeting, an all day affair, was the largest attended one in the association's history, 58 being present. A meeting of the board of governors at 10 a. m. at which general topics of interest to the members were discussed, preceded the general business session. At the latter William N. Hardy, general manager, of the *Bangor* (Me.) *Daily Commercial,* was voted into membership.

Albert W. Fell, general manager of the association, submitted a report of the progress during the past year, 11 new members having joined. The membership now totals 72.

The committee on nominations comprising Harris M. Dolbeare, *Wakefield* (Mass.) *Item,* Frank E. Howe, *Bennington* (Vt.) *Banner* and Arthur S. Barnes, *Bristol* (Conn.) *Press,* brought in the list of new officers, who were unanimously elected.

The remainder of the morning session was devoted to general discussion.

At one p. m. an informal reception was tendered Roger W. Babson, of Babson's Statistical Institute, Wellesly, Mass., followed by luncheon.

Reporting a Rockefeller Wedding

Only one reporter was invited by the Rockfellers to enter their home during the wedding and reception of their daughter Abby Rockefeller, May 14, in New York. The newspaper men on the story chose Russell Porter of the *New York Times,* as their representative. Most of the information concerning the affair came from Ivy Lee, 111 Broadway.

Eldred Heads Beloit News

B. P. Eldred, Sr., an executor and trustee of the estate of the late David B. Worthington, publisher of the *Beloit* (Wis.) *Daily News* and principal owner of the Daily News Publishing Company, was elected president of the Daily News Publishing Company, at a recent meeting of stockholders and directors. Edwin S. Worthington, older son of Mr. D. B. Worthington, was elected vice-president and Clinton F. Karstaedt, secreta treasurer. The board of directors of company was enlarged to comprise Eldred, Elbert H. Neese, also an exe tor and trustee of the estate, Edwin Worthington, Raymond F. Collins, son H. Dobson and Clinton F. K staedt.

Newspaper Express Rates Lowered

The Iowa Railroad Commission ordered a reduction of 75 cents a ton newspapers shipped by express as re of complaint filed by the *Des Moines R ister* and 10 other Iowa papers. Recer the Commission authorized express c panies to double their rates on newspa shipments.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42d Street New York

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The Gazette Times
is the one big morning paper
Covering Pittsburgh, Western Pennsylvania, Eastern Ohio & West Virginia
MEMBER A B C
URBAN E. DICE,
Nat. Adv. Mgr.
Gazette Sq., Pittsburgh, Pa.
National Representatives:
E. M. BURKE, INC.,
42nd St. & Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.,
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Service *that* Succeeds
Backed by the largest evening circulation in America, the New York Evening Journal's Merchandising Service Department has had a record of more spectacular and profitable campaigns for advertisers than any other Service Department in the country.
450 SUCCESSES
NEW YORK EVENING JOURNAL
America's Greatest Evening Newspaper

THE
Norristown Times Herald
Offers You an Opportunity to speak to the
THIRD RICHEST COUNTY IN PENNSYLVANIA
Through Its Columns.
National Representative
Paul Block, Inc.
New York Detroit
Chicago Boston

first in KENTUCKY in
~ CIRCULATION
~ ADVERTISING
~ PRESTIGE
The Courier-Journal
THE LOUISVILLE TIMES
The BIG SUNDAY
Courier - Journal
Represented Nationally by
The S. C. Beckwith Special Agency

WHAT THEY ARE SAYING

THE RESPONSIBILITIES OF INTERPRETER

"THE day is at hand when the journalist more than ever must shoulder the responsibilities of interpreter. We chronicle the news, yes. So does radio. We influence public opinion, yes. So does the politician. We anize public opinion, yes. So does the propagandist. But to interpret the 's, to interpret our fellowmen one to the other, to interpret the nation to the ld, calls most of all for character."—James T. Williams, Editor, *Boston erican.*

* * *

CO-OPERATION AND ITS REWARDS

"MORE than we realize our people as a whole are organized and are co-operating constructively for the common good. This perhaps, comes ut easier under our form of government because every adult is a working t of the machinery of the government. We inherit with our citizenship practical theory of constructive co-operation. Having made so much use that endowment in the field of advertising we may boast of great progress, l we are entitled to do so. But if we had not made such progress in co-ration we would not have the rewards we have gained in our callings."—nes O'Shaughnessy, Executive Secretary, American Association of Ad-tising Agencies.

* * *

SALESMANSHIP AND PRINTING

"WHAT we need in American selling is more *ideas*—selling ideas—not more art. We are away ahead in the artistic development of print-. The cost of printing is already too high. Printing is not an end in lf—it is only a means to an end. And that end is more sales with selling ts at a lower percentage."—G. C. Willings, Vice-President, Intertype rporation.

* * *

MANUFACTURER'S GREATEST ASSET

"I CONSIDER newspaper advertising the best of all advertising mediums and the greatest asset a manufacturer can avail himself of in popularizing products with the public and making his name a household word."—John hl, John Puhl Products Company, Chicago.

* * *

A 15 PER CENT AD BUDGET

"A REAL estate firm should spend at least 15 per cent of the gross commission on newspaper advertising because it will increase business. * * Advertising is the strongest spotlight in the world and no big venture n be a success without it."—D. Bradlee Rich, Former Vice-President, tional Association of Real Estate Boards, Before Springfield Real Estate ard.

* * *

NEW PROBLEMS

"THE raising of educational standards, the tremendous increase in travel, the growing knowledge of the outside world and other elements affect-our tastes, our desires and our demands have put new problems before wspaper publishers, problems that must be solved right if disaster is to be oided."—Frank O. Edgecombe, Publisher, *Geneva* (Neb.) *Signal.*

* * *

NEWSPAPERS MUST KEEP FAITH

"THE modern newspaper must keep faith with the public. There must be no exploitation of the reader or reader interest. To make a newspaper pay it must be honest with the public. The moral issue cannot be too ongly stressed."—Walter A. Strong, Business Manager, *Chicago Daily ews.*

FIRST PRIZE: ONE TOMBSTONE

S. D. Daily Offers a Casket, Too, for "Best Motor Maniac"

Stepping into the limelight of safety first advocates, the *Sioux Falls* (S. D.) *Press,* morning newspaper, has started a contest for the "best motor maniac" in the state, offering a first prize of a tombstone and a second prize of a casket.

A variety of other prizes for those motorists in the state who "fail" to qualify as the "best motor maniac" will be given, providing relatives of the driver will make the claim.

Numerous fatalities in the state within recent weeks has prompted the management of the Press to start its unusual contest. Each day the daily will print stories, omitting names, of incidents in which motorists "attempt" to qualify for first or other places in the contest.

Intoxicated drivers will be watched by the newspaper, as well as those who step on the gas when nearing a school ground, and those who try to pass another car at a street or highway intersection, or who race with trains.

Fred C. Christopherson, formerly of the *Kansas City Star,* is managing editor of the Press. He is father of the idea. George E. Masters, formerly of the *Chicago Journal* and recently of the *Tokio Japan Advertiser,* is city editor.

Many editors have already commented favorably on the novelty of the campaign, declaring it to be an effective way to decrease motor fatalities.

LAKELAND TO ADVERTISE

Florida City Raises $70,000 For Newspaper and Magazine Space

As a result of a successful campaign, which has just closed, the Lakeland Chamber of Commerce will expand between $70,000 and $75,000 on advertising the city during the next year, according to a statement by John L. Morris, local director of publicity. This will be the first year that Lakeland has ever advertised extensively.

During the campaign just closed, the goal of $100,000 was shattered and $115,000 was raised for the operation of the chamber during the next fiscal year.

According to Mr. Morris, the bulk of the sum will be expanded in the advertisements to appear in the leading newspapers and magazines throughout the country. The advertising is to be released on schedule, the first copy to start running in September.

Shannon Reported Improving

R. E. Shannon, president of the Ninth District Advertising Clubs, is reported as rapidly improving in Hot Springs, Ark., where he went several weeks ago after a breakdown caused by overwork. He expects to return to his home in Washington, Ia., soon.

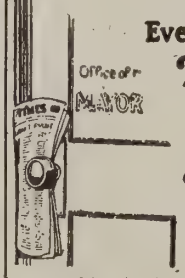
Vanderbilt

means

Newspapers Clean Enough For Every Home!

Where do you want your advertising to go?

Detroit Times



Evening 220,000

Sunday 250,000

DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, Security Bldg., Chicago

FOR ALL NEWSPAPERS
DUPLEX PRESSES
"OUR CUSTOMERS WRITE OUR ADS"
DUPLEX FLAT BED
"The Herald has been using a Duplex Flat Bed press since 1907, and it is still in *first-class* condition and *delivering the goods.*"
Oskaloosa, Iowa Daily Herald
Duplex Printing Press Co.
BATTLE CREEK, MICH.

America's most complete newspaper
The New York Herald Tribune

HELLMANN'S MAYONNAISE
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

FIRST IN OHIO
6,878,820 LINES
January 1st to April 30th, 1925
The Dispatch published during the first four months of 1925 over 54% of all Columbus newspaper advertising and 1,222,076 lines more than all other Columbus newspapers combined.
In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines

NET PAID CIRCULATION	
City	54,851
Suburban	28,024
Country	22,944
GRAND TOTAL	105,819

LARGEST IN CENTRAL OHIO
Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

FROM the *Chicago Daily News* comes another booklet in its series of reprints—"Pillars of World Peace" by Edward Price Bell. In this interview Mackenzie King, Prime Minister of Canada, discusses the problem of the Pacific and gives a formula for interracial good relations.

I may be guilty of overemphasizing crime in this department as much as some newspapers do in their text columns but I cannot overlook a passing mention of Booklet No. 6 in this series by the Daily News—"Crime and the Civic Cancer" by Judge M. L. McKinley.

Copies of either of these reprints may be obtained from the *Chicago Daily News,* 15 North Wells street, Chicago, at 10 cents each.

* * *

WILLIAM JOHNSTON has been one of the editors of the *New York World* for 25 years. Those who know him well say that Bill is a newspaper man from shoe leather to felt hat. Bill has written a dozen or so books but his latest, "These Women!" (The Cosmopoltian Book Corporation) starts something. It discusses the modern matrimonial question pro and con.

One of Bill's observations is that any man who has a good wife and doesn't pay her a salary isn't a good business man. Bill hasn't written something just to fill space. Best of all, no editor has edited his copy.

* * *

THE Iowa Journalist, a monthly periodical published by the School of Journalism of the University of Iowa, opens with "The Business Side of a Newspaper" by W. R. Orchard, editor of the *Council Bluffs* (Ia.) *Nonpareil* and concludes with the second installment its series of articles on "Crime and the Newspapers."

* * *

IN *America,* a Catholic periodical which admirably reviews the news of the week, will be found for May 16 an interesting discussion of news values. It is as critical of the public as it is of the press.

* * *

E. W. HOWE of Potato Hill Farm, Atchison, Kan., is frequently a little late in putting his monthly—devoted to indignation and information—to bed. The issue which has just reached my desk contains several items relating to journalism. Page 1, Column 1, leads off with a little chat about "The Great Reporters."

Another item is headed "A Pimple to Watch." Lest this pimple fester it might be worthwhile to read what Mr. Howe says:

> Every smart newspaper man probably realizes he has a fight before him;
>
> Congress is showing a disposition to regulate him;
>
> The people are complaining of newspaper dominance: at every session of Congress, lately, newspaper regulation is whispered about.
>
> This was not formerly the case: we used to call the newspaper game *Disseminating Intelligence.*
>
> It is often said the saloon keepers dug their own graves by making their bars too gaudy; by engaging too freely in politics; by selling to minors; by too ostentatiously showing their power and wealth; by promoting disorder, etc.
>
> Is there not here a suggestion for intelligent newspaper men? They have acquired tremendous power. Are they making the best use of it? On the nose of every newspaper man there is a pimple liable to grow if not taken care of.

Mr. Howe is again critical of the press in the squib which he headlines "An Interesting News Item Is So Often Untrue."

* * *

AMERICAN newspaper men who want to know how a German newspaper is edited and made should get the little book "Wie Entsteht Eine Zeitung" ("How Does a Newspaper Take Form?") by Dr. Hans Simon (Dürr & Weber, Leipzig, Germany). The sub-title "Tagebuchblätter eines Redakteurs" ("Diary Leaves of an Editor") describes the contents of the volume.

The description of the beginnings of journalism betrays a lack of scholarship and research, but the chapters which deal with modern policies, foreign correspondence, the morgue, editorial conferences, party politics and the press, are well done and show that their author is familiar with the ground covered. The chapter on "Editorial Organization" possibly has the most interest for the American reader.

* * *

THE OUTLOOK in its issue for May 20 prints a page of cartoons on the topic of Crime in the Newspapers. Cartoons are taken from the *Seattle Daily Times, Rochester Herald, St. Paul Pioneer Press,* and the *Rocky Mountain News.* The Outlook, by the way, pays a dollar to everyone who clips from his favorite newspaper and sends in a cartoon that is reprinted. The cartoon submitted must contain the name of the paper and its date of publication. Here is a chance for newspaper men to have cigars on the Outlook.

* * *

AMONG the weekly periodicals the subject of crime and the news is still popular. *The Nation,* for example, in its issue for May 20 attempts to answer the question "Should Crime Stories Be Suppressed?" For once, *mirabile dictu,* the Nation is a critic of the critics as this quotation will show:

> Some of the severest critics of crime news are members of our churches and devoted readers of the Bible. Do they forget that the Bible is perhaps the world's greatest compilation of crime? Any reform, it is admitted, must be preceded by a knowledge of the facts. An understanding of crime, a study of the motives and passions which direct men, is essential to anyone who would know his fellows or work for their betterment.

Of the critics who suggest suppression or sterilization, the Nation says:

> Those who are most passionately advocating a suppression or sterilization of crime news are generally persons who like to call themselves "constructive." Yet in this respect they are championing purely destructive tactics; they are ignoring the one practicable way to improvement, which consists not in demanding that newspapers eliminate or segregate news of crime but that they *write about it truthfully.* Failure to do this, either deliberate or carelessly unintentional, is the real evil. When our newspapers are disgusting, degrading, and dangerous—as some undoubtedly are—it is not because they print news of crime but because they sentimentalize and distort it, because they garnish it with all the vulgar tricks of the "sob sister" and the rewrite man, because they dramatize it according to the hack rules of the hero-villain theory of life.

But the Nation can't resist this parting shot:

> When we achieve the Perfect World we shall banish crime from our newspapers. But by then we shall be ready to banish the newspapers also.

* * *

WILLIAM DUDLEY PELLEY began his newspaper career in the back office as pressman on the *Bennington* (Vt.) *Evening Banner.* He had his eye, however, on the front office, so he rented an old typewriter and began to pound out copy which soon found its way into the columns of the Banner. Later he became a country editor but, finding that his stories about country life found a ready market in metropolitan magazines, he gave up newspaper work for a short time. The opportunity, however, to buy the *St. Johnsbury* (Vt.) *Daily Caledonian* proved a greater temptation than he could withstand and so he became the owner of that paper. Then came the War and he went to Siberia as a Y. M. C. A. secretary.

After the War he returned to newspaper work but the success of his books "The Greater Glory" and "The Fog" proved that he had a greater opportunity in the field of authorship and so he definitely gave up newspaperdom as a vocation.

His latest novel "Drag" (Little, Brown & Co.) is a remarkable human interest story in which the author has capitalized his newspaper experiences. The account of David Haskell's first day on the *Daily Telegraph* of Paris, Vermont, is the most amusing thing that I have read about newspaper life in many a day. David Haskell, like Dav Harum, is a real creation that ought live in American fiction. Allie Park who reads proof for the *Daily Te graph,* successfully sets her trap for D vid and then the tale begins—also tro bles for David from his wife's relativ who come to live with him.

How David finally solved his mat monial problems does not belong to t little chat. To put them in might sp the perusal of the story. But David c tainly had some interesting experien while working on a newspaper in Sprin field, Mass.

Mr. Pelley says that "Drag" is a co edy. But his tale is so faithful a portr of real life, so full of little tragedi that his description hardly seems jus fied. The author, however, has d such a fine piece of work in his no that one is glad that he belongs to "O Own World of Letters."

FLASHLIGHTS OF FAMOUS PEOPLE

Pictorial Celebrity a Day Series

Gives your readers a "Face to Face" with over three hundred folk who are doing things worth while.

A Business Builder For Your Paper

Joe Mitchell Chapple
THE ATTIC
WALDORF-ASTORIA, NEW YORK

A Dependable Means of Increasing Classified Lineage

Write for Particulars

Associated Editors, Inc.
440 S. Dearborn St., Chicago

Complete Markets and the NEWS THAT MAKES THEM

Together with leads and comment that authoritatively interpret day to day developments in the financial and business worlds.

Full leased wire (averaging 8,000 words, exclusive of tables), or pony service.

Central News of America
Established 1914
42 New Street New York City

Largest organization in the world specializing in financial and market news for daily newspapers.

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 3,749 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Another HOLLISTER *Achievement!*

Following the example of many other of the largest and most successful newspapers in the United States, careful consideration has led The Cincinnati Enquirer to engage the services of the Hollister Circulation Organization to conduct its campaign.

Address the above paper until further notice

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

THE WELFARE COMMITTEE *of the* **INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION**

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

ICTOR FIRM ENTERS RADIO BUSINESS

eased Advertising Expected to Result from Contract Signed with Radio Corporation of America Announced in New York

ncrease in the volume of Victor Talk- Machine Company advertising is ex- ted to result from the firm's entrance the radio business, announced in w York, May 19.

he announcement was that a con- t had been signed between the Radio poration of America and the Victor npany, providing that the former con- n will manufacture superheterodyne eivers to be installed as part of the trola.

Victor officials also stated at the same e the company would resume radio adcasting next winter.

ndications are this broadcasting will done through WJZ, the Radio corpo- ion of America, and a chain of allied nsmitters, including several operated the General Electric Company and Westinghouse Electric and Manufac- ing Company, instead of, as last ter, through WEAF of the American lephone and Telegraph Company.

The Victor Talking Machine Company, big user of newspaper space, has nged its advertising policy somewhat s year. While for the past seven years vertising plans were thoroughly pre- red in advance, space buying has been ceeding with unusual reserve.

Ernest John, advertising manager, when questioned in regard to this change of policy by EDITOR & PUBLISHER last March, declared the Victor Company wished to be "leg-free to put huge sums to work in the spreading of several important announcements later on," and was accumulating a reserve fund for this purpose.

This week Mr. John informed EDITOR & PUBLISHER, the New York announcement would mean an increase in advertising expenditure out of this reserve fund.

Pressed for details as to how the combined Victrola and radio receiving set would be advertised, Mr. John said it was too early yet to be definite.

Announcement of the contract with the Radio Corporation was made at a dinner given by Victor officials at the Pennsylvania Hotel, New York.

Among those present to hear the announcement were: E. R. F. Johnston, vice president of the Victor Talking Machine Company; C. Q. Childs, advisory director; General Guy E. Tripp, chairman of the board of directors of the Westinghouse Electric and Manufacturing Company; H. P. Davis, vice president of that company, and Dr. A. N. Goldsmith, chief broadcast engineer of the Radio Corporation of America.

The Radio Corporation of America has been supplying the radio equipment for the Brunswick-Balke-Collender Company for over a year. The super-heterodyne has been included in the Brunswick combination machine. J. L. Bernard of the Radio Corporation of America said that they would continue to manufacture sets for the Brunswick Company.

Publishing—Printing Opportunity

A Publishing House with interesting and unlimited opportunities for the future, has outgrown its present facilities and desires to obtain additional capital for immediate expansion.

They would like to get in touch with a man or men with publishing or printing experience, who could provide all or part of the capital required and assist in the plans for expansion by joining the present organization.

An inquiry will bring further particulars, after which an interview may be arranged if desired.

Address Box A-527 care of Editor and Publisher

What Good Roads Have Done For

ILLINOIS

Illinois owes much of her commercial and industrial importance throughout the Middle West, to her roads. Not only have her highways reached a point of development that make for excellent vehicle transportation but her chains of steam and electric railroads are so closely and firmly linked that all parts of Illinois as well as adjacent states have become mere "next door neighbors."

Such an existing condition of communication and transportation is certain to mean unparalleled success for any advertising campaign that is launched within the borders of Illinois. The effect of such advertising is bound to be felt far and wide.

The problem of merchandising in this territory has become very simple for the reason of the complete communication between points and their accessibility.

Even as the roads link places so also do the newspapers listed here do their share in linking advertisers and consumers.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	17,408	.06	.06
†Chicago Herald & Examiner	(M)	355,799	.55	.55
†Chicago Herald & Examiner	(S)	1,120,294	1.10	1.10
Chicago Daily Journal	(E)	123,016	.26	.24
**Evanston News Index	(E)	6,912	.04	.04
†Freeport Journal-Standard	(E)	9,665	.045	.045
**Joliet Herald News	(E)	18,979	.06	.06
*La Salle Tribune	(E)	3,230	.025	.025
**Mattoon Journal Gazette	(E)	5,460	.03	.03
†Moline Dispatch	(E)	10,680	.045	.045
**Monmouth Daily Review Atlas	(E)	5,590	.035	.035
*Ottawa Republican Times	(E)	5,654	.03	.03
**Peoria Star	(S) 23,382..(E)	30,669	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

**A. B. C. Statement, March 31, 1925
†Government Statement, March 31, 1925
*A. B. C. Statement, Sept. 30, 1924

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Copy Writer and Salesman.
Position by young man; wide newspaper experience; wants better field for expansion. Consider any location. Address Box A-526, care Editor & Publisher.

Advertising Man
Now handling local advertising for a daily of 7,000 circulation desires change to more congenial surroundings. Has experience in cities up to 130,000 and is willing and capable of assuming entire responsibility of advertising department. Successful experience in handling advertising copy, and particularly well able to plan with advertiser and draw up result producing advertisements. Is a stickler for business efficiency and works wholeheartedly and conscientiously to build up the volume and goodwill of his newspaper. Prefers a growing paper in a clean city where there is scope for more business. Married, aged 28. Minimum salary $60 with opportunity to do better. Will answer all replies. Address A-507, Editor & Publisher.

Advertising Manager.
Position by aggressive young man. Capable producer; wide newspaper experience; wants opportunity to expand beyond present possibilities. Will go anywhere. West or South preferred. Address Box A-525, care Editor & Publisher.

Advertising Manager.
A thoroughly experienced newspaper executive will be available about June 1st. Seventeen years' experience in cities up to a million population. I want to connect with a publisher who is convinced that he is not getting the maximum lineage in local, national and classified advertising and is looking for the right man to put it over. I have an enviable record for results. Desire a permanent connection where my ability will be recognized. Would consider business managership or place as combination advertising and business manager. For full details, address Box C-983, Editor & Publisher.

Advertising Solicitor.
Experienced advertising solicitor and copy writer, familiar with preparing layouts, handling cuts, etc., desires position in South with newspaper or adverising agency. Address C-944, Editor & Publisher.

Advertising Solicitor.
Age 30, experienced on regular accounts, special edition, business pages, classified and co-operative advertising. Who has shown excellent results and can show proof of producing ability. Now employed on combination daily as assistant advertising manager. Seeks connection in the South (prefer Florida). Will consider salary or commission. Address A-514, care Editor & Publisher.

Advertising Writer.
I write display and classified boosters that sell your paper to the merchants. Results count! Let me know your requirements. My charges are nominal. J. R. Quinan, advertising manager, The West Philadelphia News, 144 S. 52nd Street, Philadelphia.

All-Round Newspaperman.
15 years experience, still in early 30's, present position managing editor, town of 30,000, desires to get into larger field. Has handled every job in editorial and reportorial game. Married. Wants permanent position, where knowledge, experience and executive ability will count. Will go anywhere in New England, New York or New Jersey. Box A-516, Editor & Publisher.

Business Manager.
Builder of advertising and circulation, wants connection with daily in city about ten to fifteen thousand population. No objection to run-down paper. Might consider small investment. Address Box A-503, care Editor & Publisher.

Your Classified Ad
in
EDITOR & PUBLISHER
is read by the man you want to reach

Situations Wanted

Cartoonist.
Wishes change; can produce cartoons with punch; work reproduced; samples and qualifications gladly furnished. Box C-986, Editor & Publisher.

Circulation Manager.
A capable, efficient producer, organizer, and systemizer, with excellent records of successful results obtained. Best of references. Age 47. Member I. C. M. A. Available for immediate connection. C-984, Editor & Publisher.

Circulation Manager.
Ten years experience with all lines of Independent carrier plan, has out-grown present position. Been through the circulation mill from district manager, street circulator, country and city circulation manager. Promotion work a specialty. With present company six years. Best of references from past and present employers. Married. Age, 30. Details on past achievements upon request. Available at once. Box A-515, care Editor & Publisher.

Circulation Manager or Assistant.
Energetic capable young man with ten years, carrier to circulation manager, experience. Understands carrier and mail promotion, A. B. C. and entire circulation routine. Excellent references. A-513, Editor & Publisher.

Classified Solicitor.
Now employed as manager on Eastern paper of 1200 circulation. Desirous of position on large Eastern daily. Can show marvelous past record. For further details address Box A-521, Editor & Publisher.

Classified Advertising Counsellor
With years of experience selling classified advertisnig. Eight years with largest daily in the country. The past 9 years in spare time have been going into newspaper offices for 8 to 12 weeks, suggesting methods, increasing classified, all classifications, training help, old and new, leaving best one in charge when I leave, no particular system. Just know how and with no come back, make stated charge per week for as many weeks as you may want my services. Well known in newspaper world, good references, my methods especially good for second or third paper. Up to June 1st wire or write W. H. Yale, 238 Richmond Ave., Buffalo, N. Y.

Composing Room Foreman.
Desires connection where unusually low production costs are expected; can also assume responsibility for other mechanical operations. C-992, Editor & Publisher.

Composing Room Superintendent.
With credentials showing his ability to operate composing rooms more efficient and economical desires to do the same for others. C-993, Editor & Publisher.

Desk Expert.
Copy desk expert or rewrite man available for summer as vacation supply. C-953, Editor & Publisher.

Editor.
Now employed, seeks change to afternoon daily. Seven years' experience in all branches of editorial work. University graduate; linguist. Thirty-one years old; married; three children. Available immediately. Address Box A-501, Editor & Publisher.

Editor-Manager—Best References.
Man of forty, sound; metropolitan, Washington (D. C.), and international experience; the "pep" to make some paper undisputed leader in its field, a power in the land and a dependable money-maker. Wants job as editor, managing editor or editor and manager of a newspaper in some worth-while American community where news sense, editorial punch and sound American ideas would be appreciated. Morning paper preferred, but evening paper could also be made to respond to vigorous treatment he has in mind. Owners, managers and advertising experts commend my business sense and nose for revenue as well as news. Snappy, sound editorials. Address Box C-973, Editor & Publisher.

Editorial Executive.
Metropolitan newspaper will undertake rebuilding of afternoon paper of importance which finds itself for any cause in need of constructive editorial direction along wise and tried lines. Details of record and all personal information desired will be supplied as preliminary to confidential interview and opportunity to investigate problems. Box A-522, Editor & Publisher.

Managing Editor.
Of morning daily in city of 35,000 wishes similar connection with afternoon paper or trade publication. Age 34, married, college education, long experience, best of references as to ability and character. Has some capital. Address A-506, care Editor & Publisher.

Mechanical Production Manager.
Will assume entire responsibility for all mechanical operations, labor and production of large publishing organization; 37 years of age, with 20 years of wide and varied experience. C-994, Editor & Publisher.

Situations Wanted

Mechanical Superintendent.
Press Superintendent wants position on daily newspaper. Practical experience in all mechanical departments. In charge of plant or dept. for the last twenty years. Can give A-1 references. Box C-957, Editor & Publisher.

Mr. Weekly Publisher.
Does your paper need the Gland Treatment? Editor, who has just completed reviving one newspaper near-corpse is ready to tackle another similar job. I will not only make the people look greedily for your paper every week, but I know the trick of making printer's ink pull more advertising. I am not looking for any prima donna salary. Just ordinary pay for extraordinary work. Might consider eventual purchase of part or whole interest. Have had a little experience at ad soliciting. A-511, Editor & Publisher.

Newspaper Man.
Thoroughly trained newspaper man, former Sunday editor, wants position as special feature writer for national magazine. Can do own camera work. Will submit references and samples. Plenty of ideas; single; salary $50. Box C-982, Editor & Publisher.

Newspaper or Advertising Agency.
connection desired by young woman, now employed. Competent to manage national advertising department medium sized newspaper; three years' experience. Box C-977, Editor & Publisher.

Reporter.
Young Newspaper Man wants three months' work after June 20. Has had three years reportorial experience. Prefers to work on an afternoon daily in a city in Indiana, Illinois, Ohio, or Wisconsin, with 50,000 population or more. Just the man needed while regular staff members are on vacations. Address A-512, Editor & Publisher.

Working Advertising Manager.
With metropolitan newspaper experience wants to connect with a paper that insists advertising space is made to be sold. Write Box A-518, Editor & Publisher.

HELP WANTED

Good Copy Readers.
Capable of earning $55.00 a week or more—splendid opportunity for advancement—must be fast, careful and bright. One of leading newspapers in Middle West. Write, giving age, previous experience, and references, care Box A-523, Editor & Publisher, Suite 1700 Times Building, 42nd Street and Broadway, New York City.

Managing Editor.
For small morning daily, in city of 25,000 population, full Associated Press report, prefer middle west or southern man, also college graduate and must be over 30 years old, good future, reference required. A-519, Editor & Publisher.

News Editor
For Florida evening daily wanted; exceptional opportunity for competent news writer. State salary wanted, age and experience. Address A-508, Editor & Publisher.

Syndicate Wants Salesman.
To grow with organization. Salary, commission and expenses. Full time or side-line. Opportunity for right man to become sales manager or member of firm. Permanent position. Unlimited possibilities. State present territory and experience. Replies confidential. A-509, Editor & Publisher.

Wanted.
Competent adv. compositor who can operate an Intertype machine when not busy in the ad alley. Must be sober and competent, non-union preferred. Wages $40.00 per week. Address A-510, care Editor & Publisher.

Wanted.
Advertising manager for a fast growing morning newspaper, in town of 40,000 in Middle West. Would prefer man who has had training under a "live wire." Must be able to plan and sell as well as direct the work of four men. Salary $50.00 a week to start. Possibilities unlimited. Write A-520, care Editor & Publisher.

SALES—APPRAISALS
Newspaper Properties

You have a newspaper property which you wish to sell profitably?

Your newspaper property is not making enough money?

You wish to make a sound investment in a newspaper property?

You wish to know the scientific value of any newspaper property?

WE HAVE BEEN SUCCESSFULLY ENGINEERING NEWSPAPER SALES AND APPRAISALS AND PURCHASES AND CONSOLIDATIONS FOR THE PAST THIRTY YEARS.

Palmer, DeWitt & Palmer
350 MADISON AVENUE, NEW YORK
Telephone: Murray Hill 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CUB REPORTER of unusual ability available June 15. Now graduating from Middle Western School of Journalism. Will go to any state east of Mississippi River and north of Mason-Dixon line. Uses typewriter. Photograph indicates clean-cut, aggressive personality. Department head writes: "Very brilliant fellow; will win Phi Beta Kappa key." Speak quickly. Our No. 5680.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

BUSINESS OPPORTUNITIES

A Real Opportunity.
Evening and Sunday newspaper; establish more than 40 years; circulation 10,000 A. B. C Associated Press; gross business more th $300,000 annually; net profits over 10 per cen owner wishes to retire from business. If y have at least $100,000 cash and a good recor address "Newspaper Opportunity," A-517, E itor & Publisher.

For Quick Sale at a Sacrifice.
The well known Searchlight Informati Library, including millions of clippings, picture files of magazines, and of newspapers. Son of the material extending back more than fif years, classified and indexed for ready refe ence. Includes subject matter of every natu and large section biographical matter. Wou make excellent extension to any morgue would form first class morgue for new new paper. Will sell at a sacrifice in whole or sections due to removal from present premise Will be glad to send list on application. Th Library must be sold before May 30th. Jol H. Eggers, 225 Fifth Avenue, New York Cit

Don't Answer This Advertisement
Unless you have a publication to sell or mon to buy one. Don't waste your time or my tim I have no time to waste, and you should n have. But if you have a publication you desi to sell or have money to buy one I shall l pleased to have you call or write me. I hav spent more than one-quarter century as edito publisher and owner of daily and weekly pu lications. I have studied newspaper and mag zine making from every angle and am thoroug ly familiar with the value of field—equipment circulation. I have some very desirable pu lications for sale and customers who are in t market for daily, weekly and monthly public tions. J. B. Shale, Times Building, New Yo City, N. Y.

Have a Few Thousand to Invest
With services, where responsibility can b shared by young all-around newspaper an printing executive. Present connection in Ch cago. Single and an orphan, therefore, will g anywhere that offers a real future. Good cha acter and references. A-504, care Editor Publisher.

Additional Classified

Business Opportunities

ited.
uy daily in town of 5,000 to 15,000 popula- or would consider part interest in larger erty. Capable editorial man of ten years rience. Address A-505, care Editor & Pub- r.

kly and Daily Newspapers.
kly and daily newspapers in best section heast offer splendid business opportunities. dled with few thousand cash and up. Write you want and financial ability. J. T. , Hendersonville, N. C.

ning Daily.
cipal owner of only morning daily in hern city 75,000 population, tired of play- angel to incompetent managers who have istently lost money while income and ress of city should provide profit, desires make immediate sale to party who can e cash payment of not less than $100,000. l price about $150,000. No brokers. Please financial references in first letter so that e of time with curiosity letter writers be eliminated. Box A-524, Editor & isher.

NION MEN STRIKE ON ANGOR COMMERCIAL

eteen Compositors and Three Press- nen Walk Out When Paper Seeks to Discharge an Employe— New Force Recruited

When the management of the *Bangor* e.) *Commercial* announced its inten- to discharge a union employe in open shop composing room, 19 union n employed in the room and three on pressmen walked out last week.

No demands were made upon the pa- and no attempt by either side has n made to discuss the matter accord- to William N. Hardy, general man- gr.

The paper was issued the day of the ke an hour and a half late and has n out every day since, sometimes on ie and sometimes a few minutes late. . Hardy stated that the paper missed y one mail. There has been no no- iable loss of advertising and the man- ment reports no drop in circulation, he id.

The local union issued a circular which s distributed from house to house in ich they stated there was no dispute ept the one involving the threatened charge of a union employe, discrimin- on being charged.

"Efforts had been made to organize the nmercial mechanical departments and matter was under negotiation at the ie of the walkout," Mr. Hardy de- red. "Help has been brought in from outside and gradually a new force being installed.

"The Commercial at no time has men- ned the strike in its columns. There n been no violence."

Organizer Fred A. Spead is in charge the strike for the union.

MUNSEY HONORS OLD-TIMER

Cves Watch to Pressman 50 Years on N. Y. Sun

Frank Munsey, in his luxurious apart- nt at the Ritz the other day, discussed w York newspaper history with illiam French, a pressman on his *New ork Sun,* whom he presented a watch in preciation of his 50 years' service on t newspaper.

"Fifty years is a long time," Bill smiled. ome men feel it, but I don't. I feel as ung today as I did when I first went to ork.

"But my how things have changed!"

When French first went to work the n printed one four-page edition six ys a week. Now it is not unusual for press room to turn out ten or twelve itions a day. The presses are capable printing a 64-page edition at one opera n.

"This has been the biggest day of my le," said French, as he left the Ritz th Edwin S. Friendly, business man- er of the Sun.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

N.Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

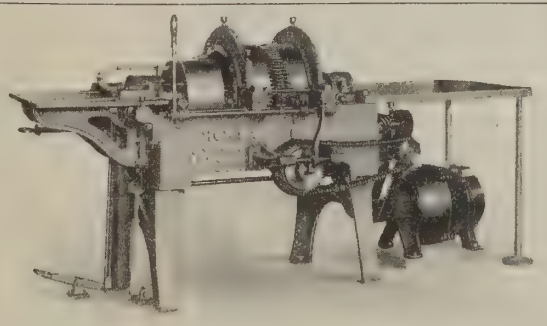
Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
417 South Dearborn St.
Chicago Ill.

EQUIPMENT MANUFACTURERS
Let an advertisement in the Equipment Section of EDITOR & PUBLISHER be your "Silent Salesman". It will sell your machines to the publishers of the nation swiftly and economically.
The Equipment Section is
YOUR SECTION
Use It Every Week

Printers' Outfitters.
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

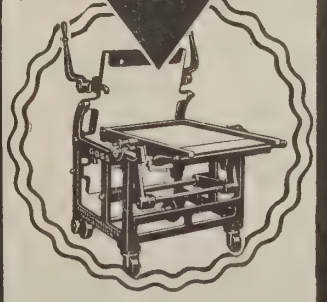
Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
DAYTON NEWS
Dayton, Ohio
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO
QUALITY SERVICE NAME FAME CLINE WESTINGHOUSE
MAIN OFFICE Conway Bldg. 111 W. Washington St. CHICAGO
EASTERN OFFICE Marbridge Bldg. Broadway at 34th St. NEW YORK

FOR SALE
For Immediate Delivery
GOSS HIGH SPEED SEXTUPLE PRESS, WITH COMBINATION THREE COLOR TOP DECK.
GOSS STANDARD SPEED SEXTUPLE PRESS.
BOTH MACHINES FOR 21½" COLUMN, SHEET CUT 22¾", 7/16" PLATE.
THEY HAVE BEEN FACTORY REBUILT AND ARE IN BEST OF CONDITION.
WRITE FOR PRICES
The Goss Printing Press Co.
1535 So. Paulina St., Chicago

Hoe Automatic Curved Plate Trimming and Shaving Machine

A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.
R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

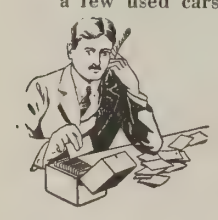
GOSS STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

ALMOST every automobile dealer has a few used cars on his hands. And the demand for such merchandise is pretty small nowadays. Of course, a few of the used cars are salable but there is a great amount of "junk" on hand. This accumulation of used cars will bring in a little "ready cash" if placed on auction sale. Large dealers have found it profitable to hold individual auctions while co-operative auctions held by smaller dealers will draw a large crowd. This gives the public an opportunity to set the price on the used cars and one would be surprised at the interest shown in bidding.



GRADE school children are taught about insurance these days, questions relating to insurance being found in their arithmetic books. This is true of schools in nearly all states. Why not take a bunch of these insurance questions out of a seventh-grade arithmetic, head them with some such question as, "Can You Answer These? Your Child Can," and pull some good insurance advertising through these questions. Lots of adults can't answer the questions, first shot, that the children are learning these days.—Miss Prue Jones.

Every time a non-advertising store goes out of business—a quite frequent occurrence—have the staff photographer get a picture. Have him get in the sign and, if possible, get a photograph that will show the empty interior. When a half-dozen or so have been collected, run them in a quarter or half-page layout labeled something like this: "Gone and Forgotten—These Businesses Did Not advertise." Your advertising solicitors will know how to use it.—T. A. Hulbert.

A New Jersey newspaper makes a charge for listings under "Coming Events." Forget just what it is, but let us say $5 per month. Almost every event in town appears in the column. This is the only paper I ever knew to make such a charge, but why not? In that city social, fraternal and other organizations like it and it really saved them money, doing away with the necessity of sending out postal cards.—K. Dangerfield.

A Salem, Mass., newspaper has used with much success a series of advertisements dealing with Mothers' Day, which may be used just as well on any other "day." Candy stores, telegraph and telephone companies, florists, theatres, restaurants, department stores, gift shops, book stores, etc., have tied up with the ads which have brought good business. One of the ads reads as follows: "Flowers for mother on Mother's Day are the usual thing, but this year the sons and daughters of America are going farther. They not only are sending candy and flowers and books to mother, and telegrams and telephone calls to her if they are away, but they also are taking her out to dinners, to parties, and to the theatre. Take mother out this week to the theatre, to dinner, and give her as many more good times as you can."—C. L. Moody.

Under a heading "Where to Spend Your Week-Ends," a feature could be run calling attention to boating and fishing facilities, and giving directions for hikers and campers. This could be supplemented with a directory of sports outfitters.—Hyman Gershon.

One Florida newspaper has been photographing automobile license plates at random and then reproducing them. If the autoist sees his auto tag in print he should bring his registration card to the editorial department where he will be given an order for five gallons of his favorite motor fuel.—Robert B. Miller.

Suggest to the leading magazine dealer in your city that early in the month he run a special display ad giving an outline of the more serious—"high-brow"—magazines, those selling at 35 to 50 cents. Each month these have a wide variety of special articles and in every town or city there are many people who would buy one or more a month if they knew there was something of special interest in them but are kept from purchasing them regularly because of the high price.—A. N.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

YOUR Face Someone's Fortune—Both Sides of It. Male reporter made discovery that much money is spent by women in beauty parlors. Woman reporter found that it's nothing compared with what men spend in barber shops. Both wrote parallel stories for an Ohio paper.—E. N. Reese.

A genuine back-to-the-farm movement, resulting in an increase of from 40 to 50 per cent in farm transactions, is being noted this year, Herman Janss, director of the farm lands division of the National Association of Real Estate Boards, declared recently. The stabilization of prices for farm products together with the end of war depression have brought about a great improvement. Large city papers may find it of interest to learn if persons are going back to farms, while publications in rural sections will find a chance to get in some effective booster stories.—A. C. Regli.

Print every day with a cut a short article of from three to five paragraphs under the head "Our Principals" and you will have an interesting daily feature which can be obtained without much trouble. This feature in the *Minneapolis Tribune* is proving popular. The feature can be extended to include, for instance, "Our Aldermen," "Our Ministers," etc.—G. Smedal, Jr.

With Decoration Day nearly here, your local G. A. R. post will cooperate on an article about number of veterans' graves and who was first member of post to die. Also, if their graves are being marked with G. A. R. markers, this will add. We got a fine story last year in this way that beat all the boiler-plate Decoration Day stories.—Donald O. Ross.

"Iowa People and Affairs" is the caption over a brief column of personal comment and reminiscences of Iowan appearing in the *Des Moines* (Ia.) *Register*. Natives of the state and their achievements, amusing and illuminating anecdotes of prominent personages all over the state and similar comment fill out a feature that is widely read.—L.

A Youngstown paper recently ran a feature story about the picture post cards of the city being sold in the stores. Most of the pictures were taken from 10 to 15 years previous. Almost unbelievable changes had been made in that time.—G. L. B.

Nearly every large high school has occasionally a young cartoonist who can do stuff that can't be frowned at. If you can find one in your high school put him to work during the summer making caricatures of local people. He will be a better circulation holder during the off months of vacation season than the syndicate artist.—A. Nix, Spokane, Wash.

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO



GUS and GUSSIE

By JACK LAIT

Great new daily comic strip will amuse millions. Don't watch it grow—*grow with it!*

KING FEATURES SYNDICATE, Inc.

241 W. 58th St. New York City

STEPHEN LEACOCK'S

Weekly Humorous Article

"Leacock's Laughs Linger"

Metrop litan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.

150 Nassau Street, New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

World Building, New York

Thomas W. **Briggs Company**

Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS

World Building New York

JUNE 1

New York Evening World
Philadelphia Bulletin
Boston Traveler
Cleveland Plain Dealer
Buffalo Times
Pittsburgh Gazette Times
St. Louis Times
Providence Bulletin
Washington Star
Detroit News
Louisville Post
and Twenty-Nine Other Papers will start

"Once Upon A Time"

The Fairy Tale Strip

By W. J. Enright

Better Get in With a Wire Order

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

The Pulling Power of These New York Daily Newspapers Is a Power That Merits the Highest Respect

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	27,331	.08	.08
**Albany Knickerbocker Press (M)	32,519	.10	.10
**Albany Knickerbocker Press (S)	57,395	.14	.14
**Amsterdam Recorder-Democrat (E)	7,788	.04	.04
††Auburn Citizen (E)	6,158	.045	.035
††Batavia Daily News (E)	3,869	.04	.04
**Binghamton Press (E)	34,017	.09	.09
**Brooklyn Daily Eagle (E)	70.957	.22	.22
**Brooklyn Daily Eagle (S)	81,537	.22	.22
**Buffalo Courier and Enquirer (M&E)	79,900	.18	.18
**Buffalo Courier (S)	120,499	.25	.22
††Buffalo Evening News (E)	129,782	.25	.25
**Buffalo Evening Times (E)	97,406	.21	.21
**Buffalo Sunday Times (S)	103,424	.21	.21
††Buffalo Express (M)	48,437	.14	.12
††Buffalo Express (S)	58,086	.18	.14
**Corning Evening Leader (E)	9,125	.055	.05
††Elmira Star-Gazette Advertiser (E&M)	33,559	.11	.11
††Geneva Daily Times (E)	5,724	.04	.04
**Gloversville Leader Republican (E)	7,022	.035	.035
**Ithaca Journal-News (E)	7,452	.05	.05
**Jamestown Morning Post (M)	11,209	.04	.035
**Middletown Times-Press (E)	6,724	.03	.03
**Mount Vernon Daily Argus (E)	9,830	.05	.05
**Newburgh Daily News (E)	11,811	.06	.06
**New Rochelle Standard-Star (E)	8,084	.04	.04
**The Sun, New York (E)	247,370	.60	.56
**New York Times (M)	352,882	.75	.735
**New York Times (S)	598,244	.90	.882
**New York Herald-Tribune (M)	275,312	.594	.576
**New York Herald-Tribune (S)	330,504	.6435	.624
††New York World (M)	348,148	.595	.58
††New York World (S)	581,660	.595	.58
†New York Evening World (E)	314,489	.595	.58
**Niagara Falls Gazette (E)	19,359	.06	.06
**Port Chester Item (E)	4,800	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,335	.05	.05
**Rochester Times-Union (E)	69,349	.21	.20
**Syracuse Journal (E)	42,757	.14	.14
**Troy Record (M&E)	22,653	.06	.06

** A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.
† Government Statement, Sept. 30, 1924.

New York Daily Newspapers give both QUANTITY of circulation and QUALITY of circulation—a winning combination.

New York has everything to make an ideal market—people, money, efficient transportation and plenty of QUALITY newspapers. As a tryout market New York is one of the best territories possible to find in the whole United States.

The daily newspapers listed above are sold on the idea of cooperation. They cooperate with one another in boosting the State of New York as the greatest market on earth.

They cooperate with the powers that be in their own communities in making their home towns the best places on earth in which to live. They cooperate with their local merchants in keeping their business in their home towns as much as possible.

They cooperate with national manufacturers in popularizing trade-marked goods—cooperating in every possible way.

Cooperate With Local Dealers Through the Above Daily Newspapers

Efficient

The fifty-five dominant newspapers which acquired the day leased wire service of The Consolidated Press did so because their publishers desired more *complete* newspapers. They did not contemplate using more space, but using that space more *efficiently* and *economically.*

Comprehensive

The concise, complete dispatches of the C. P. A., written by acknowledged experts, telling the *how* and the *why* as well as the what, can be substituted effectively for scattered, meaningless, space-eating stories.

Constructive

The trained writers of the C. P. A. build for its newspapers a consistent reader-interest as well as an unquestioned prestige.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Spreckels Bldg.	19 Rue d'Antin

BOUND BY
HNM

UNIVERSITY OF ILLINOIS-URBANA
3 0112 072556829